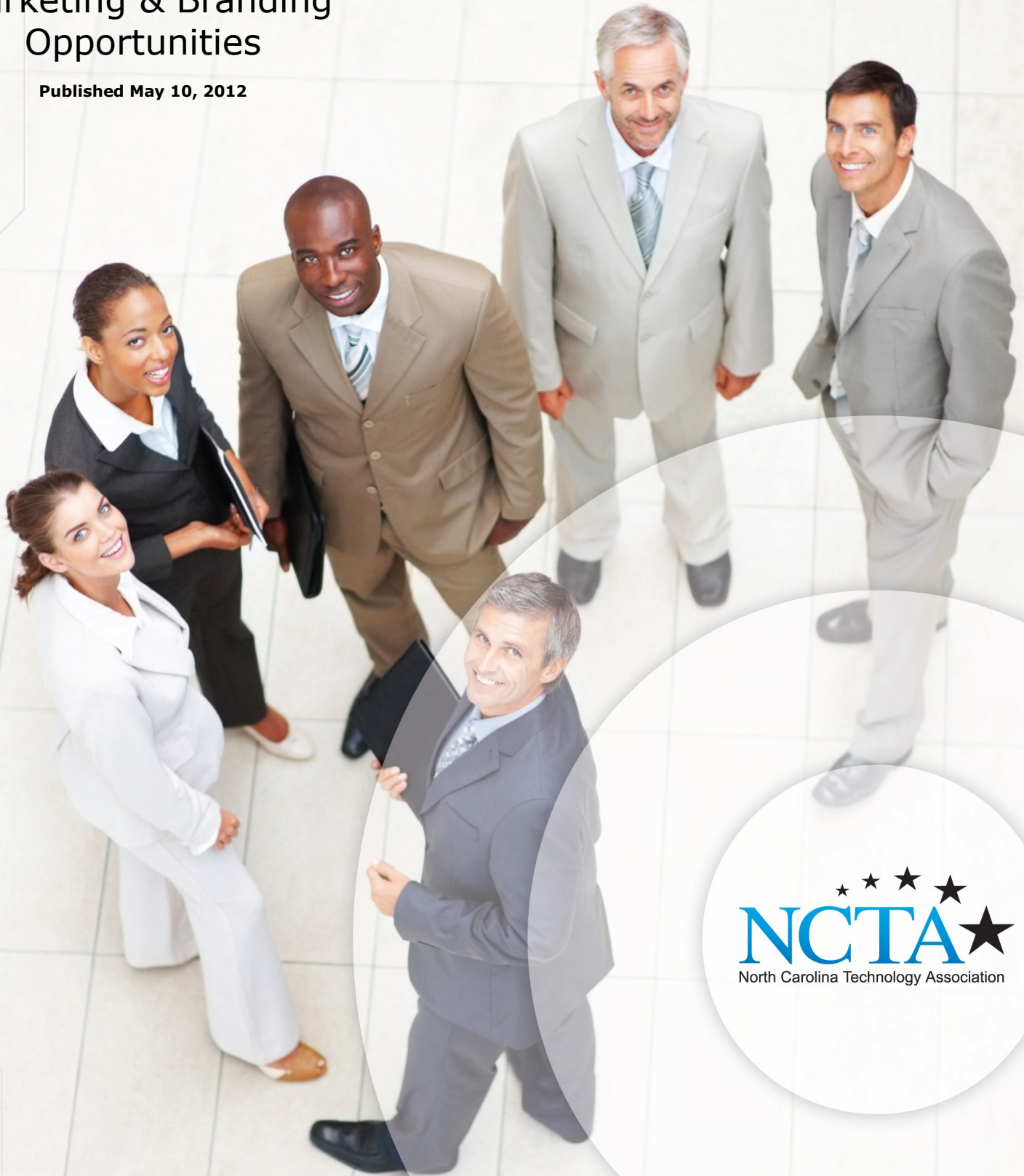


2012

Marketing & Branding Opportunities

Published May 10, 2012



NCTA ★
North Carolina Technology Association



2012 Marketing & Branding Opportunities

SIGNATURE EVENTS

Outlook for IT 2012

NCTA's Annual Meeting Luncheon & Tech Expo
January 27 • Sheraton Imperial Hotel • Durham

State of Technology *Beyond Big Data*

April 13 • Sheraton Imperial Hotel • Durham

Golf Tournament & Leadership Conference
June 14 & 15 • Grandover Resort • Greensboro

ThinkTech

September 18 • Hilton Center City • Charlotte

NCTA 21 Awards Gala

November 8 • Sheraton Imperial Hotel • Durham

PROGRAMS

Emerging Tech + Trends

8 Meetings • Charlotte, RTP and the Triad

CIO Peer2Peer

Quarterly Meetings

Thought Leaders Series

2 Meetings • Charlotte and RTP

Techworking

6 Meetings • Charlotte and RTP

ONLINE RESOURCES

IT Job Trends and Workforce Analysis

Exclusive Annual Sponsorship Online and Monthly Email Distribution to NCTA Membership

Online Membership Directory

Exclusive Annual Sponsorship Online

Job Board

Exclusive Annual Sponsorship Online

NETWORKS

Cyber Security Network
Government Affairs Network
Government Vendor Network
Green Tech Network
Knowledge Workforce Network

MEMBER ONLY EVENTS

Game Night with the Canes

Published May 10, 2012

Prices and events are subject to change. Contact NCTA to verify latest information.

