Celebrating Our 30th Anniversary
2015 EMERGING ISSUES FORUM
INNOVATION RECONSTRUCTED
→ Sponsorship Guide

*How will our companies and communities compete in a future of accelerating everything?
Dear IEI Partners:

Thirty years ago, Governor James B. Hunt, Jr., and NC State Chancellor Bruce Poulton had a vision. They wanted to bring our state’s leaders in business, government, and education together, face-to-face, to discuss the most important issues facing North Carolina. They focused their first Emerging Issues Forum on the challenges of innovating in a rapidly globalizing world. Over the last three decades, North Carolina has prospered as a hub for innovative businesses, leader in education and healthcare, and sought-after destination prized for strong infrastructure and an inviting environment.

Our 30th Annual Emerging Issues Forum will revisit our innovation challenges. On February 9-10, 2015, at the Raleigh Convention Center, the Institute for Emerging Issues (IEI) will call our state’s people together to celebrate North Carolina’s successes, but more important to look to the future. We will explore how new thinking, tools, methods, and techniques can better connect our citizens and our public and private institutions so that we can prepare now to be able to seize new opportunities during the next thirty years.

Recognizing that we move forward by working together, IEI is committed to robust partnerships. On Page 3, you will find a comprehensive list of Forum sponsors throughout our history. This Sponsorship Guide is an invitation for you to extend an ongoing partnership, or forge a new one, by joining as a sponsor of our 30th Annual Emerging Issues Forum. We extend our sincere thanks to all who have partnered with IEI in the past to make the Forum possible.

This Guide describes the Forum’s focus, various opportunities for sponsorship, and the features and benefits of each level of support. To confirm your commitment, please contact Leslie Stewart in IEI Development (919-515-3540, leslie_stewart@ncsu.edu).

Thank you for your participation, your support, and your commitment to the future of North Carolina.

John F.A.V. Cecil  
Chair, National Advisory Board  
President, Biltmore Farms, Inc.

Anita R. Brown-Graham  
Director
We thank our Emerging Issues Forum Sponsors, 1986-2014

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**Bold:** Forum Supporter for 5+ Years
2015 Forum Sponsorship Opportunities

Platinum $50,000+

- Recognition as Platinum Forum Sponsor
- 10 complimentary tickets to Emerging Issues Forum
- 8 complimentary seats at NC Leadership Dinner
- At the Forum, a representative of your company will be invited to make an introduction or closing during a Forum special session
- Recognition and thanks from the podium
- Full page, full color ad in program book, (premium interior back cover placement)
- Prominently displayed banner (upon request)
- Recognition in Forum App
- Company listing on pre-Forum marketing if confirmed by November 21
- Complimentary display table in Exhibitor Area

Gold $25,000+

- Recognition as Gold Forum Sponsor
- 6 complimentary tickets to Emerging Issues Forum
- 4 complimentary seats at NC Leadership Dinner
- At the Forum, a representative of your company will be invited to make an introduction or closing during a Forum special session
- Recognition and thanks from the podium
- Full page, full color ad in program book
- Recognition in Forum App
- Company listing on pre-Forum marketing if confirmed by November 21
- Complimentary display table in Exhibitor Area
2015 Forum Sponsorship Opportunities

**Silver $15,000+**

- Recognition as Silver Forum Sponsor
- 4 complimentary tickets to Emerging Issues Forum
- 2 complimentary seats at NC Leadership Dinner
- Recognition and thanks from the podium
- Full page, full color ad in program book
- Recognition in Forum App
- Company listing on pre-Forum marketing if confirmed by November 21
- Complimentary display table in Exhibitor Area

**Bronze $5,000+**

- Recognition as Bronze Forum Sponsor
- 2 complimentary tickets to Emerging Issues Forum
- Recognition and thanks from the podium
- Complimentary Display Table in Exhibitor Area
- Half-page, full color ad in program book
- Recognition in Forum App

