

CATALYST 2012

where technology & business intersect in middle tennessee



Nashville
Technology Council
feel the beat of technology

Catalyst 2012

Catalyst 2012 will be the definitive guide for finding and celebrating the best of the best in technology in Tennessee.

This year, we will be releasing Catalyst at NTC's annual Membership Breakfast meeting in January 2012. Catalyst is a self published technology publication featuring a cross section of articles concerning the variety of technology verticals in Middle Tennessee and around the State.

The Membership Breakfast meeting is an opportunity for members to learn more about our direction for the upcoming year, to network with other members, and to hear from world class speakers, such as Steve Ballmer, CEO of Microsoft, who was the keynote speaker in 2010. That event saw record attendance of over 800 people. This year, each person will be provided with a copy of Catalyst.

Catalyst is used in **economic development, recruiting**, and in our **T3 Initiative** to educate future students about the benefits of pursuing technology careers. The publication is used extensively over the year to promote our city, our businesses and our future.

Combined with **Techville.us**, Catalyst will help us tell the world about the technology community in Middle Tennessee.

Catalyst will contain the following features:

- Music and Technology Innovators
 - The Energy Renewable Triangle/ Solar Farm
 - Security and Privacy Consortium
 - HIT Workforce Summit and Jobs Report
 - Jumpstart Companies and Investors
 - "Top 10" in Technology Lists
 - T3 and Nash Hire
 - Planet of the Apps: Mobile Applications
 - Digital Content and Music
 - STEM
 - The Road Ahead
 - Nashville Technology Awards
 - Venture Focus: Entrepreneurs pursue Venture Capital
-and more.

If you are looking to **increase your visibility to the technology community** and other major buyers, you don't want to miss this critical issue covering all areas of technology across the State.

RATE CARD

1/4 Page Ad \$400
3" X 5"

1/2 Page Ad \$600
5" X 8"

Full Page Ad \$1,000
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Specials
Back Cover ~~\$2,000~~ **SOLD**
Inside Front Cover \$2,500
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Full Color artwork to be delivered at **high resolution** (150 dpi).

Acceptable files include .eps, .psd, .pdf, .jpeg

Email final artwork to Jessica at jhill@technologycouncil.com

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2012 Catalyst Advertising Insertion Contract

SEND CONTRACTS AND MATERIALS TO:

Nashville Technology Council, ATTN: Leah Magee • 105 Broadway, Suite 200 • Nashville, TN 37201
Phone: 615.873.1284 • Fax: 615.250.8793 • Email: Lmagee@technologycouncil.com

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 Back Cover \$3,000 Inside Front Cover \$2,500
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Commitment Deadline: October 17, 2011

Artwork Deadline: November 1, 2011

Release Date: January 17, 2012

Payment info: Check Credit card VISA Master Card American Express

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TERMS & CONDITIONS: The above advertiser agrees to make payment in full by November 1, 2011. If payment in full is not received BEFORE November 1, it is up to the discretion of the Nashville Technology Council to not run the contracted ad. Target publication date: January 17, 2012. Deadline and release dates are subject to change. The Nashville Technology Council is in no way liable for any mistake made in publication after final approval has been made and proof has been signed by advertiser.