



DIGITAL MARKETING OPPORTUNITIES

NC TECH offers multiple options branding and exposure thru virtual events and digital marketing. With a focus on delivering value virtually, NC TECH is offering executive sessions, a virtual job fair and options to host your own engaging and informative webinar. There are many options for digital marketing from advertising in NC TECH e-newsletters, submitting content and supporting polls/research.

VIRTUAL EVENTS

NC TECH Talk Series

Presenting Sponsor (Exclusive Per Session - \$1,500)

- Option to offer welcome remarks on screen during the session
- Logo/branding included in virtual event to include slide deck and online event page
- Logo/branding in webinar promotion (social media, e-communications, etc.)
- Sponsor information hyperlink included in follow-up email to all registrants
- Sponsor encouraged to distribute the webinar link to their network

Series Supporting Sponsor, for 5 Sessions (Multiple - \$750)

- Logo/branding included in virtual event to include slide deck and online event page
- Logo/branding in webinar promotion (social media, e-communications, etc.)
- Sponsor encouraged to distribute the webinar link to their network

NC TECH Virtual Job Fair – Virtual Hiring Room (Limited Availability - \$500 - \$2,500) 17 SOLD

- Exhibitors receive a customizable virtual hiring room or 'booth' to showcase company, upload job vacancies and connect live via chat/video with candidates
- Promoted broadly as a tech employer thru NC TECH communication channels and partners including media, higher education, economic development and other partners

NC TECH Economic Update – Virtual Program Sponsor (\$1,500) SOLD

- Option to provide a brief remarks or insights at the beginning of the session
- Logo/branding in program promotion (social media, e-communications, events calendar)
- Sponsor information hyperlink included in follow-up email to all registrants
- Sponsor encouraged to distribute the program to their network

Interested in virtual events + digital marketing?

Contact Tracy Sternberg at Tracy@nctech.org or 919.856.0393.

NC TECH Business Sustainability Workshops (Exclusive Host - \$750) Limited Availability

- Sponsor to host webinar on a topic that is relevant to NC TECH's member community to share valuable and expert content in a briefing or workshop format
- NC TECH will provide the virtual platform and execute marketing to its member database and promote broadly via a variety of channels

NC TECH Virtual Tech Expo – Virtual Expo Booth (\$750 member/\$1,250 non-member)

- Exhibitors receive a customizable virtual room or 'booth' to showcase products/services and connect live via chat/zoom with attendees
- NC TECH will promote this as a large virtual offering to the greater NC TECH community including purchasers, IT executives and leadership

NC TECH Happy Hour from Home – Host Sponsor (Exclusive -\$750)

- Option to provide brief remarks or insights at the beginning of the virtual gathering
- Logo/branding in program promotion (social media, e-communications, events calendar)
- Sponsor information hyperlink included in follow-up email to all registrants

DIGITAL MARKETING

- **Video Conference Partner (Annual - \$5,000) SOLD** – logo recognition on event pages/promotion, video conference 'powered by' recognitions on welcome slide(s) during each virtual session or roundtable, and option to provide brief welcome remarks and helpful hints for participants at the beginning of select roundtable sessions.
- **Monthly Newsletter Advertising (Monthly - \$500)** – sponsor banner ad to run in 2 e-newsletters per month (distribution between 8K – 12K, members/non-members)
- **Digital Marketing Package (Monthly - \$1,250)** - sponsor banner ad to run in 2 e-newsletters per month, inclusion of a thought leader blog post/white paper in e-newsletter and cross-marketed on social media
- **NC TECH Pulse Polls (Monthly \$1,500 / Quarterly \$3,500) Limited Availability** – a series of bi-monthly polling of member business leaders conducted by NC TECH to gauge member perspectives and insights on the tech sector and its resiliency during the COVID crisis.

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