

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 Smart Tech – NEW in 2010
Smarter Cities, Smarter Business, Smarter Citizens
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
- 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

Government Affairs Council

> 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

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@nctechology.org

Rachel Kennedy, Programs Manager

rkennedy@nctechology.org