



## Membership: Privileges

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, 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.

### IT Jobs Market Research (Monthly)

Presented with Sponsor TEKsystems

NCTA's monthly *North Carolina IT Workforce Analysis and IT Job Trends Report* highlights IT job market trends, provides a brief analysis and comparison to national trends and features top skills in demand, along with a snapshot of North Carolina's current IT workforce.

### Member-2-Member Discount Initiative

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 the Member-2-Member Initiative, you control the offer and NCTA provides marketing through the following programs:

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

### NCTA Job Board

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

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 throughout the state. NCTA has 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 each other and potential business partners. We also now offer an NCTA Member Linked In Group, Facebook page and Twitter account allowing you to connect virtually when it's most convenient for you — 24/7/365.

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.

be an  
innovator

identify  
potential  
business  
opportunities



## Communications: Connectivity

Above all, NCTA represents your voice... your business... your ideas. NCTA is continually developing new ways to connect you with NCTA events, networking and knowledge opportunities. By expanding our online resources to include a 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 and decision makers. 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 some or all of the following, depending on the sponsorship level:

- 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 programs
- Receive event attendee report
- Premier seating
- Complimentary registrations to events
- Exclusive exposure through online resources

influence  
decision-makers

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 2010 opportunities, activities and detailed membership advantages, visit us online at [www.nctechnology.org](http://www.nctechnology.org).



### North Carolina Technology Association

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[www.nctechnology.org](http://www.nctechnology.org)

NCTA's marketing and public relations partner:

[www.dprgroup.com](http://www.dprgroup.com)



## 2010 Member Privileges & Engagement Opportunities



One statewide voice for technology.

A whole world of value.

## 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 signature events draw hundreds of leaders, innovators and influencers who impact the economy in North Carolina and beyond.

### Annual Meeting Luncheon & Showcase

RTP

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. NCTA is shifting the focus of this event to be an annual 'State of the IT Industry' with a prominent speaker who will provide insight similar to this year's theme of an "Outlook for IT: 2010 & Beyond." NCTA also offers an exclusive opportunity for member companies to exhibit their technologies, products and services as part of the Exhibit Showcase.

### Thriving in the New Economy: How Technology Drives Business and How People Drive Technology

CHARLOTTE

The theme of this year's annual Charlotte Conference will focus on *Thriving in the New Economy: How Technology Drives Business and How People Drive Technology* and is a one day conference that features stellar speakers, exhibit opportunities and networking with senior level executives from across the state. Some of the topics to be covered in the program include: Trends in Emerging Technologies and Businesses, Charlotte and the NC Talent Pool and Applying Technology to All Aspects of Your Business.

What is "smart technology" and where is it making a difference? This conference will highlight how technology is increasingly integrated into the way we live, work and play. We'll explore how sectors ranging from energy to communications to healthcare and more are capitalizing on "smart tech" to help us all be smarter citizens. Join industry leaders in this timely and forward-looking conference.

### The State of Smart Tech: Smarter Cities, Smarter Business, Smarter Citizens

Presented with Title Sponsor IBM

RTP

### NCTA Annual Open Championship

TRIAD

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 Grandover. An early morning shotgun start commences the tournament, which closes with a luncheon and awards ceremony. Participants will have numerous chances to win prizes and more importantly, bragging rights!

### Leadership Conference

Presented with Title Sponsor EMC Corp.

TRIAD

The *Leadership Conference* at Grandover 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. 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

RTP

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. 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.

identify solutions to problems

introduce yourself to a powerful network

## Councils: Action

Identify an issue you are 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 regulation, education and connectivity, as well as jobs and economic development. The Council also plans special events with public sector leaders including the NCTA's Annual Tech Day at the legislature and briefings with members of the NC Congressional Delegation.

### Government Vendor

The 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 dialogues 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 the state of North Carolina, then you should participate on this Council.

### Green Technologies

The Green Technologies Council provides a forum for members to share the latest in the development of green technologies and how green practices and technologies can improve your company's environmental stewardship. NCTA supports North Carolina becoming a national leader in the creation of "green" companies and a "green" workforce. In Council meetings, member companies have an opportunity to dialogue 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 a strategy that includes: Advocacy — to influence policy and 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)

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 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. 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

make a difference, get involved

## Programs: Knowledge

NCTA engages members by executing events that offer quality programming, robust networking opportunities and professional development. Our programs provide a platform for peer groups within our membership to increase their industry knowledge, share experiences, build relationships and learn about current and relevant issues impacting the technology industry.

### CIO Connection (6 times per year)

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 on challenges and opportunities that are specific to the CIO's responsibilities. This roundtable extends the CIO network throughout the state through the use of Cisco's TelePresence (in Raleigh and Charlotte) and WebEx.

### Emerging Technologies & Trends Breakfast Series (10 times per year)

The *Emerging Technologies & Trends Breakfast Series* is designed to explore new technologies and trends that are vital to the development of North Carolina's economy. Each program includes an interactive panel that features North Carolina companies as subject matter experts. This series of ten programs will take place in Charlotte, RTP and the Triad. Proposed topics include open source technologies, business intelligence and analytics, unified communications, cyber security, technology in motor sports, data storage and management, health informatics, innovation, intellectual property and more.

### Leadership Series New in 2010

The Leadership Series, presented in partnership with Grant Thornton LLP, is a forum NCTA created for members who strive to be informed and inspired on how to be a more effective professional leader. The series will feature candid discussions with top technology & business leaders; media opinion leaders; motivational speakers; authors and thought leaders.

### 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

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

be a leader