

2009

Member Privileges & Engagement Opportunities



One statewide voice for technology.

A whole world of value.



Membership: Privileges

NCTA is active throughout the year offering high level executive engagement activities, advocating on behalf of the technology industry and working on initiatives to develop a world-class knowledge workforce in North Carolina.

The North Carolina Technology Association (NCTA) is the primary voice for technology companies of all sizes in North Carolina. Our membership is active, engaged, influential — and heard. Member privileges include access to North Carolina's corporate leaders, premier networking, educational events, a strong unified voice at the state legislature and in Washington, D.C., interactive peer groups, special offers and member discounts on valuable professional services and technology products, and multiple avenues for unparalleled access to potential customers. NCTA continually listens to our members and responds with new advantages for added value.

NCTA Ambassadors

NCTA Ambassadors welcome and integrate new members into our network. Ambassadors recruit new members and are always willing to connect with individuals to share their perspective on the value of membership.

New Member Lunch

At the *New Member Lunch*, new members (and new employees to member companies) can learn more about how to become an active member and share information about your business, network and discuss technology trends in North Carolina with NCTA and fellow members.

IT Jobs Market Research (Monthly) Expanded in 2009

NCTA's monthly *North Carolina IT Job Trends Report* highlights IT job market trends, provides a brief analysis and comparison to national trends and features top skills in demand. We will expand this information edge for members by adding a *North Carolina IT Workers Analysis* to provide a snapshot of North Carolina's current IT workforce.

Member 2 Member Discounts New in 2009

NCTA's Member 2 Member Initiative provides opportunities for members to save money and generate new business. NCTA members can impact their bottom line through exclusive offers and discounts from fellow members. In turn, members can promote their products and services to fellow members and all of their employees. When you participate in a Member 2 Member Initiative, you control the discount and NCTA provides marketing through the following programs:

- TechConnect — provides 'Technology' members an online marketplace to generate new business by providing a discount on a technology product and/or service at no fee to the technology companies.
- Affinity — provides 'Associate' members the opportunity to promote special offers and discounts on professional and financial services for a nominal marketing fee.

NCTA Job Board New in 2009

NCTA's interactive Job Board is focused on technology companies and professionals. The NCTA Job Board offers members — and the industry at large — an easy-to-use resource for online employment connections. Both members and non-members can use our highly-targeted Job Board to reach qualified candidates. Employers can post jobs online, search for qualified candidates based on specific job criteria, and also benefit from online reporting of job activity statistics. Employers can purchase single or multiple packages, with members receiving a discounted rate.

Online Resources New & Expanded in 2009

NCTA will expand online resources to provide you with real time access to information and resources as well as forums to facilitate connections between you and other business leaders in the state. NCTA will launch a member-created *Online Library of Business Articles and White Papers* covering a wide range of business topics and a searchable *Online Member Directory* for members to contact fellow members and potential business partners. We also now offer an NCTA Linked In Group, allowing you to connect virtually when it's most convenient for you — 24/7/365.

Events: Connections

NCTA connects thought leadership and professional development by providing unique platforms to gather valuable information and expand your professional network throughout the growing technology community. Our world-class and well-recognized annual marquee events draw hundreds of leaders, innovators and influencers who impact the economy in North Carolina and beyond.

Annual Meeting Luncheon & Showcase JANUARY

The *Annual Meeting Luncheon & Showcase* is an annual gathering of the Board of Directors, member companies and industry leaders to reflect on the accomplishments of the previous year and present the goals for the year ahead. In 2009, NCTA will offer an exclusive opportunity for member companies to exhibit their technologies, products and services.

A CEO Conversation APRIL

A CEO Conversation is the Southeast's leading executive forum for the technology industry, bringing together senior corporate executives, innovators of leading technologies, business developers and world-class visionaries. This day-long event features exhibit opportunities, premier speakers and networking opportunities with C-Level executives. This one-of-a kind opportunity connects leaders, ideas and concepts to facilitate new relationships and new thinking.

Charlotte Conference JUNE

The *Charlotte Conference* is the leading technology forum which brings together top executives to discuss "how technology is changing the way business operates". This one day conference in Charlotte features stellar speakers, exhibit opportunities and networking with senior level executives from across the state.

NCTA Annual Open Championship AUGUST

The *NCTA Annual Open Championship* is an opportunity for business and technology leaders to gather for an exciting day of golf, networking and business development in a serene setting at Pinehurst. An 8:30 a.m. shotgun start commences the tournament, which closes with a luncheon, silent auction and awards ceremony. Participants will have numerous chances to win prizes and more importantly, bragging rights!

Leadership Conference AUGUST

The *Leadership Conference* at Pinehurst is our annual **invitation and member-only** event that brings together the highest rank of technology leaders in a casual setting. This smaller and more personal atmosphere provides unparalleled executive networking and discussion on cutting edge ideas. This conference provides an unmatched executive platform for leaders across North Carolina to come together and discuss industry trends, leadership, education and maintaining a sustainable knowledge economy.

