



INDUSTRY INTELLIGENCE PACKAGES 2019-2020

The Charlotte Regional Business Alliance is this region's go-to source for the most up-to-date business intelligence on major and emerging industries. Our research and business databases reach hundreds of economic development prospects each year who are targeting the Charlotte region for business growth. Online and in-person exposure on our industry whitepaper summaries can also help establish your company's prominence in the market.

Whether you're representing your industry for the region or marketing your company as a thought leader, this opportunity is for you. Each whitepaper is jam-packed with esthetically digestible intel used by hundreds of people each year to gain insider's knowledge about the Charlotte region.

We understand, you're about the full picture, and our databases have got you covered. These databases include detailed information on thousands of area companies within the following targeted sectors, including employment numbers, lines of business, estimated revenue and sales, and contacts. Each database opens to a message from you, the sponsor.

STRATEGIC MARKETING OPPORTUNITIES:

CONNECT.

- Expose your brand to key decision makers

INNOVATE.

- Broaden brand visibility & create unique impressions

GROW.

- Support the Alliance's market intelligence initiatives



QUESTIONS ABOUT DATA FROM THE CHARLOTTE REGION? THE CHARLOTTE ALLIANCE HAS ANSWERS.



AVAILABLE INDUSTRY WHITEPAPERS:

**Includes database directory*

- Cost of Living Brochure **SOLD**
- Information Technology* **SOLD**
- Financial Services*
- Advanced Manufacturing*
- International Business* **SOLD**
- Energy*
- Health Care* **SOLD**
- Transportation Logistics & Distribution* **SOLD**
- Headquarters*

SPONSORSHIP BENEFITS

- One sponsor per package-super exclusive.
- Packages without a database are cheaper.
- Sponsors can play a role in selecting content for your sponsored segment.
- Each sponsor will receive 25 hard copies of the finished whitepaper (don't worry you can buy more, just ask) along with a downloadable version of the complete package.
- If you don't see your industry listed, but want to-we're flexible, so let us know!

**WHITEPAPER
WITH DATABASE**

\$2,000/EA

**WHITEPAPER
ONLY**

\$1,000/EA