



August 13, 2013

Good Day "Team McKinney"!

Allow me to invite you to our upcoming Tech Cocktail event being held at the Collide Center on August 29th. Open less than two months, the Collide Center has already been invited to become part of the area Tech "ecosystem"! Michael Sitarzewski, Dallas Ambassador for Tech Cocktail, got in touch with us through the Dallas Entrepreneurial Center (DEC) which just recently opened in the SoftLayer building in downtown Dallas. Michael was in charge of Tech Cocktail in Denver and Boulder and is now in Dallas serving as Tech Cocktail Ambassador. When he heard of our program he considered it a good opportunity to get the "buzz" going up this direction. From our side it was a no brainer!



Hey **Dallas** (read that **McKinney!**), get ready for your upcoming Tech Cocktail Mixer & Startup Showcase.

Tech Cocktail Mixer & Startup Showcase - Networking need not feel like work. That's why Tech Cocktail Mixers focus on infusing fun into what is normally a stale experience. The premise is simple; we bring together DALLAS' hottest startups, Mix with local tech enthusiasts and serve over cocktails. Whether you're seeking a new job, looking to build a new connection to take your business to the next level, or simply looking for an exciting environment to break up the week, Tech Cocktail Mixers are the perfect way to serve up a healthy dose of fun and value into your week.

What to expect?

- Startups demoing in a casual expo style
- Engaging conversations
- Local technology all-stars, celebrities, and thought leaders

Date: Aug 29, 2013 6:00 pm – 8:30 pm
Category: Dallas, Tech Cocktail
Event Organizer: Tech Cocktail
Venue: **Collide Center**
Address: 610 Elm Street, McKinney, TX 75069

The event will be held in the Event Hall of the Cotton Mill across the lobby from the Collide Center. This will allow us to showcase the Collide Center and our new “Collaboration Coffee Shop”. We are working with Tech Cocktail as well as ImagineExhibits, a resident of the Cotton Mill, to meet the exhibit space logistics per Tech Cocktail specifications. MEDC and Curious Complex are the facilities host and Tech Cocktail will be hosting the Bar.

Startup Showcase

The intent of the event is to showcase new startups. An invitation to apply appears on the Tech Cocktail website (see below).

Tech Cocktail's Dallas Startup Showcase Application | 08.29.13

If you are interested in showcasing your product in an expo-style at the Tech Cocktail's Dallas Mixer event on August 29th, 2013, please fill out the form below by August 22nd. If we find your product or company to fit the bill we will be reaching back out to you to gather additional details. Thank You!

There will be twelve to fourteen startups, at least two of them from the Collide Center, demoing their new products/ideas.

I hope that your schedule permits your attendance.

Please click on the following link for more details:

<https://techcocktaildallasaug2013.eventbrite.com/?discount=tcvip>

Sincerely,

John

John Valencia

Director of Business Retention, Expansion & Emerging Technology
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