

2011
SPONSOR
BENEFITS

2011 NC CEO FORUM

BUILDING GREAT COMPANIES—THAT LAST

PRESTONWOOD COUNTRY CLUB
CARY, NC

WEDNESDAY,
AUGUST 10, 2011

FEATURING KEYNOTE SPEAKER: JIM COLLINS

Summit Performance Systems and **RD Recruiters**, co-hosts of the NC CEO Forum, cordially invite you to be a sponsor of the **3rd Annual North Carolina CEO Forum**. **Jim Collins**, acclaimed business author of *Good to Great* and *Built to Last* will be the **keynote speaker** for our event. Mr. Collins will be joined by distinguished C-level executives who will speak about what they are doing differently in the areas of innovation, culture, strategy, and operations to build successful companies *that last*. The day's program will include the keynote and individual speeches.

The 2011 NC CEO Forum will be held on **Wednesday, August 10th** at **Prestonwood Country Club** in Cary, NC. The program will be held from **9:00 a.m.—4:00 p.m.** and will include the Keynote speech, panel sessions and speaker presentations. The forum day will conclude with a networking reception.

As a sponsor, you will receive **top-level exposure** during the event and in the promotion leading up to the event.

2011 Keynote Speaker:

Jim Collins, Author and keynote speaker

2011 Speakers and Panelists

Leah Brown, CEO, A10 Clinical Solutions

Keith Collins, CTO, SAS

Reggie Davis, President, RBC Bank

Claude Demby, CEO, Noël Group

Lane Miller, CTO, LORD Corporation

Doug Muzyka, CTO, DuPont

Sandra Peterson, Global CEO, Bayer CropScience

Billie Redmond, CEO of TradeMark Properties

will be the Master of Ceremonies

Glen Tullman, CEO, Allscripts

Brad Wilson, CEO, Blue Cross and
Blue Shield of NC

2011 Sponsors

TITLE

Allscripts

Bayer CropScience

RBC Bank

GOLD LEVEL

SAS

SILVER LEVEL

Blue Cross and Blue Shield of NC

LORD Corporation

Right Management

BRONZE LEVEL

BTC Electronics

Burt's Bees

DuPont

Noël Group

Progress Energy

Troxler Labs

PLEASE JOIN US

Interested in being a sponsor of the 2011 NC CEO Forum? Please contact **Brian Kinahan**, Summit Performance Systems at 919-225-3040, brian@summit-performance.com or **Rick Deckelbaum**, RD Recruiters at 919.247.5887, rick@rdrecruiters.com for more information.

RD RICK DECKELBAUM
Your executive search partner

SUMMIT
PERFORMANCE SYSTEMS

2011 NC CEO FORUM

BUILDING GREAT COMPANIES—THAT LAST

Sponsor Levels and Benefits

Title Sponsor \$20,000

- Featured sponsor of Keynote
- 1 of only 3 Title-level sponsors
- Sole representation in your market sector at the Title and Platinum level
- Top billing in all promotional materials—including print ads
- Invitations for 6 people to the VIP cocktail & dinner reception the night before the Forum
- Up to 8 complimentary registrations for the day-long NC CEO Forum event
- Discounts for 6 additional event guest registrations (75% off)
- 2 complimentary overnight hotel accommodations
- Logo on cover of event program
- Full-page color advertisement in program
- Sponsor name on Sponsor banner displayed behind podium
- Title Sponsor listing on screens throughout the day
- Title Sponsor listing on table tent cards
- Title Sponsor listing on press releases pre- and post-conference
- Title Sponsor placement on all materials and website
- Title Sponsor branding on invitations
- Inclusion in social media campaign

SOLD OUT

Platinum Level \$12,500

- 1 of only 5 Platinum-level sponsors
- Sole representation in your market sector at the Platinum and Gold level
- Invitations for 4 people to the VIP cocktail & dinner reception the night before the Forum
- Up to 6 complimentary attendee registrations for the day-long NC CEO Forum event
- Discounts for 6 additional event guest registrations (50% off)
- 1 complimentary overnight hotel accommodation
- Half-page color advertisement in program
- Sponsor name on Sponsor banner displayed behind podium
- Platinum Sponsor listing on screens throughout the day
- Platinum Sponsor listing on table tent cards
- Platinum Sponsor listing on press releases pre- and post-conference
- Platinum Sponsor placement on all materials and website
- Platinum Sponsor branding on invitations
- Inclusion in social media campaign

Dinner Sponsor \$10,000

- Exclusive sponsor of dinner event the night before the Forum
- Invitations for 3 people to the VIP cocktail & dinner reception the night before the Forum
- Special signage as the dinner sponsor
- Up to 4 complimentary attendee registrations for the day-long NC CEO Forum event
- Discounts for 4 additional event guest registrations (40% off)
- Quarter-page color advertisement in event program
- Dinner Sponsor listing on All Sponsor banner
- Dinner Sponsor listing on screens throughout the day
- Dinner Sponsor listing on table tent cards
- Dinner Sponsor listing on press releases pre- and post-conference
- Dinner Sponsor placement on all materials and website
- Dinner Sponsor branding on invitations
- Inclusion in social media campaign

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Sponsor Levels and Benefits

Gold Level \$8,500

- Invitations for 2 people to the VIP cocktail & dinner reception the night before the Forum
- Up to 4 complimentary attendee registrations for the day-long NC CEO Forum event
- Discounts for 4 additional event guest registrations (40% off)
- Quarter-page color advertisement in event program
- Sponsor name on Sponsor banner
- Gold Sponsor listing on screens throughout the day
- Gold Sponsor listing on table tent cards
- Gold Sponsor listing on press releases pre- and post-conference
- Gold Sponsor placement on all materials and website
- Gold Sponsor branding on invitations
- Inclusion in social media campaign

Breakfast Sponsor \$6,000

- Exclusive sponsor of breakfast the morning of the Forum
- Invitations for 1 to the VIP cocktail and dinner reception the night before the Forum
- Invitations for 3 to the VIP breakfast event the day of the forum
- Up to 3 complimentary attendee registrations for the day-long NC CEO Forum event
- Discounts for 3 additional event guest registrations (30% off)
- One eighth-page color ad in event program
- Breakfast sponsor name on breakfast signage
- Breakfast sponsor listing on screens throughout the day
- Breakfast sponsor placement on all materials and website
- Inclusion in social media campaign

Silver Level \$4,500

- Invitation for 1 person to the VIP cocktail & dinner reception the night before the Forum
- Up to 3 complimentary attendee registrations for the day-long NC CEO Forum event
- Discounts for 3 additional event guest registrations (30% off)
- One eighth-page color advertisement in event program
- Sponsor name on Sponsor banner
- Silver Sponsor listing on screens throughout the day
- Silver Sponsor listing on table tent cards
- Silver Sponsor listing on press releases pre- and post-conference
- Silver Sponsor placement on all materials and website
- Silver Sponsor branding on invitations
- Inclusion in social media campaign

Bronze Level \$3,000

- Invitation for 1 person to the VIP cocktail & dinner reception the night before the Forum
- 2 complimentary attendee registrations for the day-long NC CEO Forum event
- Discounts for 2 additional event guest registrations (20% off)
- One sixteenth-page color advertisement in event program
- Bronze Sponsor listing on screens throughout the day
- Bronze Sponsor listing on table tent cards
- Bronze Sponsor listing on press releases pre- and post-conference
- Bronze Sponsor placement on all materials and website
- Bronze Sponsor branding on invitations
- Inclusion in social media campaign

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