



2010 Marketing & Branding Opportunities

SIGNATURE EVENTS

*Annual Meeting Luncheon & Showcase
"The Outlook for IT: 2010 and Beyond"
Presented in Partnership with Gartner*

**January 29
Embassy Suites Raleigh-Durham
Cary**

*Thriving in the New Economy
"How Technology Drives Business and How People Drive Technology"*

**April 14
Hilton Charlotte Center City
Charlotte**

*The State of Technology – **NEW in 2010**
"Transforming the Way We Live, Work, and Play"
Presented by Title Sponsor IBM*

**May 26
Sheraton Imperial
Research Triangle Park**

NCTA Open Championship & Leadership Conference Presenting by EMC Corporation

**August 3 & 4
Grandover Resort
Greensboro**

NCTA 21 Awards Gala

**November 10
Embassy Suites RDU
Cary**

Green Host Sponsor for Signature Events and Programs – NEW for 2010

PROGRAMS

Emerging Technologies & Trends Series

(RTP & Triad Series)

February 18, March 24, July 14, September 8, December 8

(Charlotte & Triad Series)

February 10, May 12, June 10, August 19, October 14

CIO Connection

March 12, April 22, June 24, August 26, October 28, December 2

Leadership Series – NEW in 2010

(RTP & Charlotte)

January, April, September

MEMBERSHIP & ONLINE RESOURCES

IT Market Research Report

Monthly - Online and Membership Wide Distribution

NCTA Online Membership Directory

Exclusive Annual Sponsorship Online

NCTA Online Library of Business Articles and White Papers

Exclusive Annual Sponsorship Online

COUNCILS

Government Affairs Council

Meeting Schedule TBD

Government Vendor Council

February, April, June, August, October, December

Green Technology Council

March, July, November

Knowledge Workforce Council

February, June, October

Women in Information Science and Engineering (WISE) Council

March, July, October



Dear Friends & Supporters of NCTA:

The North Carolina Technology Association is very proud of its accomplishments in 2009 and we are looking forward to another successful year in 2010. We are committed to our mission to offer world class Executive Engagement opportunities, advocate on behalf of the technology industry through our Public Affairs efforts and drive initiatives to develop and retain the Knowledge Workforce.

As the voice of the technology industry to elected officials, business and education leaders, we bring people together to learn, network and influence our growing industry. Enclosed you will find a calendar of events and a list of our sponsorship opportunities. As you will see in the next several pages, NCTA's events are varied and diverse. They remain the best planned and executed events in the industry. To continue our positive work, we ask for your financial support. NCTA sponsorship will increase your company's visibility in front of our membership and put you at the head of discussions on innovation and technology that are driving North Carolina's economy.

Please contact me directly at (919) 856-0393 to develop a custom sponsorship campaign that will maximize your company's exposure.

With kind regards,

A handwritten signature in black ink, appearing to read 'Marc Montoro', is written in a cursive style.

Marc Montoro
Director of Programs & Communications
mmontoro@nctechnology.org

Annual Meeting Luncheon & Showcase
"The Outlook for IT: 2010 and Beyond"
January 29 ■ 10:30 a.m. – 1:30 p.m.
Embassy Suites, Cary, NC

The **Annual Meeting** is a gathering of NCTA's Board of Directors and member companies, along with other industry leaders to celebrate the accomplishments of the previous year and expectations for the year ahead. Keynote speaker Michael Smith of Gartner will provide 'The Outlook for IT: 2010 and Beyond'.

All Sponsors will receive the following benefits (see below for specifics):

- Recognition in promotional materials, event program and event signage
- Company logo/name on NCTA web site (varies based on level)
- Exclusive passes to private session with keynote speaker (quantity varies based on level)
- Complimentary reservations (quantity varies based on level)

Title Sponsor – \$5,500 (Exclusive)

Option to distribute promotional item at event; Top billing in promotional materials; Opportunity to say welcome or closing remarks; Logo and hot link on NCTA web site; Six passes to private session with keynote speaker; Twelve complimentary reservations

Gift Sponsor – \$4,000 (Exclusive)

Recognition as gift sponsor on gift item; Logo and hot link on NCTA web site; Four passes to private session with keynote speaker;
Ten complimentary reservations

Luncheon Sponsor – \$3,500 (Exclusive)

Recognition on placard at each table; Opportunity to introduce keynote speaker; Logo and hot link on NCTA web site; Four passes to private session with keynote speaker; Ten complimentary reservations

VIP Session Sponsor – \$3,500 (Exclusive)

Host of private session with keynote speaker with opportunity to say remarks; Logo and hot link on NCTA web site; Ten passes to private session with keynote speaker; Ten complimentary reservations

Gold Sponsor – \$2,500

Logo and hot link on NCTA web site; Two passes to private session with keynote speaker; Eight complimentary reservations

Green Host – 2,000 (Exclusive)

NCTA's "**Green Host**" sponsor allows NCTA to purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of our events Name and hot link on NCTA web site; Two passes to private session with keynote speaker; Six complimentary reservations

Silver Sponsor – \$1,750

Name and hot link on NCTA website; Two passes to private session with keynote speaker; Six complimentary reservations

Bronze Sponsor – \$900

Name and hotlink on NCTA website; One pass to private session with keynote speaker; Four complimentary reservations

Table Sponsor – \$650 Member/\$850 Non-Member

Recognition on placard at your table; Table of ten reservations

Exhibitor – \$500 (Limited Availability for NCTA MEMBERS ONLY)

Exhibit space at Annual Meeting Showcase; Two complimentary reservations

Member Ticket – \$69 Early Bird/\$79 after January 8

Non-Member Ticket – \$89 Early Bird/\$99 after January 8

Thriving in the New Economy
"How Technology Drives Business and How People Drive Technology"
April 14 ■ 7:30 a.m. – 2:30 p.m.
Hilton Charlotte Center City, Charlotte, NC

The **Thriving in the New Economy Conference** is an annual leading technology forum hosted in partnership with the Charlotte Chamber of Commerce. It brings together top executives to discuss emerging technologies, trends, leadership and innovation. This one day conference features premier speakers, exhibit opportunities and networking with senior level executives from across the state.

