



2010



WHY NASHVILLE?

MAY 7, 2010 • NASHVILLE, TN • GAYLORD OPRYLAND RESORT

WHAT IS



Technology Nashville is the Nashville Technology Council's flagship event, and this year marks the 10th annual conference. It is a celebration of the thriving technology industry in Tennessee, and its purpose is to highlight the region's technology companies, to showcase tech innovation, talent, entrepreneurship, and employment. The ultimate goal is to promote Middle Tennessee as a leading destination for technology businesses.

This full day conference features two industry renowned keynote speakers, a CEO Panel presentation, and breakout sessions highlighting technology from both an enterprise perspective and an entrepreneur perspective in 4 key regional industries: health care, transactions, music/publishing and retail.

This year's conference, themed "Why Nashville?," will take place May 7th at Gaylord Opryland Resort. We will end the day with a Golf Outing at Gaylord Springs.

WHO ATTENDS



This event draws senior management from technology companies as well as economic leaders from in and around the Middle Tennessee region that play key roles in determining the future of our industry.

WHY



- We anticipate 400 or more executives interested in technology business.
- Two waves of e-mail invitations, announcements and reminders distributed to Nashville Technology Council distribution list (more than 7,000 individuals).
- Coverage in the Nashville Area Chamber of Commerce ROI Magazine, Logo included in advertisements of key publications associated with the Nashville Technology Council, highlighting the conference.
- Sponsors' logo highly visible at key points within the conference area.
- Public information efforts directed toward local, regional, national and industry media.
- Other on-site exposures are table cards, program materials and podium announcements.

PLATINUM

\$5000

Nashville Technology Council will provide:

- Recognition by name from podium in opening remarks
- Logo recognition in Conference news release in Nashville Chamber ROI Magazine
- FREE registration for up to 10 individuals (names due by May 1st)
- Logo inclusion on Nashville Technology Council website conference page (Page contains all information on conference including registration information)
- Recognition in local radio spot announcing the conference
- Table (6 ft.) skirted table in prominent location (Electric is included)
- Logo projected on presentation screen before and after first/last speakers and during breaks
- Logo and Company Description inclusion on Program Booklet handout
- Logo included in at minimum 2 pre-event promotional EMMA e-mails
- Logo on tabletop signs throughout the Conference
- Recognition in conference ad for the Nashville Business Journal announcing the event
- Name included in the event announcement in the "Business Section" of the Tennessean
- Opportunity to introduce the Keynote Speaker from the podium with the option to have a 1 minute speech relating to the audience the offerings of your company

Sponsor Obligations Include:

- Execute Sponsorship agreement and render payment to the Nashville Technology Council no later than May 1st
- Designate single point of contact for Sponsor participation and convey to Nashville Technology Council
- Provide company logo in vector format for large-scale reproduction and company description by April 9th
- Provide a 250 word company description for promotional opportunities by April 9th
- Provide the name of the person introducing the Keynote Speaker by May 1st
- Provide the names of all attendees registered under sponsorship by May 1st





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- Logo projected on presentation screen before and after first/last speakers and during breaks
- Logo and Company Description inclusion on Program Booklet handout
- Logo included in at minimum 2 pre-event promotional EMMA e-mails
- Logo on t-shirt given to all conference attendees
- Logo on all promotional items including postcards and posters
- Logo on tabletop signs throughout the Conference
- Recognition in conference ad for the Nashville Business Journal announcing the event
- Name included in the event announcement in the "Business Section" of the Tennesseean
- Logo on banner's located on both the right and left sides of the conference room
- Opportunity to provide promotional giveaway items in attendee bags
- Opportunity to introduce one of the Panels from the podium with the option to have a 1 minute speech relating to the audience the offerings of your company

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GOLD

\$3,000

SILVER

\$2,000

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- Table (6 ft.) skirted table in prominent location (Electric is included)
- Logo and Company Description inclusion on Program Booklet handout
- Logo included in at minimum 1 pre-event promotional EMMA e-mail
- Logo on tabletop signs throughout the Conference
- Logo on all promotional items including postcards and posters
- Opportunity to provide promotional giveaway items in attendee bags

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TECHNOLOGY
NASHVILLE



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NASHVILLE

EXHIBITOR

\$500

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- Logo on all attendee name badge lanyards

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LANYARDS

\$500



TECHNOLOGY NASHVILLE
SPONSOR AGREEMENT
FRIDAY, May 7, 2010

With my signature below, I certify that I am authorized by my company to enter into this agreement, and the terms as outlined above have been accepted as written. Any changes to the above must be in writing and signed by both the Sponsor and an NTC representative.

Please make sure to check the level that you would like to lock in to (Items crossed out are sold out):

- Platinum (\$5,000) Gold (\$3,000) Silver (\$2,000) Exhibitor (\$500)
Lanyards (\$500) Prog. Book Full page ad (\$200) Prog. Book 1/2 page ad (\$100)
Prog. Book 1/4 page ad (\$50) Scholarship Sponsor (\$1000)

Company: _____

Primary Contact: _____ Job Title: _____

Address: _____ Address2: _____

City /State / Zip: _____

Phone: _____ Fax: _____

Email: _____ Website http:// _____

Signature: _____

Cancellation Policy: After May 1, 2010, NO REFUNDS will be given.

Note: Balance is due May 1, 2010

If paying by check, make payable to Nashville Technology Council

Card number: _____ Exp. Date: _____

Name on Card: _____ Card Billing Zip Code: _____

Card Holder Signature: _____

Please fax back this form to 615-743-3159 to reserve your spot!