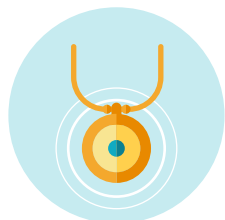


January 29 - 31, 2016
**FASHION / TECH
HACKATHON**



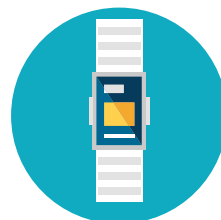
Smart Accessory
Security



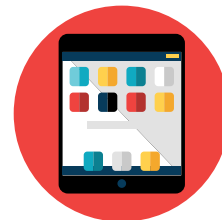
RunningWatch



Smart Glass



Activity Trackers



Tablet Computer

Help redefine the future of fashion.

The Fashion/Tech Hackathon is a cross curricular event focusing on the development of a project like a wearable or an app. In its 3rd year, we host the event at Kent State University's Fashion School with partnerships from the TechStyleLAB and LaunchNET at Kent State.

The Fashion/Tech Hackathon provides students from across the nation with an environment to collaborate, explore, engage and create an innovative product/concept. Students spend 36 hours building a project of their choice, such an app or a garment, while getting support from mentors and sponsors. Participants meet companies looking to hire while getting their hands on the latest tech. Students are given the opportunity to solve problems they see in the world by utilizing fashion and technology tools and solutions.

Last year's event included 144 student participants representing 19 universities, 23 different majors and 60% of participants were female.

This year, there will be 4 prize categories:

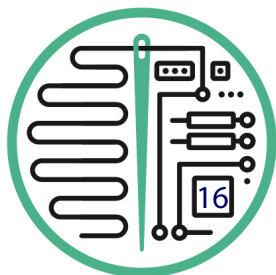
- Creation of a New Technology
- Advancement of an Existing Technology
- Use of Technology in Creating New Fashion Products
- Tech Advancement of the Retail Experience

WHY SPONSOR?

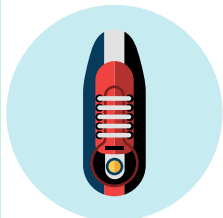
Talent. Hackathons attract motivated students from all disciplines to collaborate and execute an extra curricular project. The hackathon is replacing the traditional career fair. Get to know the next generation of innovators and makers as they work to create the next best product.

OUR MOST SUCCESSFUL SPONSORS

- Bring Mentors – Technical mentors from all disciplines connect best with our attendees and often function as great recruiters. A mentor that can help solve an attendee's project and make a lasting impression on a student.
- Bring Tech – Let the students hack your tech and see what happens.
- Send Swag – Allows for great brand recognition for your company.



FASHION / TECH HACKATHON



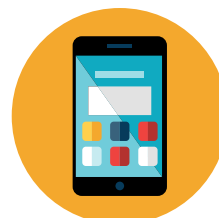
Smart Sneakers



Healthcare Devices



Smart Garments



Smartphone



SmartWatch

TIER COST	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
GENERAL				
Introductory Keynote	X			
Judge Final Hacks	X			
Demo at Opening Ceremonies	X	X		
Named Host for Special Side Event	X	X		
Reserved Table at Hacker Space	X	X	X	
Bring Company Mentors	X	X	X	X
Thanked at Opening/Closing Ceremonies	X	X	X	X
Bring Hardware to Share	X	X	X	X
MARKETING				
Your Swag in our Bag	X	X		
Logo on Website and Information Packet	LARGE	MEDIUM	SMALL	SMALL
Logo on Shirts	X	X	X	X
RECRUITING				
Resume Book After Event	X	X		
Distribute Recruiting Materials in Our Bags	X	X	X	
Bring Recruiting Materials	X	X	X	X

SPONSOR A CUSTOM PRIZE

Sponsoring a prize must be in addition to one of the above tiers. You are welcome to purchase a prize and select its winners.

SPONSOR A MEAL

Offer to provide a main meal or snack and we will organize the details for you and send you a bill for the amount (e.g. Pasta brought to you by Company X).

Donations by check should be made payable to the "Kent State University Foundation" with TechStyleLAB in the memo line. Please remit your donation to the TechStyleLAB, P.O. Box 5190, 515 Hilltop Drive, Kent State University, Kent, OH 44242.

Contact us at ["fashtechhack@kent.edu"](mailto:fashtechhack@kent.edu) and follow us at www.fashiontechhackathon.com