

# EXCALIBUR AWARDS'11



Transforming Business Through Technology

October 21, 2011  
7:30am - 10:00 am

Renaissance Waverly Hotel  
2450 Galleria Parkway  
Atlanta, Georgia 30339

SPONSORSHIP OPPORTUNITIES

## MESSAGE FROM THE PRESIDENT

Dear Prospective Sponsor:

The Technology Association of Georgia's Excalibur Awards is regarded as one of the premier awards program in the state. Technology and business professionals gather at the meeting to learn from experts in the industry, to recognize exemplary ways companies are utilizing technology, technology products & the needs of the end user, and to network with their colleagues.

This high visibility event provides a venue to build your company brand by sponsoring and/or exhibiting at the 2011 Excalibur Awards in Atlanta, October 21st.

We hope you will join us for the 2011 TAG Excalibur Awards in Atlanta, for what promises to be another exciting program.

Sincerely,

*Tino Mantella*

President

Technology Association of Georgia

## ABOUT OUR KEYNOTE SPEAKER



### **JEFFREY C. SPRECHER**

Founder, Chairman and Chief Executive Officer  
IntercontinentalExchange® (ICE®)

Jeff Sprecher is a founder of IntercontinentalExchange. He has served as the company's Chief Executive Officer since May 2000 and as the Chairman of the Board since November 2002. Under Mr. Sprecher's leadership, ICE has expanded into global markets for agriculture, chemicals, credit default swaps, emissions, energy, equity indexes and foreign exchange, and extended its business into central clearing. Today, ICE operates four regulated futures exchanges, two over-the-counter (OTC) markets and five clearing houses globally.

# SPONSORSHIP OPPORTUNITIES

An array of marketing opportunities await you at the 2011 TAG Excalibur Awards.  
By taking advantage of these offerings, you can:

**Build** and reinforce name recognition for your company and your products to technology industry leaders.

**Enhance** your visibility by becoming an exhibitor and achieve maximum exposure at the meeting.

**Promote** the latest advances in business & technology.

**Demonstrate** your support for the technology community and commitment to growth of Georgia's technology industry.

## PLATINUM \$25,000

### **Premier Logo Placement:**

Your company's logo will be placed in a key position on the TAG website and the Excalibur page for 12 months. The logo will be hyperlinked directly to your company website.

### **Logo Placement:**

Primary placement at all TAG events/programs through various display media.(e.g. PowerPoint Presentations, signage) for 12 months.

Name visibility at over 170 Society meetings for one year.

Acknowledgement in all print ad's related to events

### **Time at the Podium:**

A representative from your company will participate by introducing an award or speaker

### **Ad Placement:**

One full page , full color ad in the event program.

### **Preferred Seating:**

A reserved table for 10 at the event with preferred seating.

### **Most Prominent Logo Placement on Event**

#### **Printed Materials:**

Acknowledgement in all print materials related to the event

### **TAG Radio/ TAG TV Promotion:**

Interview Opportunity on TAG Radio  
Pre-promotion video on TAG TV

### **Exhibition Space:**

One 6' skirted table. Please specify if you will need electrical or Wi-Fi service.  
One exhibit table at the Connecting Georgia's Companies Event

**Second Sponsorship:** All benefits of Silver Sponsorship at the Georgia Technology Summit

**Exclusive Invitations:** Invitation for 2 to the exclusive Excalibur VIP Lunch with speaker.

Invitation for 5 people to attend the TAG VIP Board Reception in 2011.

Invitation for 3 to each of the quarterly TAG CIO Roundtables

### **Electronic Banner Ads:**

6 weeks inclusion on the TAG eWeekly Banner

4 Spotlights in TAGthink Digest

## GOLD \$15,000

### **Premier Logo Placement:**

Your company's logo will be placed at Gold Sponsor level on the TAG website and the Excalibur page for 12 months. The logo will be hyperlinked directly to your company website.

### **Logo Placement:**

Gold Level placement at all TAG events/programs through various display media.(e.g. PowerPoint Presentations, signage) for 12 months. Name visibility at over 170 Society meetings for one year. Acknowledgement in all print ad's related to events

**Ad Placement:** One half page, full color ad in the event program.

**Preferred Seating:** A reserved table for 10 at the event with preferred seating.

**Logo Placement on Event Printed Materials:** Acknowledgement in all print materials related to the event

### **TAG Radio Promotion:**

Interview Opportunity on TAG Radio

**Exhibition Space:** One 6' skirted table. Please specify if you will need electrical or Wi-Fi service. One exhibit table at the Connecting Georgia's Companies Event

**Exclusive Invitations:** Invitation for 1 to the exclusive Excalibur VIP Lunch with speaker.

Invitation for 4 people to attend the VIP Board Reception in 2011.