Outlook for IT 2012

NCTA's Annual Meeting Luncheon & Tech Expo featuring Gartner
January 27 • Sheraton Imperial Hotel • Durham

Open to all North Carolina leaders, this annual event is attended by several hundred people from across sectors (business, government, nonprofit, education). Featured luncheon speaker Michael Smith, VP of Research for Gartner, will highlight: IT spending trends; Top 10 CEO and CIO issues; Emerging issues in management of the IT enterprise; and what emerging technology will impact business in the near term.

All Sponsors will receive the following benefits:

- Company listing or logo in event promotional materials, including program and signage
- Company listing or logo on event page on NCTA website and e-communications
- Complimentary event registrations (Regular Registrations include access to luncheon. VIP Registrations include access to luncheon and exclusive Q&A session with Gartner)
- **Exhibit Booth with Sponsorship** – NCTA member companies that sponsor at Silver Level or higher may add an exhibit booth at the discounted rate of \$400 (comes with one additional regular registration)

Additional Sponsor Benefits:

Title Sponsor – \$15,000

Opportunity to provide welcome or closing remarks; Option to distribute promotional item at event; Full page ad in program; 12 VIP Registrations

Outlook Keynote Sponsor – \$5,000

Introduce keynote speaker; Full page ad in program; 10 VIP Registrations

Luncheon Sponsor – \$4,000

Company logo on placard at each table; Opportunity to make remarks prior to luncheon; Full page ad in program; 8 VIP Registrations

Program Sponsor – \$3,500

Full page color ad on back cover of program; 8 VIP Registrations

Conference Bag Sponsor – \$3,000

Company logo displayed with NCTA event logo on conference bag provided to each attendee; Full page ad in program; 8 VIP Registrations

VIP Session Sponsor – \$3,000

Provide welcoming remarks as host of private session with keynote speaker; Full page ad in program; 8 VIP Registrations

Green Host Sponsor – \$2,500

Proceeds from sponsorship purchase renewable energy credits from NC GreenPower to offset the environmental impact of event; Full page ad in program; 6 VIP Registrations

Lanyard Sponsor – \$2,500

Company logo on name badge lanyard given to all attendees (cost of lanyard included in sponsorship); Half page ad in program; 4 VIP Registrations

Registration Sponsor – \$2,500

Option to have company representatives at registration table working with NCTA staff to greet attendees; Company signage/materials at registration table; Full page ad in program; 4 VIP Registrations

Gold Sponsor – \$2,000 (Unlimited)

Full page ad in program; 6 Registrations (4 Regular/2 VIP)

Conference Wi-Fi Sponsor – \$2,000 (Exclusive)

Company listed in Wi-Fi network list "Wi-Fi by [Company Name]"; Signage throughout event listing your company as Wi-Fi provider for event; Recognition from podium; (4 VIP Registrations)

Silver Sponsor – \$1,500 (Unlimited)

Half page ad in program; 4 Registrations (2 Regular/2 VIP)

Bronze Sponsor – \$1,000 (Unlimited)

Quarter page ad in program; 2 Registrations (1 Regular/1 VIP)

Exhibitor – \$800

Limited Availability for NCTA MEMBERS ONLY; Table/Space in Tech Expo; 2 Regular Registrations

Table Sponsor – \$750

Reserved seating and company logo on table placard; 10 Registrations

State of Technology

April 13 • Sheraton Imperial Hotel • Durham
Pre-Conference Reception held on April 12

State of Technology will explore how technology is driving smart decisions that enhance performance and the bottom line. It is kicked off with a Pre-Conference Cocktail held on April 12. This conference features business-relevant speakers, exhibit opportunities and networking for North Carolina's technology executives.

All Sponsors will receive the following benefits:

- Company listing or logo in select event promotional materials, including program and signage
- Company listing or logo in event page on NCTA website and e-communications
- Complimentary registrations (Regular Registrations include conference access (VIP Registrations include access to VIP Breakfast hosted by Board of Directors)
- Exhibit space included for sponsors over \$3,000 (while supplies last). *Upgrade Opportunity* – Silver Sponsors can add an exhibit space for a \$500 upcharge.

Additional Sponsor Benefits:

Title Sponsor – \$25,000 (Exclusive)

Provide opening remarks; Introduce one keynote speaker (when available); Company logo on front cover of program; Full page ad in front inside cover of event program; 20 Registrations (15 Regular/5 VIP)

Capstone General Session Sponsor – \$10,000 (Exclusive)

Introduce and moderate closing panel; Company logo on front cover of program; Full page ad in program; 16 Registrations (12 Regular/4 VIP)

Program Sponsor – \$6,500 (Exclusive)

Premier billing on front cover of printed program; Full page color ad on back cover of program; 10 Registrations (8 Regular/2 VIP)

Luncheon Sponsor – \$5,500 (Exclusive)

Provide remarks at luncheon; Company logo on placards at all tables during lunch; Full page ad in program; 10 Registrations (8 Regular/2 VIP)

Pre-Conference Reception Sponsor – \$5,000 (Exclusive)

Hosted by NCTA Board of Directors Recognition as Pre-Conference Reception Sponsor held the evening prior to the conference; Provide remarks at reception; Full page ad in program; 10 Registrations (8 Regular/2 VIP)

Breakout Sponsor – \$5,000 (6 Available)

Introduce and moderate panel of breakout sponsored; Company logo on front cover of program; Full page ad in program; 8 Registrations (6 Regular/2 VIP)

