



THE CATALYST FOR INNOVATION AND GROWTH

2012 PROGRAMS AND SPONSORSHIP OPPORTUNITIES

**CONNECTICUT TECHNOLOGY COUNCIL
222 PITKIN ST FOUNDERS PLAZA, SUITE 113
EAST HARTFORD, CONNECTICUT 06108
860.289.0878 x 334
WWW.CT.ORG**

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Mike Scricca, Membership Director mscricca@ct.org
Paige Rasid, Marketing & Operations Manager, prasad@ct.org
Jack Antonich, CEO Roundtable jantonich@ct.org
Liddy Karter, Executive Director, Crossroads Venture Group
Ann Discenza, Manager, Events and Development, Crossroads Venture Group, adiscenza@ct.org

Thank you for reviewing this 2012 list of opportunities to support the Connecticut Technology Council

As non-governmental organizations (NGOs) and trade associations require annual sponsorship to fill out required funding to fulfill their missions, we welcome your interest in joining the effort to ensure that Connecticut's economy will grow by making the most of innovation and technology.

What follows is an **exciting** set of opportunities designed for their ability to maximize our regional resources of ideas, talent and risk venture funds. We believe these activities can bring value and recognition to the firms who underwrite them. These programs are consistent with our mission and in almost every case have proven able to attract large audiences and media attention.

An important mission: Creating an innovation culture

The Connecticut Technology Council is the state's only business association expressly serving the needs of a community of 2,500 firms and institutions involved with technology, innovation and the commercialization of the sciences.

Representing some 300 core supporters and several hundred thousand technology employees, the Council serves its members and the general interests of the State of Connecticut in three key areas:

- 1) As a thought leader concerned with keeping our region globally competitive as a center for technology based economic development. Our 2010 *Connecticut Competitiveness Agenda Project Report* served as one blueprint for the Governor's Fall 2011 Jobs Bill.
- 2) As an advocate, a representative to government and a clear voice for technology, technology oriented companies and the creation of an environment supportive of innovation, and
- 3) As a producer of a series of events that celebrate the sector, provide business development opportunities, and allow for peer-to-peer education and interaction for the purpose of building community among tech sector companies and its professionals.

Working with an active board of directors, composed of technology and professional services leaders, the CTC leverages private support to keep Connecticut aware of best practices and future challenges in a competitive and increasingly "flat" world.

It will take continuous investment, coordination and hard work to counter the forces of post industrialism that are sapping the creative energies of the northeast states. Connecticut has the right combination of factors to keep it competitive and relevant if it commits itself to this goal. Challenges include:

- Providing the right incentives to compete with other states, regions and countries,
- Retaining our most talented 25 to 34 year-olds,

- Mobilizing additional high risk capital for high potential firms,
- Attracting new entrepreneurs to settle in our state, and supporting those here already,
- Making science, technology, engineering and math course work an attractive subject for our students.

Sponsorship Roster and Opportunities

A. Corporate Sponsorship.....\$25,000 and \$15,000

2011 Supporters: AT&T Connecticut, Cierant Corporation, Shipman & Goodwin LLP, Visual Technologies, Inc. HB Communication, Inc

B. Awards Programs.....\$37,000, \$25,000, \$22,000, \$15,000, \$11,000, \$5,000, \$3,500, 3,000, \$2,500, \$1,200

Tech Top 40 (Awards Reception)

2011 Supporters: Connecticut Innovations, dsign digital LLP, Pullman & Comley, LLP, Robert Half Technology, Marcum LLP, TriNet HR Corporation, Webster Bank, and CNA/Wellstone Insurance

Women of Innovation (2011), Girls of Innovation

2011 Supporters: United Technologies Corporation, Day Pitney LLP, Boehringer Ingelheim USA Corporation, General Electric, Covidien, Connecticut Center for Advanced Technology (CCAT)

Innovation and Entrepreneurship Summit

2011 Supporters: Ambrose, Cantor Colburn LLP, Connecticut Center for Advanced Technology (CCAT), Connecticut Innovations, CNA/Wellstone Insurance, Dickstein Shapiro, LLP, Economic Development Corporation of New Haven, Fiondella, Milone & LaSaracina, First Niagara, Open Solutions Inc, TriNet HR Corporation

