



# IT HOT TOPICS CONFERENCE | APRIL 24-26, 2019

## SPONSORSHIP PACKET

### ***IT Hot Topics Conference Profile***

- Region's most targeted technology and infosec event
- Projected 150 attendees in 2019
- 5 technology tracks, 30+ sessions
- Limited sponsor presentation slots available
- Activities, games, Top Tech Trivia, Lockpick Village and more!
- Recent sponsors include, 7signal, Mojo, Barracuda Networks, Bradford Networks, HPE, HPE Aruba, WinMagic, Exinda, Dell, SonicWALL, Fortinet, HP Inc., StorageCraft, Veeam, Cyphort and more
- Industry organizations include Infragard, ISSA, UNC School of Government, CWNP and (ISC)<sup>2</sup>

### ***IT Hot Topics Conference 2019 Event Details***

**Conference Wednesday, April 24<sup>rd</sup>-Thursday, April 25<sup>th</sup>, 2019**

**Golf Tournament April 26<sup>th</sup>**

Grandover Resort & Conference Center  
1000 Club Rd, Greensboro, NC 27407



### ***About the Event Host***

The IT Hot Topics Conference is hosted by technology integrator Carolina Advanced Digital, Inc. Carolina Advanced Digital is a nationally-recognized leader in technology infrastructure and security solutions. Family owned and operated since 1984, the company has been providing exceptional engineering services and products to government, education, healthcare and commercial clients across the United States, including Fortune 100 and 500 companies, DoD and civilian agencies. Headquartered in Cary, NC, Carolina Advanced Digital serves customers nationwide.

### ***Attending Organizations***

The conference draws more than 100 unique organizations across several industry verticals including:

- Finance and health - banks, credit unions, investment, insurance, hospitals and healthcare
- Education - Universities, community colleges, technical colleges, K12 school systems
- Government - federal, state and municipal government offices
- Corporate - utilities, manufacturing



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**Organizations including** BB&T, Bank of NY Mellon, Wells Fargo, Carolina Bank, Citigroup, Lincoln Financial Group, Duke University, UNC Charlotte, UNC Greensboro, UNC School of Medicine, Campbell University, ECPI University, Gardner-Webb University, Meredith College, NC A&T State University, NC Central University, NC State University, Penn State University, Guilford Technical Community College, Cabarrus County Schools, Chapel-Hill Carrboro City Schools, US Postal Service, US Army, Guilford County Government, NC Administrative Office of the Courts, NC Bar Association, NC Department of Revenue, AC Corporation, Pike Enterprises, Gilbarco Veeder-Root, North State Communications, Kayser-ROth, Verizon, The Charlotte Observer, Ralph Lauren, Quintiles, Portiviti, Siemens Medical Solutions, The Family Doc, Harnett Health Systems, High Point Regional Health System, iContact, Novant Health

### ***Attendee Titles and Roles***

The conference draws a variety of titles in the information technology, information security and infrastructure roles including: CISO, CIO, CTO, Security Officer, Security Analyst, Cyber Security Analyst, IT Auditor, IS/IT Director, VP of IT, Information Security Manager, Network Security Engineer, Network Analyst, Network Engineer, LAN/WAN Specialist, Enterprise Infrastructure Manager, IS/IT Project Manager, Security Program Manager, Security Architect, Security Compliance Officer, Incident Manager, Principal Software Architect, Systems Analyst, System Administrator

### ***Contact Information***

#### **Julie Allen**

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#### **Connect with us online**



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



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### Exhibition and Speaker Sponsorship Levels

<b>GOLD</b>	\$6,500 Before 12/31/18 Limited	<b>Premier Speaker Sponsorship</b> <ul style="list-style-type: none"> <li>▪ Breakout session speaking slot</li> <li>▪ Choice of location for table in exhibit space</li> <li>▪ Recognition in conference program, event website, and other sponsorship signage</li> <li>▪ Recognition as a Gold Sponsor in conference opening, closing remarks, and conference program</li> <li>▪ <i>Gold Sponsors and all speaking slots are reserved for sponsors and speakers that have participated in past IT Hot Topics Conferences or other Carolina Advanced Digital-hosted events</i></li> <li>▪ <i>All Gold Sponsor speakers and topics are approved and coordinated through Jennifer Minella, VP of Engineering</i></li> <li>▪ 4 conference guest passes</li> </ul>
	\$7,500 Regular Price Limited	
<b>SILVER</b>	\$4,500 Before 12/31/18 Limited	<b>Silver Sponsorship</b> <ul style="list-style-type: none"> <li>▪ Table top exhibit space</li> <li>▪ Recognition in conference program, event website, and other sponsorship signage</li> <li>▪ Recognition as a Silver Sponsor in conference program</li> <li>▪ 3 conference guest passes</li> </ul>
	\$5,500 Regular Price Limited	
<b>BRONZE</b>	\$1,500 Before 12/31/18 Limited	<b>Event Sponsorship</b> <ul style="list-style-type: none"> <li>▪ Recognition in conference program, event website, and other sponsorship signage</li> <li>▪ Recognition as a Bronze Sponsor in conference program</li> <li>▪ 2 conference guest passes</li> </ul>
	\$2,250 Regular Price Limited	