All Sponsors will receive the following benefits (see below for specifics):

- Complimentary registrations to event (quantity varies based on level)
- Company logo/name included on event signage, PowerPoint and program's sponsors page
- Advertisement in event program (ad size varies based on level)
- Company logo/name and hotlink on NCTA web site
- Exhibit space (Excludes Table Sponsors – placement varies based on level)
- Recognition from the podium

Benefits specific to sponsor level are listed below:

Title Sponsor – \$6,500 (Exclusive)

Twelve complimentary registrations; Top Billing with company logo on all promotional and onsite conference materials and signage; Opportunity to provide opening remarks and introduce one of keynote speakers/panels; Company logo on front outside cover of program "Title Sponsor"; Full page advertisement on inside cover of program; Premier exhibit space

Luncheon Sponsor – \$5,000 (Exclusive)

Ten complimentary registrations; Luncheon Sponsor listing with company logo on all promotional and onsite conference materials and signage; Opportunity to introduce the luncheon keynote speaker; Full page advertisement in program; Premier exhibit space

Program Sponsor – \$4,000 (Exclusive)

Ten complimentary registrations; Program Sponsor listing with company logo on all promotional and onsite conference materials and signage; Opportunity to offer closing remarks and introduce one of keynote speakers/panels; Company logo on front cover of program; Full page advertisement on rear outside cover; Premier exhibit space

Beverage Sponsor – \$3,500 (Exclusive)

Eight complimentary registrations; Beverage Sponsor listing with company logo on all promotional and onsite conference materials and signage; Recognition as Beverage Sponsor on placards at the reception; Half page advertisement in program; Premier exhibit space

Green Host – \$3,000 (Exclusive)

NCTA's "**Green Host**" sponsor allows NCTA to purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of our events. Benefits include: Eight complimentary registrations; Green Host Sponsor listing with company logo on all promotional and onsite conference materials and signage; Half page advertisement in program

Silver Sponsor – \$2,500 (Unlimited)

Eight complimentary registrations; Silver Sponsor listing with company logo on all promotional and onsite conference materials and signage; Half page advertisement in program

Breakfast Sponsor – \$2,500 (Exclusive)

Six complimentary registrations; Breakfast Sponsor listing with company logo on all promotional and onsite conference materials and signage; Recognition as Breakfast Sponsor on placards at the breakfast; Half page advertisement in program

Break Sponsor – \$2,000 (Exclusive – 2 Available)

Four complimentary registrations; Break Sponsor listing with company logo on all promotional and onsite conference materials and signage; Recognition as Break Sponsor on placards at reception; Quarter page advertisement in program

Bronze Sponsor – \$1,750 (Unlimited)

Four complimentary registrations; Bronze Sponsor listing with company logo on all promotional and onsite conference materials and signage; Quarter page advertisement in program

Table Sponsor – \$950 Early Rate/\$1,100 after March 30

Ten complimentary registrations; Company logo on placard at your table

NCTA Member Ticket – \$100 Early Bird/\$125 after March 30

Charlotte Chamber Member Ticket – \$100 Early Bird/\$125 after March 30

Non-Member Ticket – \$150 Early Bird/\$175 after March 30

The State of Technology – NEW in 2010
“Transforming the Way We Live, Work, and Play”
May 26 ■ 7:30 a.m. – 2:30 p.m.
Sheraton Imperial, RTP

The State of Smart Tech Conference will explore smart technologies that improve the way we live and do business. Specific topics are to be determined and will emphasize communications, energy/utilities, infrastructure, healthcare, education, and governance with underlying themes of increased efficiency, green, sustainability, business intelligence and stimulus. This conference features premier speakers, exhibit opportunities and networking for North Carolina’s technology executives.

All Sponsors will receive the following benefits (see below for specifics):

- Invitation to VIP Breakfast and Reception with featured speakers (quantity varies based on level)
- Complimentary registrations to event (quantity varies based on level)
- Company logo/name included on event signage, PowerPoint and program’s sponsors page
- Company logo/name included in paid print advertisement promoting event
- Advertisement in event program (ad size varies based on level)
- Company logo/name and hotlink on NCTA web site for calendar year
- Exhibit space (Excludes Bronze and Table Sponsors, placement varies based on level)
- Recognition from the podium

Benefits specific to sponsor level are listed below:

Title Sponsor – \$25,000 (SOLD)

Three Invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Title sponsor on all promotional and onsite conference materials and signage; Opportunity to offer opening remarks or closing remarks; Opportunity to introduce one of the keynote speakers; One Seat on Conference Steering Committee; Top Billing on front cover of program and on sponsors page in program; Full page advertisement in opening page of program; Premier exhibit space; Twenty complimentary registrations