C. Networking Programs.....\$5,000, \$2,500, \$1,250, \$850

PowerMatch, Annual Meeting and Holiday Party

2011 Sponsors: First Niagara, Dickstein Shapiro, LLP, Open Solutions Inc.

D. Innovation Programs.....\$20,000, \$10,000, \$7,500, \$2,500

Innovation@Work

Recent Supporters and Host Companies: Wiggin and Dana, LLP, The Impact Group, Marcum Cronus Partners, Pitney Bowes, The Hartford

E. Peer Forums.....\$10,000, \$5,000, \$3,000, \$2,500

Tech CEO Summer Golf Outing and Dinner, CEO Peer Tracks, IT Summit 2011/CIO Forum

2011 Supporters: Access Northeast, Accuvant, Champion Solutions Group, Dell Computer, Dickstein Shapiro, LLP J.H. Cohn LLP, Iron Mountain, Kelser Corporation, Robert Half Technology, Sandler Training, Shipman & Goodwin LLP, Total Communications, Inc., Webster Bank, SIMA Search, Mohegan Sun, Verizon Wireless

F. Electronic Newsletter.....\$5,000, \$2,500, \$3,500, \$2,500, \$1,500

Ads in Monthly Newsletter

All 2011 sponsors have the option of renewing their 2011 sponsorships and have the right of first refusal before other sponsors are solicited for an investment in CTC sponsorship opportunities.

A. Corporate Sponsorship

Become a corporate partner of the CTC and support the Council's efforts to make Connecticut a more competitive state through an underwriting of our overall mission. Various benefits and custom arrangements that meet your corporate marketing needs can be discussed.

Technology Champion: \$25,000

Technology Catalyst: \$15,000

B. Awards Programs

Tech Top 40



This awards program recognizes Connecticut's fastest growing technology companies on the basis of revenue growth. Companies and winners are grouped by six technology verticals that reflect the Connecticut technology landscape. This program is typically held the third Thursday in September and is one of the premiere fall technology gatherings in Connecticut.

Title Sponsorship: \$37,000

Platinum Sponsor: \$11,000

Supporting Sponsor: \$3,500



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Executives from OpenSky, the state's fastest growing tech company in 2011



Women of Innovation: The Connecticut Technology Council annually celebrates the state's leading women in science and technology at an awards dinner. Last year's gathering drew 500 attendees. The 2012 event will be on March 01, 2012, at the Aqua Turf in Southington and is expected to result in similar attendance numbers and extensive press coverage.

Title Sponsors: \$25,000, \$20,000

Supporting Sponsors: \$3,500

Table Sponsors: \$1,200

Program Sponsor: \$1,000 (Full Page Ad)



Girls of Innovation: The Connecticut Technology Council has launched a mentoring program that ties the 350 Women of Innovation alumni to young girls in an effort to interest them in science and technology careers. Each spring or summer Covidien sponsors a day of interactive activity at the Connecticut Science Center for girls of middle school age. They are coached by Covidien staff and Women of Innovation finalists from previous years.

Title Sponsor: \$7,500

Supporting Sponsors: \$2,500 and \$1,000

Innovation & Entrepreneurship Summit

Featuring:
3rd Annual Northeast ACA Angel Summit
Innovation Pipeline Companies to Watch Awards & Showcase

Presented by:
Angel Investor Forum • Connecticut Technology Council • Crossroads Venture Group

Innovation and Entrepreneurship Summit

This awards event recognizes emerging and start-up technology companies that are innovative and entrepreneurial. The event features an expo or poster fair at which these smaller, emerging tech companies exhibit. The awards are in different categories of technology distinction, such as best new software product or company and best new life sciences company. The event is combined with an angel investor regional meeting that brings angel groups from the nearby New England states, New York and New Jersey.

Title Sponsor: \$22,000

Platinum Sponsor: \$7,500, \$6,000

Gold Sponsor: \$3,000



Exhibiting company Specialized Data Systems of East Haven at the Poster Fair

C. Networking Programs



PowerMatch: An exclusive monthly networking program based on a highly successful professional business networking model developed in Silicon Valley, PowerMatch is designed to help participants quickly and efficiently network with a

maximum number of Council members. The event is held monthly in four different venues across the state on a rotating basis. The program is now in its eighth year and is one of CTC's most popular programs.