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### *Additional Sponsorship Opportunities*

<b>Golf</b>	<b>\$1,500</b> Limit 3	<b><i>Golf Tournament Sponsor</i></b> <ul style="list-style-type: none"><li>▪ Sponsor a golf hole prize</li><li>▪ Sign prominently hung with business name and logo</li><li>▪ Recognized during tournament lunch</li></ul>
<b>Bag/ Tote</b>	<b>\$500</b> Limit 4	<b><i>Conference Bag Sponsorship</i></b> <ul style="list-style-type: none"><li>▪ Sponsor logo placed on complimentary tote given to attendees at check in</li></ul>
<b>Program</b>	<b>\$1,500</b> Limit 1	<b><i>Conference Program Sponsorship</i></b> <ul style="list-style-type: none"><li>▪ Full page ad inside conference program</li></ul>
<b>Reception</b>	<b>\$2,000</b>	<b><i>Conference Reception Sponsorship</i></b> <ul style="list-style-type: none"><li>▪ Sponsorship of kickoff reception</li><li>▪ Recognition as reception sponsor, all attendees</li><li>▪ Small ad inside conference program</li></ul>
<b>Breakfast</b>	<b>\$2,500</b> Limit 2	<b><i>Breakfast Sponsorship</i></b> <ul style="list-style-type: none"><li>▪ Sign prominently hung with business name and logo in breakfast area</li><li>▪ Recognized during meal time</li><li>▪ 1 conference guest pass</li></ul>
<b>Lunch</b>	<b>\$2,500</b> Limit 2	<b><i>Lunch Sponsorship</i></b> <ul style="list-style-type: none"><li>▪ Sign prominently hung with business name and logo in lunch area</li><li>▪ Recognized during meal time</li><li>▪ 1 conference guest pass</li></ul>
<b>Keynote</b>	<b>\$3,500</b> Limit 2	<b><i>Keynote Sponsorship</i></b> <ul style="list-style-type: none"><li>▪ Recognized at beginning of Keynotes</li><li>▪ Company logo visible at beginning of Keynotes</li><li>▪ 2 conference guest passes</li></ul>

### ***Other Sponsor Details***

#### **Registration**

Please remember to register everyone from your company who plans to attend IT Hot Topics 2019!  
[www.hottopicsconference.com](http://www.hottopicsconference.com) (Registration available soon)

#### **Event Activities**

Wednesday & Thursday: Conference events including keynote, breakouts and entertainment

Friday: Hot Topics Golf Tournament



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### **Sponsor Area**

If you are participating as Gold or Silver sponsor, you will be given a table in expo areas near the breakout rooms and main ballroom. Please feel free to bring extra literature, giveaways or set up a live demo.

### **Hot Topics Golf Tournament**

If you're joining us Friday for the Hot Topics golf tournament, there is a tournament fee, payable when you register online. You can contact the Pro Shop if you need golf club rentals. If you have questions about the tournament (format, teams, etc.), contact Julie Allen at [julie@cadinc.com](mailto:julie@cadinc.com).

### **Sponsor Door Prizes and Raffles**

We will be hosting a prize and ticket-drawing giveaway. If your company would like to donate a prize, please let Julie know immediately ([julie@cadinc.com](mailto:julie@cadinc.com)).

### **Hotel & Travel Accommodations**

We have a block of hotel rooms available at a discounted rate (starting at \$179) at the Grandover Resort & Conference Center '*Carolina Advanced Digital*'. You may contact the Grandover Resort & Conference Center at (336) 294-1800 to reserve a hotel room and/or arrange travel arrangements from the Piedmont Triad International Airport (GSO).

### **Questions?**

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