2 Invitations to each of the quarterly TAG CIO Roundtables

### **Electronic Banner Ads:**

4 weeks inclusion on the TAG eWeekly Banner

2 Spotlights in TAGthink Digest



## SILVER \$10,000

### **Logo Placement:**

Your company's logo will be placed at Silver Sponsor level on the Excalibur webpage for 12 months. The logo will be hyperlinked directly to your company website.

**Ad Placement:** One quarter page, full color ad in the event program.

**Preferred Seating:** A reserved table for 10 at the event with preferred seating

### **Logo Placement on Event**

#### **Printed Materials:**

Acknowledgement in all print materials related to the event

**Exhibition Space:** One 6' skirted table. Please specify if you will need electrical or Wi-Fi service.

**Exclusive Invitations:** Invitation for 1 to the exclusive Excalibur VIP Lunch with speaker.

Invitation for 3 people to attend the VIP Board Reception in 2011.

### **Electronic Banner Ad:**

2 weeks inclusion on the TAG eWeekly Banner

1 Spotlight in TAGthink Digest

## BRONZE \$5,000

**Company Recognition:** Your company's name will be listed on the event Webpage as a Bronze Sponsor.

**Preferred Seating:** A reserved table for 10 at the event with preferred seating

### **Logo Placement on Event**

#### **Printed Materials:**

Acknowledgement in the event program booklet

### **Exclusive Invitations:**

Invitation for 1 person to attend the VIP Board Reception in 2011.



# IMPORTANT DATES and DEADLINES

## Before the Meeting

October 3, 2011  
Sponsor Applications Due

October 14, 2011  
Advance Registration Forms Due  
Company personnel must be registered by  
this date to avoid registering on-site.

October 17, 2011  
Final Payments Due

## Checklist for Sponsors

Complete Application and Submit it to TAG

Send logo and ad (if applicable) to  
barbara@tagonline.org - in high quality  
jpeg or eps format by September 19th

Send attendees names (Advance Registration  
form) by October 14th

Send electrical needs by October 14th

Schedule TAG Radio (if applicable)

Set up your booth and enjoy the festivities

## ADVANCED REGISTRATION FORM

#	Attendees Name	Company
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Please send to Technology Association of Georgia (404) 817-6677 fax, email  
barbara@tagonline.org or mail 75 Fifth Street NW, Suite 625 Atlanta, GA  
30308 by October 14, 2011

# EXCALIBUR AWARDS NOMINATION FORM

DUE DATE:  
August 1, 2011

## Nominated Company Name

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## Primary Contact Information

Please include the primary contact information for the nominated company

Name:

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Title:

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Phone:

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Email:

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## Nominated By

Your Name:

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Your Title:

--

Your Phone:

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Your Email:

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Reason for  
Nomina-  
tion:

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# EXHIBIT APPLICATION/ CONTRACT

DUE DATE:

October 3, 2011 - EXHIBIT APPLICATION/ CONTRACT

Technology Association of Georgia 2011 Excalibur Awards  
October 21, 2011 Atlanta, Georgia

## Contact Information

Primary Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Postal Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Company name as it should  
appear in printed materials: \_\_\_\_\_

## Sponsorships and Tickets

Please Check All that Apply

Price

<input type="checkbox"/>	Platinum	\$25,000 (Cash Gift Only)
<input type="checkbox"/>	Gold	\$15,000 (Minimum of \$10,000 in cash if inclined)
<input type="checkbox"/>	Silver	\$10,000 (Minimum of \$5,000 in cash if inclined)
<input type="checkbox"/>	Bronze	\$5,000
<input type="checkbox"/>	TAG Member (Includes preferred seating)	\$550 (Table for 10)
<input type="checkbox"/>	Non-Member Table For 10 (Includes preferred seating)	\$725 (Table for 10)
<input type="checkbox"/>	TAG Member Individual Tickets	Please Circle One: Early Bird (Before 9/26): \$60 Regular: \$75
<input type="checkbox"/>	Non-Member Individual Tickets	Please Circle One: Early Bird (Before 9/26): \$80 Regular: \$95

## Payment Information

Method of Payment (Circle One):	Check Enclosed	American Express	MasterCard	Visa
Name on Card:	_____			
Card Number:	_____			
Sponsorship Amount:	_____		Expiration Date: _____	

I, the cardholder, agree to pay the above amount (see Sponsorship Amount) and understand that failure to pay will result in the cancellation of this sponsorship agreement.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_