Presenting Technology Sponsors – \$10,000 (Limited Space Available)

Three Invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Presenting sponsor on all promotional and onsite conference materials and signage; Opportunity to introduce one of the presenters/panels; One Seat on Conference Steering Committee; Premier Billing on front cover of program and sponsors page in program; Full page advertisement in program; Premier exhibit space; Twelve complimentary registrations

VIP Keynote Speaker Reception Sponsor – \$6,500 (Exclusive)

Eight Invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Host Sponsor of morning and afternoon Keynote Speaker Reception: Recognition on all promotional and onsite conference materials and signage; Full Page Advertisement in program; Premier exhibit space; Eight complimentary registrations

Program Sponsor – \$6,500 (Exclusive)

Two Invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as program sponsor on all promotional and onsite conference materials and signage; Premier Billing on front cover of program and sponsors page in program; Back Cover Advertisement on program; Premier exhibit space; Eight Complimentary registrations

Luncheon Sponsor – \$5,000 (Exclusive)

Two Invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Luncheon sponsor on all promotional and onsite conference materials and signage; Opportunity to say remarks prior to luncheon; Full Page Advertisement in program; Eight Complimentary registrations

Breakfast Sponsor – \$4,500 (Exclusive)

Two Invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Breakfast sponsor on all promotional and onsite conference materials and signage; Full Page Advertisement in program; Six Complimentary registrations

Gold Sponsor – \$4,000 (Unlimited)

Two Invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Gold sponsor on all promotional and onsite conference materials and signage; Full Page Advertisement in program; Six Complimentary registrations

Break Sponsor – \$3,500 (Exclusive – 2 Available)

Two invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Break Sponsor on all promotional and onsite conference materials and signage; Half Page Advertisement in program; Six Complimentary registrations

Green Host – \$3,000 (Exclusive)

NCTA's "**Green Host**" sponsor allows NCTA to purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of our events. Benefits include: Green Host Sponsor listing with company logo on all promotional and onsite conference materials and signage; Half page advertisement in program; Six Complimentary registrations

Silver Sponsor – \$3,000 (Unlimited)

Two invitations to **VIP Breakfast and Reception with featured speakers**; Recognition as Silver sponsor on all promotional and onsite conference materials and signage; Half Page Advertisement in program; Six Complimentary registrations

Bronze Sponsor – \$1,750 (Unlimited)

One invitation to **VIP Breakfast and Reception with featured speakers**; Recognition as Bronze sponsor on all promotional and onsite conference materials and signage; Quarter Page Advertisement in program; Four Complimentary registrations

Exhibitors – \$1,000 (Limited Availability)

Exhibit space; Recognition as Exhibitor in event program, web site, signage, PowerPoint Presentation; Recognition on sponsors' page in program; Company logo and hotlink on **NCTA** website for the calendar year; Recognition from podium; Four Complimentary tickets

Table Sponsor – \$1,000 Early Bird/\$1,250 After May 31

Ten complimentary registrations; Company logo on placard at your table

NCTA Member Ticket – \$125 Early Bird/\$150 after May 12

Non-Member Ticket – \$175 Early Bird/\$200 after May 12

Annual NCTA Open Championship
August 3 ■ 7:30 a.m. – 3:00 p.m.
Grandover Resort, Greensboro, NC

Business and technology leaders throughout the Southeast gather for an exciting day of networking fun and business development. An 8:30 a.m. shotgun start commences the golf tournament and closes with a luncheon and awards ceremony. Participants will have numerous chances to win prizes and more importantly, bragging rights!

All Sponsors will receive the following benefits (see below for specifics):

- Complimentary registrations to event (number varies based on level)
- Company logo/name included on event signage, PowerPoint and program's sponsors page
- Company logo/name and hotlink on NCTA web site for calendar year
- Recognition from the podium

Benefits specific to sponsor level are listed below:

Title Sponsorship for Tournament – \$10,000 (Exclusive)

Naming rights for the Open Championship, promoted throughout the year at all major events and on web site; Title sponsor listing on all promotional and onsite conference materials and signage; Company signage at club entrance, 18th hole and Luncheon; Event banner on score card at the course; Golf for sixteen; Opening remarks (2-3 minutes) at luncheon; Opportunity to include a promotional item in gift bag; Opportunity to provide prizes for winners

Premier Golf Gift Sponsor – \$4,000 (2 Available)

NCTA will purchase and have your company logo printed on a premier custom golf gift with company logo for all participants; Golf for eight; Opportunity to include a promotional item in gift bag

Golf Tee/Ball/Towel Prize Sponsor – \$3,000 (3 Available)

Opportunity to provide golf tee prize or gift with company logo for all participants; Sponsor purchases gift; Golf for eight

Luncheon Sponsor – \$2,000 (Exclusive)

Premier sponsor of awards luncheon held after the tournament; Opportunity to give remarks (2-3 minutes) at luncheon; Golf for four; Opportunity to include a promotional item in gift bag

Prize Sponsor – \$2,000 (Exclusive)

Opportunity to announce prize winners and company name/logo on prize bags; Golf for four; Opportunity to include a promotional item in gift bag

Beverage Cart & Station Sponsor – \$2,000 (Exclusive)

Company name listed on beverage cart banner and signage at beverage stations; Golf for four; Opportunity to have two representatives at hole to provide giveaways