**Supporting Sponsor $2,500**

- 2 complimentary tickets to Emerging Issues Forum
- Recognition in the program book
- Recognition during the Monday reception

**Patron**

- Reduced business registration rate for 10 or more attendees from one company or organization
- Recognition in the program book
Economic prosperity will depend more and more on a capacity to innovate in the face of rapidly increasing global flows of people, finance, goods, services, data and communications. The Institute for Emerging Issues (IEI)’s 30th Emerging Issues Forum will focus on opportunities for North Carolina to enhance economic competitiveness by fostering a capacity for innovation appropriate for this age of new and accelerating global connections.

Do North Carolina’s companies and communities have what it takes? What mix of factors best drives cutting-edge innovation? How are innovation models changing and adapting to fast-paced global realities? Do we have the right infrastructure, inputs, and supports?

During the last 30 years, North Carolina’s economic, educational, governance, and other key systems (the interdependent and interrelated sets of public and private institutions, organizations, and individuals that work to achieve shared civic and economic goals) have responded to sustain and enhance our state’s innovation and economic competitiveness. Our leaders, with an ever-recalibrating mix of public and private investment, helped North Carolina to continue to transform its economy and expand its capacity to innovate.

For North Carolina to continue to prosper, our key systems must anticipate and confront the demands of unprecedented change and connections. How are they preparing? Are these systems, and the companies and communities they support, developing the fluid set of adaptive abilities required to innovate on shorter timelines while facing bigger challenges?

Although we cannot be sure of what lies ahead, we can be confident that change will only accelerate as traditional practices are disrupted, even obliterated, by the emergence of more and very different patterns of connections. We must prepare now to be ready to innovate and compete in such an environment.

**IEI’s Program of Work**

As North Carolina looks ahead to IEI’s celebratory 30th Annual Emerging Issues Forum, IEI begins its program of work by identifying the best examples from the past 30 years of productive response to the pressures of change. Which of the state’s key systems developed the innovative ideas and actions that improved competitiveness during a period when connections were augmented and amplified? Let’s look for lessons that can be applied moving forward.

We must then look ahead 30 years, certain that new and accelerating connections have implications for how we innovate and compete. Those implications demand North Carolina’s full attention today. In order to safeguard and extend N.C.’s innovation infrastructure and economic competitiveness, IEI will ask stakeholders to identify the most critical capacities that North Carolina must develop now to respond productively in the future. We will also give attention to the tradeoffs involved in choosing any particular course of action.

**In developing our program of work, IEI will focus on questions that include:**

- What is the current extent of North Carolina’s connectedness, both locally and globally?
- Which systems will be key to enhancing our future innovation and competitiveness?
- What capacities will these systems need in order to lead through a period of accelerating, disruptive change?
- How will those capacities serve our state’s companies and communities?
Sponsorship Commitment Form

Contact Information

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Company Name/Title

Address

City State/Zip

Phone/Fax

E-mail

Signature (required)

Select one of the following opportunities

- **Platinum Sponsor - $50,000+**
  - 10 Forum Tickets
  - 8 NC Leadership Dinner Seats

- **Gold Sponsor - $25,000+**
  - 6 Forum Tickets
  - 4 NC Leadership Dinner Seats

- **Silver Sponsor - $15,000+**
  - 4 Forum Tickets
  - 2 NC Leadership Dinner Seats

- **Bronze Sponsor - $5,000**
  - 2 Forum Tickets
  - Recognition and Thanks from Podium

- **Supporting Sponsor - $2,500**
  - 2 Forum Tickets
  - Recognition in Program Book

- **Patron Sponsor**
  - Reduced business registration rate for 10 or more attendees from one company or organization

Reserving sponsorship

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Raleigh, NC 27695-7406

Reserving sponsorship

Please make enclosed check payable to Institute for Emerging Issues-2015 Forum

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Please R.S.V.P. for sponsorships by November 21, 2014