Program Sponsor: \$850 per Individual Event

Annual Meeting and Holiday Party

The CTC's Annual Meeting is held in December of every year. Board elections are combined with an awards program that recognizes CTC's announcement of the most innovative company (Innovation Excellence Award) and its Volunteer and Public Policy Leaders of the Year. Following the official Board meeting is the annual holiday party. CTC's 2011 Innovation Excellence award winner was member company Tangoe.



Secretary of State Denise Merrill About to Receive Her Catapult in 2010

Program Sponsor: \$6,000 and \$2,500

D. Peer Forums

Tech CEO Forum



The Connecticut Technology Council has been hosting CEO forums for technology CEOs and Presidents for six years. This is a July evening event. Only CEOs or Presidents are allowed to participate in an evening of networking and content with

topical information delivered via an interactive presentation from a notable keynoter. The 2011 presenter was Dean Hatton, the CEO of Higher One.

Event Sponsor: \$10,000

Supporting Sponsor: \$3,000



Tech CEO Peer Track

The Council facilitates group meetings for CEOs whose companies are greater than \$3M in revenue in size. Monthly meetings are held in the central part of the state (Wallingford) and are intended to harness the collective experience of the participating executives to solve business problems, build trust among peers, and accelerate company growth. Subject matter experts are occasionally invited to present on topics of interest to the CEOs. CTC's monthly meetings are managed by a professional facilitator and are confidential.

CTC has also launched a monthly CEO Roundtable for the CEOs of tech companies less than \$3M in size. It is also currently held in the center of the state (North Haven) and its meetings are similar to the CEO group described above.

Winter Social Sponsor: \$2,000

IT Summit



CTC hosted its third IT Summit on November 29, 2011 at Mohegan Sun. The event hosted 150 CIOs and senior IT professionals. Covered were such topical issues as cloud computing and social networking.

Gene Alvarez, a Gartner Vice President and analyst in the CRM space, and Chuck Pagano, Executive Vice President, Technology, ESPN were the keynoters.

Presenting Sponsor: \$10,000

Supporting Sponsor 3,000, \$2,500

E. Innovation Programs

CONNECTICUT TECHNOLOGY COUNCIL

Innovation @Work Series

Innovation@Work: A “reverse” trade show at which smaller, selected companies are invited to present technology to a large, host company per a prescribed set of technology criteria developed by the host company. The purpose here is to facilitate collaboration, technology sharing, regional and in-state sourcing of suppliers and vendors and business development. Thus far, host companies have included General Electric, AT&T, Pitney Bowes, Gerber Scientific, The Hartford, and Mohegan Sun. Pitney Bowes hosted an Innovation@Work in October of 2010. CTC is willing to partner with several companies representing a cluster or one single company looking to source technology partners and suppliers.



Title Sponsor: \$15,000
Supporting Sponsor: \$5,000

CTC does assess a management fee to the host Company of \$15,000, excluding day-of event host costs, which are also borne by the host. Contact CTC if you are interested in hosting such an event.

F. CTC Newsletter Advertising

Overview:

CTC is seeking advertisers for its monthly newsletter and the calendar section of its website. Advertising rates are negotiable depending on the duration, placement and size of the ad. Contact Mike Scricca at 860-289-087 x 334 to discuss possibilities and your interests.

If you are a professional services firm that wants to reach this specific audience, then CTC's monthly newsletter, which is a combination, event calendar, member news and public policy update, is the best way to reach the Connecticut tech audience. CTC's email distribution list numbers over 7,000.

The CTC event calendar at its website is the go-to place for tech professionals seeking information on statewide tech events.

G. Connecticut Venture Group



crossroads venture group

Our mission is to stimulate economic growth by
encouraging investment in high-growth companies

The Connecticut Technology Council began managing this non-profit's events in 2011. Entering 2012 and its second year, CTC offers a separate package of sponsorship opportunities detailing the type of content, the geographic distribution of the CVG events and the frequency of such programming. If you are interested in sponsoring events geared to the angel and venture capital community in Connecticut, contact Mike Scricca at 860-289-0878 x 334 or the CVG's Executive Director, Liddy Karter at 203-376-7958.

For specific details regarding sponsorship opportunities and the associated benefits, please contact: Mike Scricca mscopicca@ct.org at (860) 289-0878 x 334 for more information.

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