Putting Contest Sponsor – \$1,750 (Exclusive)

Exclusive sponsor of Putting Contest; Special signage at contest location; Golf for four; Opportunity to have two representatives at hole to provide giveaways

“Hole in One” Contest Sponsor – \$1,750 (4 Available)

Exclusive sponsor of individual Hole in One Contest; Special signage at contest location; Golf for four; Company name on **NCTA's** website for the calendar year; Recognition on promotional materials, event signage & event program; Opportunity to have two representatives at hole to provide giveaways

Hole Sponsor – \$1,350 (Unlimited)

Signage at the hole; Golf for four; Opportunity to have two representatives at hole to provide giveaways

Breakfast Sponsor – \$1,250 (Exclusive)

Company name or Logo displayed on Continental Breakfast Table at registration; Golf for four; Opportunity to include a promotional item in gift bag

Score Card Sponsor – \$750 (Exclusive)

Company name printed on scorecards; Golf for one

Driving Range Sponsor – \$500 (4 Available)

Signage at the driving range; Golf for one

Putting Green Sponsor – \$500 (4 Available)

Signage at the putting green; Golf for one

Gift Bag/Snack Bag Sponsor – \$500 (Unlimited)

Golf for one; Company logo printed on gift/snack bag filled with goodies and given to all participants

Foursome – Member Ticket \$950/Non Member Ticket \$1250

NCTA Member Ticket – \$250

Non-Member Ticket – \$300

NCTA Leadership Conference Presented by Title Sponsor EMC Corporation
August 3 & 4
Grandover Resort, Greensboro, NC

NCTA's **Leadership Conference** is our annual member only event that brings together the highest echelon of technology leaders to explore industry trends. This conference provides a more personal setting for our members to discuss cutting edge issues and network with key decision makers.

All Sponsors will receive the following benefits (see below for specifics):

- Complimentary registrations to event (quantity varies based on level)
- Company logo/name included on event signage, PowerPoint and program's sponsors page
- Company logo/name and hotlink on NCTA web site for calendar year
- Recognition from the podium
- Full page advertisement in program booklet

Benefits specific to sponsor level are listed below:

Dinner Sponsor – \$3,500 (Exclusive)

Opportunity to make remarks at dinner and introduce dinner keynote speaker; Provide company gift to attendees; Recognition as Dinner Sponsor by event emcee, event signage and placards at dinner; Two complimentary registrations (includes overnight accommodations)

Luncheon Sponsor – \$3,500 (Exclusive)

Opportunity to make remarks at luncheon and introduce luncheon keynote speaker; Provide company gift to attendees; Recognition as Luncheon Sponsor by event emcee, event signage and placards at luncheon; Two complimentary registrations (includes overnight accommodations)

Evening Reception & Glow in the Dark Putting Contest Sponsor – \$3,000 (Exclusive)

Opportunity to provide banner for evening reception; Recognition as Evening Reception Sponsor by event emcee, event signage and placards at evening reception; Opportunity to provide a prize to winners of putting contest; Two complimentary registrations (includes overnight accommodations)

Welcome Cocktail Reception – \$3,000 (Exclusive)

Opportunity to make remarks at dinner following reception; Provide company gift to attendees; Recognition as Welcome Cocktail Reception Sponsor by event emcee, event signage and placards at reception; Two complimentary registrations (includes overnight accommodations)

Program Sponsor – \$2,500 (2 Available)

Opportunity to make remarks at program and introduce program panel; Recognition as Luncheon Sponsor by event emcee, event signage; Two complimentary registrations (includes overnight accommodations)

Green Host – \$2,500 (Exclusive)

NCTA's "**Green Host**" sponsor allows NCTA to purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of our events. Benefits include: Recognition as Green Host Sponsor by event emcee, event signage; Two complimentary registrations (includes overnight accommodations)

Overnight Accommodations & Conference Registration

Overnight accommodations and conference registration includes overnight guest accommodations at Grandover Resort, conference breaks, cocktail reception, breakfast, lunch and dinner and conference fees.

- Conference fee & single occupancy room **\$525 per person**
- Conference fee & double occupancy room **\$480 per person**
- Conference fee for spouse/guest **\$260 per person**

Conference Only (No Overnight Accommodations)

Conference only registrations include conference fees, conference breaks, cocktail reception, breakfast, lunch and dinner.

- Full Conference fee for one (*no overnight accommodations*) **\$350 per person**
- First Day Conference fee for one (*no overnight accommodations*) **\$175 per person**
- Second Day Conference fee for one (*no overnight accommodations*) **\$125 per person**

Annual "NCTA 21 Awards" Gala
November 11 ■ 6:30 – 9:30 p.m.
Embassy Suites, Cary, NC

The **NCTA 21 Awards** is North Carolina's most prestigious statewide awards technology program, recognizing companies and individuals who have characterized excellence, innovation and leadership in 21 categories. The event includes a reception and dinner followed by the Awards Ceremony.