Breakfast Sponsor – \$4,500 (Exclusive)

Company logo on placards at continental breakfast buffet; Full page ad in program; 8 Registrations (6 Regular/2 VIP)

Conference Bag Sponsor – \$4,000 (Exclusive)

Company logo displayed with NCTA event logo on conference bag provided to each attendee; Full page ad in program; 8 Registrations (6 Regular/2 VIP)

Gold Sponsor – \$4,000 (Unlimited)

Full page ad in program; 8 Registrations (6 Regular/2 VIP)

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

For NCTA Board, Board of Advisors, Speakers and Sponsors Company logo on placards at VIP breakfast; Full page ad in program; Provide remarks at breakfast; 8 VIP Registrations

Green Host Sponsor – \$3,500 (Exclusive)

Proceeds from sponsorship purchase renewable energy credits from NC GreenPower to offset the environmental impact of event; Full page ad in program; 6 Registrations (4 Regular/2 VIP)

Conference Wi-Fi Sponsor – \$3,500 (Exclusive)

Company listed in Wi-Fi network list "Wi-Fi by [Company Name]; Company branded login page; Signage throughout event listing your company as Wi-Fi provider for event; Recognition from podium; Full-page ad in program; 6 Registrations (4 Regular/2 VIP)

Registration Sponsor – \$3,000 (Exclusive)

Option to have company representatives at registration table working with NCTA staff to greet attendees; Company signage/materials at registration table; Full page ad in program; 6 Registrations (4 Regular/2 VIP)

Lanyard Sponsor – \$3,000 (Exclusive)

Company logo on name badge lanyard given to all attendees (cost of lanyard included in sponsorship); Half page ad in program; 4 Registrations (3 Regular/1 VIP)

Silver Sponsor – \$2,500 (Unlimited)

Half page ad in program; 6 Registrations (4 Regular/2 VIP)

***NEW Exhibit Booth Upgrade – \$500** – Silver Sponsors can upgrade their sponsorship to include an exhibit space. (Limited Availability)

Break Sponsor – \$2,000 (2 Available)

Exclusive to respective Break being sponsored; Company logo on placards at break station; Half page ad in program; 4 Registrations (3 Regular/1 VIP)

Purchase both breaks for \$3,500

Company logo on placards at break station for both breaks; Full page ad in program 8 Registrations (6 Regular/2 VIP)

Bronze Sponsor – \$1,750 (Unlimited)

Quarter page ad in program; 4 Registrations (3 Regular/1 VIP)

Table Sponsor – \$1,200

Reserved seating and company logo on table placard 10 Registrations

NCTA / AT&T Golf Tournament

June 14 • Grandover Resort • Greensboro

Business and technology leaders throughout the region gather for an exciting day of networking fun at one of North Carolina's premier golf courses. This captain's choice format is suitable for players of all skill levels. The tournament includes breakfast, lunch and prizes awarded at the 19th Hole Reception.

All Sponsors will receive the following benefits:

- Company listing or logo in promotional materials, including program and signage
- Company listing or logo in event page on NCTA website and e-communications
- Seat on Golf Tournament Steering Committee
- Opportunity to provide gift in bag for all golfers.

Additional Sponsor Benefits:

Tournament Sponsor – \$15,000 (Exclusive)

Co-branded naming rights for tournament; Company signage at club entrance, 18th hole and/or registration tent; May provide banner; Provide welcome remarks prior to shotgun start; May provide winner prizes; Company logo on golf cart windshields; 4 Foursomes

CIO Foursome – \$3,500 (Several Available)

Opportunity to golf with CIO of your choice (choose from NCTA list; first come, first serve); Company logo on golf cart windshields; Signage at one hole on each course; Opportunity to have two reps at hole; May provide gift in attendee gift bag; 3 Golfers

19th Hole Reception & Luncheon Sponsor – \$3,000

Host of the post-tournament reception/luncheon for scoring and awards presentation; Opportunity to provide remarks at reception; Company logo on placards at reception tables; May provide gift at reception; 1 Foursome

Golf Ball Sponsor – \$2,000 (Exclusive)

Provide 1 sleeve of company branded golf balls to all tournament attendees (sponsor provides golf balls); 1 Foursome

Golf Towel Sponsor – \$2,000 (Exclusive)

Provide company branded golf towel to all tournament attendees (sponsor provides towels); 1 Foursome

Hole in One Contest Sponsor – \$2,000 (4 Available)

Exclusive sponsor of an individual Hole in One Contest; Company logo displayed on signage at contest hole; Option to have two representatives at hole to provide giveaways; 1 Foursome

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

Company logo displayed on signage at putting green; Option to have two representatives at green to provide giveaways; 1 Foursome

Breakfast Sponsor – \$1,500 (Exclusive)

Company logo displayed on continental breakfast buffet; Option to include a promotional item in gift bag; 1 Foursome

**Beverage Station Sponsor – \$1,500 (2 Available)
Or purchase both for \$2500**

Company signage at beverage station; 1 Foursome

Gold Sponsor – \$1,250 (Several Available)

GPS message on golf cart navigation system; 1 Foursome

Hole Sponsor – \$950 (Several Available)

Company logo on signage at the hole; GPS message on golf cart navigation system; Opportunity to have two representatives at hole to provide giveaways; 2 Golfers

**Warm-Up Sponsor – \$2,750 (Exclusive)
(Includes 5 Sponsorship Levels Below @ Discounted Rate)**

Receive benefits from all sponsorships below still available; NCTA will pro-rate sponsorship if some levels have been sold; Includes 1 Foursome and 3 company reps to staff locations.

