



## 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. The **Member MARKETPLACE** allows NCTA members to post and use discounts and special offers available only to fellow NCTA members.

By offering exclusive benefits beyond what is offered to the general public, vendors are not only enhancing NCTA's value to its members, but they are promoting beneficial 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.

All members, except Technology members, must become an **Affinity Partner** to be included in the **Member MARKETPLACE**. Technology members are eligible to participate in the **Member MARKETPLACE** as **Technology Partners** at no cost.

### Affinity Partner Guidelines

**Duration:** January – December 2012

**Annual Investment:** \$2,000 (or \$2,500 with an exhibit at the January 27 *Outlook for IT: Annual Meeting & Tech Expo* while space lasts)

**Benefits:**

- ✓ Verbal and visual 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 NCTA Signature Event printed program (from the time of commitment through 12/12)
- ✓ Company logo with hyperlink, offer/discount description and contact information on the NCTA website
- ✓ Exposure 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 a partner-furnished location. Partner covers cost of any food (NCTA will help coordinate if desired).



## Member MARKETPLACE Affinity Partners Agreement

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### BILLING INFORMATION

2012 NCTA Affinity Partners Program (please choose one option below)

TOTAL AMOUNT DUE = \$ 2,000.00

TOTAL AMOUNT DUE = \$ 2,500.00 with exhibit booth

#### Please Select Payment Method:

\_\_\_\_\_ Check Enclosed

\_\_\_\_\_ Please Invoice

\_\_\_\_\_ Credit Card Payment

Name on Card: \_\_\_\_\_

MC/VISA/AMEX#: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### PLEASE SUBMIT THE COMPLETED FORM VIA

**Fax** | 919.856.0396 **Email** | [agordon@nctechnology.org](mailto:agordon@nctechnology.org)  
**Mail** | NCTA Membership • 4020 Westchase Blvd., Suite 350 • Raleigh NC 27607