All Sponsors will receive the following benefits (see below for specifics):

- Complimentary registrations to event (number varies based upon sponsorship level)
- Special invitation(s) to VIP Reception with Finalists and Sponsors (number varies based upon sponsorship level)
- Company logo/name on promotional materials and invitation mailed to executives throughout North Carolina
- Company logo/name included on event signage, PowerPoint and program's sponsors page
- Recognition as a sponsor by event emcee
- Opportunity to include a gift item in gift bag for award winners
- Company name and hotlink on NCTA's web site

Benefits specific to sponsor level are listed below:

Title Sponsor – \$9,000 (Exclusive)

Two Complimentary Tables (20 seats) at the awards dinner; Special invitation to VIP Reception for all twenty guests; Top Billing with company logo in all promotional materials; Recognition as Event Sponsor on placards at event; Opportunity to provide opening or closing remarks at the ceremony

Dinner Sponsor – \$6,500 (Exclusive)

Complimentary table for ten at the awards dinner; Special Invitation to VIP Reception with finalists and sponsors for five guests; Recognition as Dinner Sponsor on promotional materials and placards at dinner; Opportunity to offer opening or closing remarks at the ceremony

Gala Reception Sponsor – \$6,500 (Exclusive)

Complimentary table for ten at the awards dinner; Special Invitation to VIP Reception with finalists and sponsors for five guests; Recognition as Reception Sponsor on all promotional materials and placards at Gala Reception; Opportunity to offer opening or closing remarks at the ceremony

People's Choice Award – \$5,500 (Exclusive)

Complimentary table for ten at the awards dinner; Special Invitation to VIP Reception with finalists and sponsors for two guests; Exclusive opportunity to present People's Choice Award; Promotion of company on all correspondence and promotion regarding People's Choice Award, including recognition on ballot with finalist sent out to NCTA's distribution, promotion on home page of web site for three weeks during voting poll (In 2009 over 10,000 votes were received), recognition on press release announcing the voting period.

Outstanding Achievement Award – \$5,000 (Exclusive)

Complimentary table for ten at the awards dinner; Special Invitation to VIP Reception with finalists and sponsors for five guests; Exclusive opportunity to present Outstanding Achievement Award

VIP Reception – \$5,000 (Exclusive)

Complimentary table for ten at the awards dinner; Special Invitation to VIP Reception with finalists and sponsors for five guests; Recognition as VIP Reception Sponsor on promotional materials and placards at VIP Reception; Opportunity to offer opening or closing remarks at the reception to recognize the finalists, winners and sponsors.

Entertainment – \$5,000 (Exclusive)

Complimentary table for ten at the awards dinner; Special Invitation to VIP Reception with Finalists and Sponsors for five guests; Company Entertainment will be provided during VIP Reception, General Reception and Dinner; Opportunity to offer opening or closing remarks at the ceremony

Beverage Sponsor – \$3,500 (Exclusive)

Table of eight at the event with two finalists or guests at your table; Special Invitation to VIP Reception with Finalists and Sponsors for two guests; Recognition as Beverage Sponsor on placards at the reception; Opportunity to make an introduction or present an award at the awards ceremony

Awards Sponsor – \$3,500 (Exclusive)

Table of eight at the event with two finalists or guests at your table; Special Invitation to VIP Reception with Finalists and Sponsors for two guests; Opportunity to make an introduction or present an award at the ceremony

Green Host – \$3,000 (Exclusive)

NCTA's "Green Host" sponsor allows NCTA to purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of our events. Benefits include: Recognition as the Green Host Sponsor on all promotional materials and on site materials. Table of eight at the event with two finalists or guests at your table; Special Invitation to VIP Reception with finalists and sponsors for two guests

Presentation Awards Sponsor – \$2,500 (19 Available)

Table of eight at the event with two finalists or guests at your table; Special Invitation to VIP Reception with finalists and sponsors for two guests; Opportunity to present one of the award categories (first come first serve)

Gift Bag Sponsor – \$750 (Unlimited)

Four tickets to event; Opportunity to provide gift item in gift bag for award winners; Company logo on gift bag and in program

Table Sponsor – Early Bird \$1,000/After October 30 \$1,200

Recognition on placard at your table; Table of ten complimentary registrations

NCTA Member Tickets – \$110 Early Bird/\$130 after October 30

Non-Member Tickets – \$145 Early Bird/\$165 before October 30

NEW in 2010 – Green Host Sponsor

NCTA's **Green Host Sponsor** allows NCTA to purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of our events. Factors used in calculating environmental impact of an event include facility size, food preparation, average miles travelled per attendee, etc. NC GreenPower is the first statewide green energy program in the nation supported by all the state's utilities. The goal of NC GreenPower is to supplement the state's existing power supply with more green energy – electricity generated from [renewable energy sources](#) like the sun, wind and organic matter.

Signature Green Host Sponsor – \$10,000 (Exclusive)

- Recognition and sponsorship listing as Green Host Sponsor at NCTA's five signature events (Annual Meeting, Charlotte Conference, RTP Conference, Leadership Conference, NCTA 21 Awards), with anticipated aggregate attendance of 1700+
- Two complimentary tickets to all signature events (does not include overnight accommodations for Leadership Conference)
- Recognition as Green Host Sponsor with company logo on all promotional and onsite conference materials and signage
- Quarter page ad in event programs (Charlotte Conference & RTP Conference)
- Company logo/name and hotlink on NCTA website
- Recognition from the podium
- Recognized and receives benefits as a "Sustainer Sponsor" of the Green Technology Council
- Receive event attendee report

ETT Green Host Sponsor – \$500 per event/\$5,000 for entire series (Exclusive)

See Emerging Technology and Trends Briefing for more details

- Recognition and sponsorship listing as Green Host Sponsor on all promotional materials and onsite conference materials and signage
- Recognition as a sponsor by event emcee
- Company name/logo and hotlink on NCTA's web site
- Opportunity to display company materials on shared exhibit table at event;
- Four complimentary tickets to briefing
- Receive event attendee report