Putting Green Sponsor – \$750 (Exclusive)

Signage at the putting green; Opportunity to have company representative at putting green prior to start of tournament; 2 Golfers

Driving Range Sponsor – \$750 (Exclusive)

Signage at the driving range; Opportunity to have company representative at driving range prior to start of tournament; 2 Golfers

Score Card Sponsor – \$750 (Exclusive)

Company logo displayed on tournament scorecards; 2 Golfers

Snack Bag Sponsor – \$750 (Exclusive)

Company logo on snack bag filled with goodies provided to tournament participants; 2 Golfers

Mulligan Sponsor – \$750 (Exclusive)

Opportunity to handout mulligan's at registration; Company logo on mulligan card; 2 Golfers

Leadership Conference

Hosted by NCTA Board of Directors
June 14 & 15 • Grandover Resort • Greensboro

Leadership Conference is our annual member and invitation-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. Attendance is limited.

All Sponsors will receive the following benefits:

- Company logo displayed in promotional material, including signage, PowerPoint and program
- Company logo or listing on event web page and e-communications
- Full page ad in program

Additional Sponsor Benefits:

Title Sponsor – \$25,000 (Exclusive)

Top billing in all promotion; Provide opening remarks at dinner; Full page on ad on back outside cover of program; Option to provide gift to attendees; Company banner/sign at entrance; 12 Registrations

Dinner Sponsor – \$4,000 (Exclusive)

Introduce dinner keynote speaker; Option to provide company gift to attendees; Company logo on table placards at dinner; 2 Registrations

Luncheon Sponsor – \$3,500 (Exclusive)

Provide remarks prior to luncheon; Option to provide company gift to attendees; Company logo on table placards at lunch; 2 Registrations

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

Provide remarks; Option to provide company gift to attendees; Company logo on table placards at Cocktail Reception; 2 Registrations

Economic Forecast Sponsor – \$3,000 (Exclusive)

Introduce speaker; 2 Registrations

Segment Sponsor – \$3,000 (2 Available)

Provide remarks at program and introduce panel/speaker; 2 Registrations

Program Sponsor – \$2,500 (Exclusive)

Company logo on front cover of printed program; Full page color ad on back inside cover of program; 2 Registrations

Green Host Sponsor – \$2,500 (Exclusive)

Proceeds from sponsorship purchase renewable energy credits from NC GreenPower to offset the environmental impact of event; 2 Registrations

Leaders on the Lawn Sponsor – \$2,000 (Exclusive) (Glow in the Dark Putting Contest & Reception)

Provide closing remarks at dinner; Provide banner for evening reception; Company logo on table placards at reception; Option to provide a prize to winners of putting contest; 2 Registrations

Registration Sponsor – \$2,000 (Exclusive)

Option to have company representatives at registration table working with NCTA staff to greet attendees; Company signage/materials at registration table; Full page ad in program; 2 Registrations

Lanyard Sponsor – \$2,000 (Exclusive)

Company logo on name badge lanyard given to all attendees (cost of lanyard included in sponsorship); 2 Registrations

Beverage Sponsor – \$2,000 (Exclusive)

Recognition as Beverage Sponsor on placards at all beverage stations and at dinner; Full page ad in program; Opportunity to provide giveaway or logo item at reception; 2 Registrations

Break Sponsor – \$1,500 (Exclusive)

Exclusive to respective break being sponsored; Company logo on placards at break station; Half page ad in program; 2 Registrations

Gold Sponsor – \$1,000 (Unlimited)

Full page ad in program; 1 Registration

ThinkTech

September 18 • Hilton Center City • Charlotte
Pre-Conference Reception held on September 19

ThinkTech, NCTA's fall conference in Charlotte, is an annual technology forum that brings together top executives to highlight how technology drives business. 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:

- Company listing or logo in event promotional materials, including program and signage
- Company listing or logo on event page on NCTA website and e-communications
- Exhibit space available to exclusive sponsors while quantities last.

Additional Sponsor Benefits:

Title Sponsor – \$15,000 (Exclusive)

Top Billing with company logo on all promotional and onsite conference materials and signage; Provide opening remarks; Company logo on front outside cover of program as "Title Sponsor"; Full page ad on inside back cover of program; 12 Registrations

Luncheon Sponsor – \$5,000 (Exclusive)

Provide remarks prior to lunch; Full page ad in program; placards on tables; 10 Registrations

Program Sponsor – \$4,000 (Exclusive)

Premier billing on front cover of printed program; Full page ad on rear outside cover of program; 10 Registrations

Segment Sponsor – \$3,500 (2 Available)

Introduce and moderate one of the panels; Premier billing on front cover of program and sponsors page in program; Full page ad in program; 6 Registrations

Green Host – \$3,000 (Exclusive)

Proceeds from sponsorship purchase renewable energy credits from NC GreenPower to offset the environmental impact of event; Full page ad in program; 6 Registrations

Conference Bag Sponsor – \$3,000 (Exclusive)

Company name and logo on conference bag given to all conference attendees; Full page ad in program; 6 Registrations

Breakfast Sponsor – \$2,500 (Exclusive)

Recognition as Breakfast Sponsor on placards at the breakfast; Full page ad in program; 6 Registrations

Lanyard Sponsor – \$2,500 (Exclusive)