NCTA 21 Awards NOVEMBER 13

The *NCTA 21 Awards* is North Carolina's signature technology awards event, recognizing companies and individuals who have characterized excellence, innovation and leadership in 21 categories. Highly publicized, the event includes a reception and dinner followed by the awards ceremony. This is a perfect opportunity for attendees and sponsors to network amidst an influential audience of decision-makers.

to a powerful network

Councils: Action

make
a difference,
get involved

Identify an issue you're passionate about and make a difference. Our members work together to develop solutions to challenges and improvements to processes through action-oriented councils. Active participation helps members build the North Carolina technology community and their businesses at the same time.

Government Affairs

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 committee also plans special events with public sector leaders and helps identify speakers for NCTA's National Leaders Symposium in Washington, D.C.

Government Vendor

Government Vendor Council (formerly Information Technology Roundtable) — provides an open forum for information sharing between vendors and state government representatives and is the primary source for vendor networking and information gathering. In 2009 this Council will also seek dialogue with policy makers to gauge which challenges they face and how technology might help solve them so that NCTA members can explore how best to offer potential solutions. If your company sells to government clients, then you should participate on this council.

Green Technologies New in 2009

As a result of overwhelming response from our members, NCTA will look to launch a Green Technologies Council in 2009. 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.

Knowledge Workforce

The Knowledge Workforce Council 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. The Council has crafted an impressive 2009 strategy that includes: Advocacy — to influence policy & secure funding for focused educational Investments; Action — to engage in executable educational initiatives that make a focused impact; and Communication — to provide creative and ongoing communications for focused messaging around Knowledge Workforce issues, goals and successes.

WISE (Women in Information Science and Engineering) New in 2009

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. NCTA has a local Chapter of NCTA WISE in Charlotte that has existed for several years with its own steering committee and activities.

build

North Carolina's technology
community and your business
at the same time

Programs: Knowledge

NCTA engages members by executing quality programming through intimate gatherings that spark unique networking opportunities and provide robust knowledge sharing. Our programs are focused on peer groups and business topics and provide an opportunity for our members to sharpen their knowledge, share experiences, build relationships and learn about current and emerging technology issues.

CIO Connection (Quarterly)

The *CIO Connection* is a forum for CIOs and executives responsible for IT infrastructure or applications to share best practices and collaborate. The roundtable format fosters an open discussion between information executives on challenges and opportunities similar to their own. NCTA will utilize member resources to connect CIOs in Charlotte and RTP so they can exchange best practices and ideas.

Emerging Technologies & Trends Breakfast Series (10 times/yr)

New in 2009

The *Emerging Technologies & Trends Breakfast Series* is designed to provide robust networking opportunities, while exploring new technologies and trends that are vital to the development of North Carolina's economy. The program platform is based upon an interactive panel and will provide members the opportunity to tour the hosting company's facilities. This series of 10 programs will take place in Charlotte, RTP and the Triad.

- The RTP and Triad Series will explore new technologies and trends such as software as a service (SaaS), gaming & learning technologies, virtualization, cloud computing and green technologies.
- The Charlotte Series, in partnership with the Charlotte Chamber of Commerce, will focus on the impact of technology and will feature speakers from various sectors of industry, including utilities and infrastructure, defense and aerospace, biotechnology and healthcare, retail and finance.

National Leaders Symposium (September)

The *National Leaders Symposium* is NCTA's annual September trip to Washington, D.C. for members to participate in policy briefings with national leaders from a wide range of agencies. NCTA brings our membership together with public leaders, federal officials and the North Carolina Congressional Delegation for two days of intensive dialogue.

Charlotte WISE (Quarterly)

Charlotte WISE, a local chapter of the WISE Council, is a peer network of business leaders whose mission is to provide opportunities for women to achieve their personal and professional goals. The primary initiative is to feature women in the forefront of the technology industry through quarterly events and promote STEM careers.

Economic Forums

New in 2009

From time to time, NCTA will provide Economic Forums to provide analysis and forecasts on trends that impact technology and the market for technology. This could include information on the trends within key market sectors that impact technological innovation and adoption as well as information on what other technology oriented regions are doing and global trends that have an impact on what is going on in the US.

know
the issues and stay informed

identify
potential
business
opportunities



Communications: Connectivity

Above all, NCTA represents your voice...your business...your ideas. NCTA's communications department is continually developing new ways to connect you with NCTA events, networking and knowledge opportunities. By expanding our online resources to include a current membership directory, profiles of technology leaders, corporate profiles, an interactive calendar of events, IT Job Statistics, business articles, and current issues of our e-newsletter, our members are allowed instant access to a cache of benefits and resources.

Sponsorship: Exposure

Build brand recognition, client relationships and your network of technology leaders. Through sponsorship with NCTA, your company will benefit from marketing and branding opportunities that maximize your exposure and business relationships with leaders across North Carolina. Benefits include:

- Company name featured on event marketing collateral
- Recognition on the NCTA's website with hyperlink
- Company name on event signage and event screen
- Recognition from the podium at events
- Exhibit opportunities
- Advertising in event program
- Attendee contact information
- Premier seating
- Complimentary registrations to events
- Exclusive exposure through online resources

influence
decision-makers



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involvement
that builds the technology
industry in North Carolina

We encourage you to take full advantage of your membership and be an active participant. For 2009 opportunities, activities and detailed membership advantages, visit us online at www.nctechnology.org.

www.nctechnology.org

NCTA marketing and public relations partner.

www.dprgroup.com