NCTA Emerging Technologies & Trends Series (ETT)

The ***Emerging Technologies & Trends Series*** is designed to provide robust networking opportunities and explore new technologies and trends that are vital to the development of North Carolina's economy. The program is designed to be an interactive panel and will provide NCTA members the opportunity to tour the hosting company's facilities. This series will be held in two markets, including Charlotte (four events and one in the Triad) and RTP (four events and one in the Triad)

RTP Series Topics (tentative)

February 18 – Open Source Technologies • **March 24** – Innovation and Intellectual Property

July 14 – Identifying & Retaining Top Talent in the Knowledge Workforce

September 8 (Held in the Triad) – Technology from Development to Market

December 8 – Business Intelligence & Analytics

Charlotte Series Topics in partnership with the Charlotte Chamber of Commerce (tentative)

February 10 – Business Intelligence & Analytics

May 12 (Held in the Triad) – Data Storage & Management • **June 10** – Unified Communications

August 19 – Cyber Security • **October 12** – IT in Healthcare & Bioinformatics

All Sponsors will receive the following benefits (see below for specifics):

- Complimentary registrations to event (number varies based upon sponsorship level)
- Company logo/name on promotional materials
- Company logo/name included on event signage, PowerPoint and program's sponsors page
- Recognition as a sponsor by event emcee
- Company name/logo and hotlink on NCTA's web site
- Opportunity to display company materials on shared exhibit table at event;
- Receive event attendee report

Benefits specific to sponsor level are listed below:

Title Sponsor – \$10,000 (Exclusive)

Recognition as Title Sponsor on all Emerging Technologies & Trends series events; Serve on strategy planning committee to identify speakers and companies to feature at events; Five complimentary tickets per event; Opportunity to make opening remarks (2-3 minutes) as the Title Sponsor at each of the breakfast panels

Series Sponsor – \$3,000/series (Industry Exclusive Available in Each Market)

Recognition as Series Sponsor on all Emerging Technologies & Trends Series events in the respective market (RTP or Charlotte); Serve on strategy planning committee to identify speakers and companies to feature at events; Four complimentary tickets per event; Opportunity to introduce or moderate one of the panels (based on availability)

Host/Breakfast Sponsor – \$1,250 (1 per Event Available)

Three complimentary tickets to event; Provide venue and breakfast or cash to cover expenses; Opportunity to host event at company facility if space meets event needs; Opportunity to showcase company facility by providing technology tour to attendees; Opportunity to make opening remarks

Program Sponsor – \$750 (Unlimited per event)

Two complimentary tickets to event

Networking Sponsor – \$250 (Unlimited per event)

One complimentary ticket to the event of choice

ETT Green Host Sponsor – \$500 per event/\$5000 for entire series (Exclusive)

NCTA's **Green Host Sponsor** allows NCTA to purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of these events. Factors used in calculating environmental impact of an event include facility size, food preparation, average miles travelled per attendee, etc. NC GreenPower is the first statewide green energy program in the nation supported by all the state's utilities. The goal of NC GreenPower is to supplement the state's existing power supply with more green energy – electricity generated from renewable energy sources like the sun, wind and organic matter. In addition to sponsorship benefits listed above, this sponsor will also receive four complimentary tickets to each event sponsored.

CIO Connection

The CIO Connection provides a forum to discuss best practices, challenges and successes that are specific to the senior IT executive responsible for a company's internal infrastructure and applications. This working breakfast will be a roundtable format with a participating CIO as a moderator. This is an exclusive opportunity to interact with CIOs from NCTA member companies. The CIO Connection utilizes Cisco's Telepresence technology to connect CIO's in Charlotte and RTP. There are a total of two Exclusive Program sponsorship opportunities available, one in each market on the dates listed below.

Meetings will be held February 25, April 22, June 24, August 26, October 28 and December 2

Exclusive Program Sponsor – \$1,500 (12 Available)

Recognition by NCTA as exclusive sponsor for CIO Connection program in opening and closing remarks; Opportunity for two company representatives to attend breakfast and participate in discussion; Complimentary registrations for any CIOs that are invited by sponsor; Opportunity to provide promotional items and company material to attendees; Company logo and hotlink on NCTA website for the calendar year; Company logo or listing in all promotional material and sponsor recognition from the podium through sponsor PowerPoint presentation at event; Receive meeting attendee report

Leadership Series – NEW in 2010

New in 2010, NCTA's Leadership Series will launch a forum for members to be informed and inspired on how to be a more effective professional leader. This series will feature candid discussions with top technology & business leaders; media opinion leaders and motivational speakers; and scholarly thought leaders. Meetings schedule to be determined.