Company logo on name badge lanyard given to all attendees (cost of lanyard included in sponsorship); Full page ad in program; 4 Registrations

Registration Sponsor – \$2,500 (Exclusive)

Option to have company representatives at registration table working with NCTA staff to greet attendees; Company signage/materials at registration table; Full page ad in program; 4 Registrations

Gold Sponsor – \$2,500 (Unlimited)

Full page ad in program; 6 Registrations

Silver Sponsor – \$2,000 (Unlimited)

Half page ad in program; 4 Registrations

Pre-Conference Reception Sponsor – \$2,500 (Exclusive) *Hosted by NCTA Board of Directors*

Recognition as Pre-Conference Reception Sponsor held the evening prior to the conference; Company logo displayed on placards at social; Quarter page ad in program; 4 Registrations

Gift Sponsor – \$1,750 (Unlimited)

Provide gift to attendees with company name and logo; Quarter page ad in program; 2 Registrations

Break Sponsor – \$1,750 (2 Available)

Purchase both breaks for \$3,000

Recognition as Break Sponsor on placards at break; Half page ad in program; 4 Registrations

Bronze Sponsor – \$1,500 (Unlimited)

Quarter page ad in program; 2 Registrations

Table Sponsor – \$1,000

Reserved seating and company logo on table placard; 10 Registrations

NCTA 21 Awards Gala

November 8 • Sheraton Imperial Hotel • Durham

The **NCTA 21 Awards** is North Carolina's most prestigious statewide technology awards program, recognizing companies and individuals who have characterized excellence, innovation and leadership in 21 categories. The awards process culminates in the **NCTA 21 Awards Gala**, where 800+ leaders from across the state gather to celebrate the tech sector and learn who the winners are in each category. The event includes a reception and dinner followed by the awards ceremony.

All Sponsors will receive the following benefits:

- Company listing or logo in event promotional materials, including program and signage
- Company listing or logo in event page on NCTA website and e-communications
- Opportunity to provide gift item in gift bag to all award winners. (Excludes Table Sponsors)

Additional Sponsor Benefits:

Title Sponsor – \$25,000 (Exclusive)

Top Billing with company logo in promotional materials; Provide opening remarks at the ceremony; 20 VIP Registrations

Dinner Sponsor – \$10,000 (Exclusive)

Company name on placards at dinner tables; Option to provide remarks prior to dinner; 10 Registrations (5 Regular/5 VIP)

Gala Reception Sponsor – \$7,500 (Exclusive)

Recognition as Reception Sponsor on all promotional materials and placards at Gala Reception; Provide remarks at the reception; 10 Registrations (5 Regular/5 VIP)

VIP Reception – \$5,500 (Exclusive)

Placards on VIP Reception tables; Provide remarks at the VIP reception and recognize the finalists, winners and sponsors; 10 VIP Registrations

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

Present People's Choice Award; Recognition on online poll with finalist sent out to NCTA's distribution list; Promotion on home page banner during voting poll and recognition on press release announcing the voting period; 10 Registrations (5 Regular/5 VIP)

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

Present Outstanding Achievement Award and have winner and their guest sit at table; 10 Registrations (5 Regular/5 VIP)

Entertainment Sponsor – \$4,000 (Exclusive)

Entertainment will be provided during Gala Reception; Provide remarks at the reception; 10 Registrations (5 Regular/5 VIP)

Awards Sponsor – \$3,500 (Exclusive)

Table of eight at the event with two finalists or guests at table; Provide remarks at awards ceremony; 8 Registrations (6 Regular/2 VIP)

Green Host Sponsor – \$3,500 (Exclusive)

Proceeds from sponsorship purchase renewable energy credits from NC GreenPower to offset the environmental impact of event; Table of eight at the event with two finalists or guests at your table; 8 Registrations (6 Regular/2 VIP)

Lanyard Sponsor – \$3,500 (Exclusive)

Company name and logo on name badge lanyard given to all attendees (cost of lanyard included in sponsorship); 6 Registrations (4 Regular/2 VIP)

Beverage Sponsor – \$3,500 (Exclusive)

Table of eight at the event with two finalists or guests at your table; Recognition as Beverage Sponsor on placards at the beverage stations; 8 Registrations (6 Regular/2 VIP)

Registration Sponsor – \$3,000 (Exclusive)

Option to have company representatives at registration table working with NCTA staff to greet attendees; Company signage/materials at registration table; 6 Registrations (4 Regular/2 VIP)

Presentation Sponsor – \$3,000 (18 Available)

Table of eight at the event with two finalists or guests at your table; Present one of the awards (first come basis); 8 Registrations (6 Regular/2 VIP)

Gold Sponsor – \$2,500 (Unlimited)

Table of ten at reserved table; Provide gift item in gift bag for award winners; 10 Registrations (8 Regular/2 VIP)

Gift Bag Sponsor – \$750 (Unlimited)

Provide gift item in gift bag for award winners; Company logo in program and onsite media; 4 Regular Registrations

Table Sponsor – \$1,250

Preferred placement and reserved seating and company logo on table placard; 10 Registrations

Emerging Tech & Trends (ET+T) 8 Meetings (3 in Charlotte, 3 in RTP and 2 in the Triad)

The **Emerging Tech & Trends** series provides networking forum where executives can learn about new technologies and trends that are impacting North Carolina's economy. Each breakfast will feature an interactive panel of subject matter experts discussing a dedicated topic. RTP series includes 3 events in RTP and 1 in the Triad. Charlotte series includes 3 events in Charlotte and 1 in the Triad.

