



*Big data is the digital convergence of structured data found inside databases, and unstructured data flowing from new sources like social networks, mobile devices, sensors, RFID, smart meters and financial systems. Today, organizations can capture and analyze any data, regardless of what type, how much, or how fast it is moving, and make more informed decisions based on that information.*

*IT executives and business leaders from across the state will gather VIRTUALLY at our flagship tech conference. Historically, this conference has hosted more than 600 attendees with nearly 60% being director level and above, so sponsorship is a great way to engage with key decision-makers from across all industry sectors.*

### SPONSORSHIP OPPORTUNITIES

**All Sponsors Receive:** Logo on event webpage, signage + promotional materials | Attendee roster (name, title, company) | Event registrations (VIP based on level) | Option for virtual exhibit booth for sponsors of \$3,000+ to include opportunity for live engagement via chat or video feature, information repository (brochures, videos, other content) and more

#### **Presenting • \$25,000 (SOLD – IBM)**

Corporate logo integrated into event branding + used in all promotional materials, including but not limited to banners/signage, website, mobile app, name badge, conference bag, placard, + presentations | option to provide + introduce opening keynote speaker | website homepage branding for 60+ days | recognition as Annual Investor for calendar year | option to provide logo item at each seat | linkable banner ad in mobile app | virtual exhibit booth | 20 registrations

#### **Gubernatorial Candidate Session • \$6,000 (SOLD – Fidelity Investments)**

Introduce the two major party Gubernatorial candidates | Branded graphic on screen during introductions | virtual exhibit booth | 10 registrations

#### **Startup Showcase • \$6,000 (SOLD – Coastal Credit Union)**

Proceeds from sponsorship dedicated to cash prize awarded to showcase winner, option to contribute additional in-kind services | introduce startup companies on stage | receive contact information for presenting startups | virtual exhibit booth | 10 registrations

### **VIP Virtual Networking Breakfast • \$6,000**

Host/moderate virtual VIP Breakfast including welcome remarks | collaborate on customized follow-up email to VIP breakfast attendees | virtual gift card to be sent to each attendee (provided by NC TECH) | virtual exhibit booth | 10 registrations

### **Closing Keynote • \$5,000 (SOLD – Data Network Solutions)**

Introduce closing speaker | Branded graphic on screen during introductions | virtual exhibit booth | 10 registrations

### **Interactive Panel Session • \$4,500 (Six Available - 4 SOLD – Cherry Bekaert, Dell, SAS, Wyrick Robbins)**

Host/moderate panel a breakout session | assist with topic direction | lower third graphics on screen for breakout session | virtual exhibit booth | 10 registrations

### **Live Event Center/Mobile App • \$3,500 (SOLD – Fidelity Investments)**

Linkable logo on live event center that will be integrated into the virtual event platform and mobile app | live event center/mobile app will be home of the interactive attendee roster, social media wall and virtual game | virtual exhibit booth | 8 registrations

### **Breakout Session Segment • \$3,000 (SOLD OUT – The Burwood Group, Synergy Technical)**

Linkable logo displayed on lower third graphics for a breakout session segment | Opportunity to run a video to introduce breakout session segment | virtual exhibit booth | 8 registrations

### **Tech Expo • \$3,000**

Linkable logo displayed on lower third graphics for a breakout session section | Opportunity to run a video to introduce virtual tech expo | virtual exhibit booth | 8 registrations

### **Break Video • \$3,000 (Multiple Available – 1 SOLD – First Citizens)**

Linkable logo on lower third graphics during a scheduled break | video spot to be run on loop during scheduled break | virtual exhibit booth | 8 registrations

### **Virtual Networking • \$2,500**

Host/moderate virtual networking event the afternoon prior to the conference | opportunity to make welcome remarks | collaborate on customized follow-up email to attendees | 6 registrations

### **Startup Showcase Prize Package • \$2,500 (Multiple Available – 1 SOLD – Dean Dorton Allen Ford)**

A portion of the proceeds dedicated to cash prize award for showcase winner | option to contribute additional in-kind services valued at \$5,000 or more | receive contact information for presenting startups | 6 registrations

### **Gold • \$2,500 (Limited Availability – 6 SOLD Crown Castle, Cumberland Group, Railinc, Spectrum Business, Stromasys, WorkSmart, Zendesk)**

Listed as a Gold Sponsor at the event | virtual exhibit booth | 6 registrations

### **Silver • \$1,500 (Limited Availability – 3 SOLD – Deutsche Bank, Racepoint Global, Wyrick Robbins)**

Listed as a Silver Sponsor at the event | 4 registrations