All Sponsors will receive the following benefits (see below for specifics):

- Complimentary registrations to event (number varies based upon sponsorship level)
- Company logo/name on promotional materials
- Company logo/name included on event signage, PowerPoint and program's sponsors page
- Recognition as a sponsor by event emcee
- Company name/logo and hotlink on NCTA's web site
- Opportunity to have an exhibit display at event
- Attendee contact information for event

Benefits specific to sponsor level are listed below:

Leadership Sponsor – Price varies based on event (Exclusive)

- Opportunity to make opening or closing remarks
- Eight complimentary registrations to event with premier seating

Networking Sponsor – \$1,000 per event (3 available per event)

- Four complimentary registrations to event with premier seating
- Placards with Company logo in refreshment area

Table Sponsor – Members \$450

Recognition on placard at your table; Table of eight complimentary registrations

NCTA Member Tickets – \$45/Non-Member Tickets – \$85

Job Trends Report and IT Workers Analysis (Monthly)

NCTA will release a monthly **IT Job Trends Report and IT Workers Analysis** on the IT job market in North Carolina to be sent via email to our member wide distribution and made available online for download. This report will highlight the IT job market statistics in the state, providing an analysis in comparison to the national trends and highlighting what skills are in demand.

IT Job Trends Report Annual Sponsor – \$9,000 (for all 12 monthly reports)

- Monthly Report co-branded between NCTA and Sponsor
- Company logo and contact information included on the report to be distributed to all attendees at the 2010 NCTA Annual Meeting as well as company logo and verbal recognition in the presentation at the 2010 Annual Meeting
- Company logo and contact information included on the report to be distributed to membership monthly and available by download at www.nctechology.org
- Company logo and contact information included on the report to be distributed to the media monthly via press release
- Company to receive PDF document of the monthly report to disseminate to clients

Online Member Directory

NCTA provides members access to an online searchable database of member. This online membership directory is a widely used as a resource for member companies to contact fellow members and research companies in North Carolina.

Online Member Directory Annual Sponsor – \$5,000 (Exclusive)

- 12 month exclusive sponsorship
- Online library to display as “brought to you by” company logo/name

Online Library of Business Articles and White Papers

NCTA will launch an online member-created library of business articles and white papers. NCTA will collect technology articles for this library exclusively from member organizations not only as an added benefit of membership but also to highlight the experts that are within our membership. We will leverage the expertise of our members on business topics including emerging technologies and trends, security and business continuity, management and leadership, retaining and identifying top talent, and IT efficiency.

Online Library Annual Sponsor – \$5,000 (Exclusive)

- 12 month exclusive sponsorship
- Online library to display as “brought to you by” company logo/name

NCTA Affinity Partnerships

NCTA’s Affinity Partnerships allow NCTA professional/financial service members to provide discounted and/or special offerings to fellow NCTA members for an annual marketing fee.

Affinity Partner – \$2,500 (January – December 2010)

- 12 month exclusive sponsorship
- Online library to display as “brought to you by” company logo/name
- To actively market Affinity Partners to the NCTA membership through numerous communication outlets including web site, newsletters and new member outreach;
- To announce 2010 Affinity Partners (must be committed by January 25, 2010) at the 2010 Annual Meeting on January 29, 2010;
- To provide mailing list of NCTA members with primary contact mailing addresses once a year (February 2010);
- To provide list of new members with primary contact information on a quarterly basis (April 15, 2010/July 15, 2010/October 15, 2010/January 15, 2011);

- To include company name, logo, link, special offer/discount description and contact information on NCTA Affinity Partners web page on www.nctechnology.org;
- To promote Affinity Partner as an spotlight in the e-newsletter once a year;
- To promote (1) highly informed, content rich 'Lunch and Learn' type program on a topic of interest to NCTA members (NCTA will work with Affinity Partner to identify topics that are current and relevant to NCTA members)***;
- To conduct a quarterly Affinity Partners meeting to discuss marketing techniques and provide information on new members. (February/May/August/November);

Government Affairs Council

The Government Affairs Council assembles members interested in state legislative or federal issues as they pertain to their company or the economic landscape in North Carolina. Members serving on the Government Affairs Council provide thought leadership around NCTA's annual Legislative Agenda, which incorporates an enterprise approach on issues that include tax and regulatory, education and connectivity, as well as jobs and economic development. The Council also plans special events with public sector leaders. Meetings will be held as needed via in-person or conference calls.

Council Sponsor – \$1,500 (Unlimited Available)

Sponsors of the Government Affairs Council recognize the importance of NCTA's voice on matters of public policy affecting the technology industry and our member companies/firms/organizations. This is the one area of NCTA activity that does require outside professional counsel, so our sponsors help make this service possible. Benefits include: Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program; Recognition at any meetings and events held under the Government Affairs Council umbrella (Congressional Briefings, etc.)

Supporter – \$500 (Unlimited Available)

Supporter benefits include: listed (name only) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

> Tech Day at the Legislature (special activity of the Government Affairs Council)

As part of this important day, we will host a legislative breakfast, a press conference to unveil NCTA's 2010 Legislative Agenda and a Technology Day Exhibitor Showcase to highlight member technology companies.

Legislative Breakfast Sponsor – \$1,500 (Exclusive)

Benefits include: Opportunity to provide remarks at the breakfast with Legislators; Company name and logo on promotional materials; Company recognition in all press releases; Complimentary exhibit space; Company name and logo on NCTA's website; Five complimentary breakfast registrations

Exhibitor – \$300 (Limited Availability)

Exposure to Legislative leadership, their staff and fellow corporate leaders; Exhibit table; Company recognition in "Technology Day at the Legislature" press communications; Company name and logo on NCTA's website; Two complimentary Legislative Breakfast registrations

> Congressional Briefings (special activity of the Government Affairs Council)

Host Sponsor (Two to Four Available)

The Host Sponsor will provide (or pay for) meeting space and light refreshments for council meeting, must be able to accommodate up to 75 people. Benefits include: Provide brief welcome remarks at the meeting; Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program.