All Sponsors will receive the following benefits:

- Complimentary registrations to event
 - Regular Registrations include access to networking breakfast and panel discussion (applicable for nonmember companies)
 - VIP Registrations include seat at VIP Breakfast with speakers
- Company logo/listing on promotional materials, including event program, signage and PowerPoint
- Company logo/listing on event page and e-communications
- Opportunity to display company materials on shared exhibit table at event (first come basis)

Additional Sponsor Benefits:

Series Sponsorships

Benefits are included for the Series

Title Sponsor – \$10,000 (Exclusive)

Seat on ET+T Planning Committee to help develop event topics and speakers; Serve as emcee of each event, offering welcoming remarks; Display company banner at front of room; Option to provide give away at each event; Exhibit table in networking room; Receive roster of attendees; 2 VIP Registrations (4 regular registrations for nonmembers)

Series Sponsor – \$3,000 (Several Available)

Benefits extended to sponsored series; Seat on ET+T Planning Committee to help develop event topics and speakers; Opportunity to moderate one of the panels (while available); Option to provide give away at each event; Exhibit table in networking room; Receive roster of attendees; 1 VIP Registrations (3 regular registrations for nonmembers)

Green Host Sponsor – \$2,000 (Exclusive)

Proceeds from sponsorship purchase renewable energy credits and carbon offsets from NC GreenPower to mitigate the environmental impact of these events; Seat on ET+T Planning Committee to help develop event topics and speakers; Receive roster of attendees; 1 VIP Registrations (2 regular registrations for nonmembers)

Individual Event Sponsorships

Host Sponsor – \$1,000 (Exclusive)

Sponsorship can be paid in cash or provided in-kind; Sponsor provides venue, including audio/visual equipment for presentation and continental breakfast for attendees; Opportunity to showcase company facility by providing technology tour; Provide welcome remarks and introduce moderator; Exhibit table in networking room; Receive roster of attendees; 1 VIP Registrations (4 regular registrations for nonmembers)

Gold Sponsor – \$750 (Unlimited)

Exhibit table or collateral displayed at registration table; Receive roster of attendees; 1 VIP Registrations (3 regular registrations for nonmembers)

Silver Sponsor – \$500 (Unlimited)

Promotional collateral displayed at registration table; 3 regular registrations for nonmembers

Bronze Sponsor – \$250 (Unlimited)

2 regular registrations for nonmembers

Thought Leaders Series

Thought Leaders Series is a forum for executives to be informed and inspired on how to be a more effective professional leader. This series will feature candid discussions with top technology and business leaders; leading journalists; motivational speakers; and scholarly thought leaders. Meetings schedule to be determined.

All Sponsors will receive the following benefits:

- 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
- Company logo/name on NCTA's web event page

Benefits specific to sponsor level are listed below:

Title Sponsor – \$7,000 (Exclusive)

Benefits received for entire series of events; Provide opening remarks as the emcee for each event; Company collateral displayed on exhibit table at event; Company logo displayed on placards at tables; 2 reserved tables with preferred seating; 16 Registrations

Leadership Sponsor – Price varies based per event (Exclusive)

Introduce keynote speaker; Opportunity to provide brief remarks at Breakfast; Reserved Seating; 8 Registrations

Program Sponsor – \$1,500 (Exclusive)

Ad displayed on outside rear cover of printed program; 4 Registration

Networking Sponsor – \$750 per event (3 available per event)

Placards with company logo in pre-function area; 4 Registrations

Table Sponsors – Price varies per event

Reserved table with preferred seating; 8 Registrations

Techworking with NCTA

7 Meetings (3 in Charlotte, 3 in RTP and 1 in the Triad)

What is Techworking [TEK-wur-king]?

Noun – NCTA’s networking forum for tech community in North Carolina. Each meeting is an informal gathering that brings together NCTA members and the tech community at large.

Verb – Connecting with technology professionals for the betterment of the North Carolina business community.

Title Sponsor – \$4,500 (Includes All Events in Charlotte & RTP*)

*Any additional events that may be added in other markets (e.g. Wilmington, Triad)

Charlotte Techworking Sponsor – \$2,500 (Exclusive)

Company logo on event web page and promotional communication and material; Opportunity to display collateral on table in room or at registration; Provide brief welcome/remarks; Opportunity to collect business cards to hold a raffle (publicized and awarded at the event)

RTP Techworking Sponsor – \$2,500 (Exclusive)

Company logo on event web page and promotional communication and material; Display collateral on table in room or at registration; Provide brief welcome/remarks; Opportunity to collect business cards to hold a raffle (publicized and awarded at the event)

Host Sponsor – \$1,000 (Exclusive per Event)

Host Techworking at your company’s location and provide refreshments; Company logo on event web page and promotional communication and material; Provide brief welcome/remarks at the event; Display company collateral at registration table

Networking Sponsor – \$350 (Unlimited)

Company logo on event web page and promotional communication and material; Opportunity to display collateral at registration table; Recognition by NCTA at the event

CIO Peer2Peer Quarterly Meetings • Cisco Offices in Charlotte and RTP

CIO Peer2Peer provides a forum for IT Executives to discuss best practices, challenges and successes that are specific to their role. Attendance is exclusive to the CIO, VP/Director of IT or IT Managers with decision making responsibility for company's internal infrastructure and/or applications. Each meeting follows a roundtable format with a participating CIO serving as discussion facilitator. This is an exclusive opportunity for sponsor to interact with these executives and hear valuable information on their needs.

CIO Peer2Peer utilizes Cisco's TelePresence technology to connect Charlotte and RTP. There are two exclusive sponsorship opportunities available for each meeting, one in Charlotte and one in RTP.

Host Sponsor – \$10,000 (Exclusive)

Sponsor provides the facilities to host meeting in Charlotte and RTP, connecting through web conference and providing continental breakfast for the networking session; Two company representatives may attend breakfast and participate in discussion; Complimentary registrations for It Executives invited by sponsor; Opportunity to provide promotional items and collateral to attendees; Company logo on all promotional material

Meeting Sponsor – \$1,750 (8 Available – 4 in RTP and 4 in Charlotte)

Recognition at the sponsored meeting; Provide opening remarks; Two representatives may attend breakfast and participate in discussion; Two company representatives may attend breakfast and participate in discussion; Complimentary registrations for It Executives invited by sponsor; Opportunity to provide promotional items and collateral to attendees; Company logo on all promotional material; Opportunity to include company collateral and/or white paper in follow up communication to attendees.

Interest Networks

Government Affairs Network

Provides 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. NCTA also plans special events with public sector leaders. Meetings will be held as needed via in-person or conference calls. Will meet as needed.

Cyber Security Network

Provides a forum for NCTA member companies to gather and share corporate best practices for cyber security. Engages business experts and public sector leaders in helping to educate NCTA members so they might better prepare their companies, organizations and communities in mitigating ongoing IT security risks that they are sure to face in the future. Will meet twice a year.

Government Vendor Network

Provides an open forum for information sharing between vendors and state government representatives and is the primary source for vendor networking and information gathering. Government Vendor 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. Will meet four times a year.

Green Technology Network

NCTA supports North Carolina becoming a national leader in the creation of green companies and encouraging environmental stewardship. We will engage our member companies to develop a strategy around green awareness and best practices. In addition, we will advocate for policies that endorse incentives, funding and support for green technology companies. Will meet twice a year.

Knowledge Workforce Network

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. Will meet twice a year.

Available Sponsorship

Annual Sponsor – \$1,500 (Available for Cyber Security, Knowledge Workforce & Government Affairs)

Company logo in promotional and event material; Company logo featured in Interest Network ad in **Leadership Conference** printed program; Display company collateral at meeting registration table; Recognition at all meetings

Program Sponsor – \$1,500 (Available for Government Vendor and Green Tech Networks)

Provide brief remarks at the meeting; Introduce speaker(s) if applicable; Company logo in promotional and event material; Company logo featured in Interest Network ad in **Leadership Conference** printed program; Display company collateral at meeting registration table; Recognition at all meetings

Supporter – \$500 (Unlimited)

Company logo in promotional and event material; Company logo featured in Interest Network ad in **Leadership Conference** printed program; Display company collateral at meeting registration table; Recognition at all meetings

Host Sponsor (Available for All Meetings)

Host Sponsor provides (or pays for) meeting space and light refreshments, must be able to accommodate up to 75 people; Provide brief welcome remarks; Company logo in promotional and event material; Company logo featured in Interest Network ad in **Leadership Conference** printed program; Display company collateral at meeting registration table

Tech Day at the Legislature

As part of this important day, we will host a legislative breakfast, a press conference to unveil NCTA's 2011 Legislative Agenda and a Technology Day Exhibitor Showcase to highlight member technology companies.

Legislative Breakfast Sponsor – \$1,500 (Exclusive; Member-Only)

Provide remarks at the breakfast with Legislators; Company logo on promotional materials and recognition in press releases; Exhibit space; 5 complimentary breakfast registrations

Exhibitor – \$350 (Limited Availability; Member-Only)

Exposure to Legislative leadership, their staff and fellow corporate leaders; Exhibit table; Company logo on promotional materials and recognition in press releases; Exhibit space; 2 complimentary breakfast registrations

2012 Green Host Sponsor

The **Green Host Sponsor** allows NCTA to purchase renewable energy credits 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 – \$11,000 (Exclusive)

Valued at \$15,500 if purchased separately.

- Recognition and sponsorship listing as Green Host Sponsor at NCTA's five signature events (Annual Meeting, State of Technology Conference, Leadership Conference, ThinkTech Conference and NCTA 21 Awards) with anticipated aggregate attendance of 1700+
- Recognition as Green Host Sponsor with company logo on all promotional and onsite conference materials and signage
- **Complimentary tickets vary based on each event (see event menu for specifics)**
- Recognized and receives benefits as a "Sustainer Sponsor" of the Green Technology Council (Valued at \$500)
- Qualify as Explorer level Annual Investor

ET&T Green Host Sponsor – \$600 per event/\$4,000 for entire series

See **Emerging Tech & Trends** menu for more details.

- Recognition and sponsorship listing as **Green Host Sponsor** on all promotional materials and onsite conference materials
- Recognition as a sponsor by event emcee
- Company name/logo and hotlink on NCTA's web site
- Option to display company materials on shared exhibit table at event
- Four complimentary tickets to each event (1 VIP/3 Regular)

Print, Online & e-Communications

IT Job Trends Report and Workforce Analysis

NCTA releases a monthly **IT Job Trends Report** includes employment statistic on North Carolina's IT job market. This report is distributed monthly via email to our members and available on NCTA's website for download.