Government Vendor Council

Government Vendor Council - provides an open forum for information sharing between vendors and state government representatives and is the primary source for vendor networking and information gathering. This Council also offers dialogue with policy makers to gauge what challenges they face that technology might help solve, so that NCTA members can explore how best to offer potential solutions. If your company sells to the state of North Carolina then you should participate on this council.

Meetings will be held in February, April, June, August, October and December

Host Sponsor – (Full Year Commitment Desired)

The Host Sponsor will provide (or pay for) meeting space and light refreshments for council meeting, must be able to accommodate up to 75 people. Benefits include: Provide brief welcome remarks at the meeting; Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program.

Program Sponsor – \$1,500 (6 Available)

The Program Sponsor benefits include: Providing brief remarks at the meeting; introduce speaker(s) if applicable; Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

Green Technology Council

NCTA supports North Carolina becoming a national leader in the creation of “green” companies and a “green” workforce. We will engage our member companies to develop a strategy around green awareness, promoting green best practices, and advocating for policies that support incentives, funding and support for green technology companies. Meetings will be held:

Meetings will be held in March, July and November

Host Sponsor – (3 Available)

The Host Sponsor will provide (or pay for) meeting space and light refreshments for council meeting, must be able to accommodate up to 100 people and have exhibit space available for Council supporters. Benefits include: Provide brief welcome remarks at the meeting (if appropriate, may provide a tour for attendees); Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

Program Sponsor – \$1,500 (3 Available)

The Program Sponsor benefits include: Providing brief remarks at the meeting; introduce speaker(s) if applicable; Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

Supporter – \$500 (Unlimited Available)

Supporter benefits include: listed (name only) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table; Display opportunity at one of the three meetings scheduled. Dates will be given on a first come first serve basis for displays.

Knowledge Workforce Council

Your sponsorship of/or donation to the Knowledge Workforce Council is 100% tax-deductable and will go toward objectives targeted to students pursuing Science, Technology, Engineering and Math (STEM) careers, STEM outreach programs and other projects that the NCTA Education Foundation has determined will provide the greatest return on your investment in STEM.

Provides thought leadership, advocacy and action for building world-class, well-educated students and workers to make North Carolina a thriving hub for globally competitive companies.

Meetings will be held in February, June and October

Host Sponsor – (4 Available)

The Host Sponsor will provide (or pay for) meeting space and light refreshments for council meeting, must be able to accommodate up to 75 people. Benefits include: Provide brief welcome remarks at the meeting; Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program

Program Sponsor – \$1,500 (4 Available)

The Program Sponsor benefits include: Providing brief remarks at the meeting; introduce speaker(s) if applicable; Company listed (with logo) in printed and online material including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

STEM Supporter – \$500 (Unlimited Available)

STEM Supporters benefits include: listed (name only) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

WISE Council

NCTA is committed to supporting the growth and development of women in the knowledge workforce. Our efforts in this area are led by our “Women in Information Science and Engineering” (WISE) Council. The Council, like the others, is open to women and men who are NCTA members and who have an interest in offering inspiration and information for women who are current and emerging leaders in Science, Technology, Engineering and Mathematics (STEM), as well as for young women making career choices. The Council will also provide input to the broader NCTA organization to ensure that these issues are integrated into our overall programming.

Meetings will be held in March, July and October

Host Sponsor – (3 Available)

The Host Sponsor will provide (or pay for) meeting space and light refreshments for council meeting, must be able to accommodate up to 75 people. Benefits include: Provide brief welcome remarks at the meeting (if appropriate, may provide a tour for attendees); Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

Program Sponsor – \$1,500 (3 Available)

The Program Sponsor benefits include: Providing brief remarks at the meeting; introduce speaker(s) if applicable; Company listed (with logo) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

Supporter – \$500 (Unlimited Available)

Sustainer benefits include: Company listed (name only) in printed and online material, including in NCTA Leadership Conference printed program; Company can provide handouts and company information at the meeting registration table.

NCTA Sponsorship Commitment Form

I would like to sponsor (or get more information about) the following:

Please list the event/program/council/resource you would like to sponsor or discuss further, along with the sponsorship level and amount, and the appropriate NCTA staff member will contact you:

Event/Council/Resource	Sponsor Level	Amount
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Logo Format where applicable:

Logo Formats:

EPS (Vector file format) or
Press-ready PDF (without password protection)

Specifications:

Logo MUST be on transparent background
1 color (black or white)
Outlined fonts
Embedded High Resolutions Images

Program Ad Format where applicable:

Acceptable File Types

1. Press-ready PDF File (with embedded fonts and outlined fonts)
2. Adobe InDesign File (with all supporting artwork and Postscript fonts)
3. Adobe Illustrator 10+ File (with outlined fonts and embedded images)
4. EPS file (with outlined fonts and embedded images)

Color: All ads and logos should be submitted in grayscale. All ads will be printed in grayscale.

Resolution: Raster images such as photos must be a minimum of 300 dpi (dots per inch)

Platform: Mac and PC files are acceptable

Your Name: _____

Your Company/Organization: _____

Your Phone: _____

Your email: _____

Please send this form by mail or fax:

NCTA
4020 WestChase Blvd., Suite 350
Raleigh, NC 27607

Fax: 919-856-0396

Please direct inquiries to:

Marc Montoro, Director of Programs & Communications
919-856-0393 ext. 225
mmontoro@nctechonology.org