IT Job Trends Report Annual Sponsor – \$10,000 (Exclusive)

- Monthly report co-branded 'provided by NCTA and sponsor'
- Company logo and contact information included on report distributed to 2012 Annual Meeting attendees
- Company logo and verbal recognition in 2012 Annual Meeting Look Ahead Presentation
- Company logo and contact information on report distributed to NCTA membership and media
- Report is available by download at www.TechJobsNC.com

Online Member Directory

NCTA provides members access to an online searchable database of members. The 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 Annual Sponsor – \$5,000 (Exclusive)

- 12 month exclusive sponsorship
- Company logo displayed at "Online Membership Directory Sponsored By"

Job Board

NCTA's interactive **Job Board** is focused on technology companies and professionals and offers members, and the industry at large, an easy-to-use resource for online employment connections. Utilize this resource to reach qualified candidates.

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

- 12 month exclusive sponsorship
- Company logo displayed at "NCTA's Job Board Sponsored By"

Print Advertising

NCTA offers advertising space in each of our signature event programs, distributed to approximately 1,800 attendees over the course of the year. Ad sizes and color options vary. The Annual Ad Package includes placement in the Annual Meeting, State of Technology, Leadership Conference, ThinkTech, and NCTA 21 Awards printed programs.

- Two Page Layout – \$2,500 (displayed in full color)
- Full Page Ad – \$1,500
- Half Page Ads – \$1000
- Quarter Page Ads – \$500
- 1/8 Page Ads – \$250

e-Communications

NCTA offers a sponsorship opportunity and exposure through our e-communications. We send weekly communications to our database of over 9,000 technology executives regarding our association's news and events.

e-Newsletter Sponsor – \$200/month or \$2,000/year

- Company logo with spelled out website URL in top section of e-Newsletter distributed once per month.
- Feature in "Company Spotlight" section of e-newsletter that includes a 150-word description of company or services. Content can be updated monthly.
- Newsletter can be downloaded at www.nctechnology.org/news

Weekly Update Sponsor – \$300/month or \$3,000/year

- Company logo with hyperlink listed as "Weekly Update Sponsor: Company Logo" in top section of Weekly Update distributed weekly, three times per month.

e-Combo Sponsor – \$450/month or \$4,500/year

- Benefits listed in both Weekly Update and e-Newsletter Sponsor.

Member MARKETPLACE

Affinity Partners

Member MARKETPLACE encourages NCTA members to work together in developing good business relationships and to seek fellow NCTA members when making buying decisions. It allows NCTA members to post and use discounts and special offers available only to fellow NCTA members.

By offering exclusive benefits over and above what is offered to the general public, vendors are not only supporting NCTA services to other members, but they are promoting purchasing habits within the membership. Participants in the **Member MARKETPLACE** receive increased sales potential, a unique marketing opportunity, and exposure to new and existing NCTA member customers. Associate Members (professional and financial service firms) must become an **Affinity Partner** to be included in the **Member MARKETPLACE**.

Affinity Partner (January – December 31, 2012)

\$2,000 or \$2,500 with an exhibit table at the Outlook for IT: Annual Meeting & Tech Expo (limited availability)

- Verbal and presentation recognition at the 2012 Outlook for IT: Annual Meeting & Tech Expo on January 27 (committed by January 13, 2012).
- Company logo and short promotional description in full page Member MARKETPLACE advertisement included in each signature event program (from the time of commitment).
- Company logo with hyperlink, special offer/discount description and contact information on the NCTA website.
- Exposure throughout the year in NCTA communications including web site, newsletters and new member outreach.
- Receive NCTA member primary contact mailing addresses on labels (February and August).
- Option to host one content rich 'Workshop'. NCTA will assist to identify topic of interest and market to members including invite to targeted audience, manage RSVPs and inclusion on NCTA calendar of events. Workshops are scheduled on a first come basis. Partner may host at NCTA office (max of 16 people) or at desired location and must cover cost of refreshments/lunch.

Annual Investors Program

Companies that commit aggregate sponsorship support at a certain threshold receive an additional package of benefits described below. **Membership Dues, Board of Advisors and event registrations do not count toward the Annual Investors amount.**

COMMITMENTS MUST BE RECEIVED BY JANUARY 15 TO RECEIVE ALL BENEFITS

ANNUAL INVESTOR BENEFITS	Innovator \$40,000	Pioneer \$20,000	Explorer \$10,000
ONLINE BENEFITS			
Company logo with hyperlink on home page of NCTA's website	✓	✓	
Company logo with hyperlink on Annual Investor's Page of NCTA's website	✓	✓	✓
EVENT BENEFITS			
Company logo on Annual Investor's digital signage at all NCTA Signature events and programs	✓	✓	✓
Recognition from the podium at all signature events	✓	✓	✓
Five total complimentary registrations to signature event(s) of your choice (Annual Meeting, 21 Awards, Charlotte Conference, RTP Conference)	✓		
Two Complimentary registrations to Leadership Conference (does not include overnight accommodations)	✓		
PRINT BENEFITS			
Recognition with company logo in full page ad with other Annual Investors in designated signature event print programs	✓	✓	✓
Premier listing in statewide trade/business print publication recognizing Annual Investors	✓	✓	
MEDIA BENEFITS			
Press Release to media recognizing Annual Investors	✓	✓	✓
Recognition as featured company with business highlight/company profile in NCTA's monthly newsletter	✓	✓	
Electronic copy of NCTA Membership Directory	✓		