



Establish, Develop and Access Trusted Relationships With Top IT and Quality Assurance Executives at the Quality Leadership Executive (QLE) Southeast Executive Forum and Awards

December 11, 2007
JW Marriott Buckhead
Atlanta, Georgia

IMPORTANT DATES

Opening Call for Nominations
June 11, 2007

Tickets on Sale at
www.qualityleadershipawards.com
September 17, 2007

Closing Call for Nominations
September 21, 2007

QLE Judges Luncheon
October 12, 2007

QLE Southeast Executive Forum
and Awards
December 11, 2007

FOR MORE INFORMATION

Contact:
Marci McCarthy
CEO
Executive Alliance
mmccarthy@execalliance.com
404.982.8562

Hosted and Presented by:



PROGRAM OVERVIEW AND SPONSORSHIP OPPORTUNITIES

Executive Alliance, creator and provider of premium-leadership recognition forums, offers unique access to IT decision makers and influencers through the Quality Leadership Executive (QLE) Southeast Executive Forum and Awards. The program will take place on December 11, 2007 at the JW Marriott in Atlanta, Georgia.

Through the QLE Southeast Executive Forum and Awards, the community will recognize the achievements of Information Technology executives and their teams for the exemplary practice of IT Quality Assurance in software development. In its second annual year, the QLE Awards will honor leaders in two categories: Executive Visionary and Executive Practitioner. Limited sponsorship opportunities are available to other companies.

Quality Leadership Executive of the Year Award - Visionary Category

Recognizing strategic planning, initiative, foresight, thought leadership, and the employment of Quality Assurance in software development to support business objectives, the QLE Visionary Award honors both an executive visionary from an end-user company and an Executive Visionary from a software company.

Quality Leadership Executive of the Year Award - Practitioner Category

Recognizing technical acumen in the practice of Quality Assurance in software development for the successful implementation of a specific project in support of business objectives, the QLE Practitioner Award honors an executive practitioner from an end-user company and an executive practitioner from a software company.

The QLE of the Year Southeast Awards program targets the highest level of IT and Quality Assurance executive which translates to unparalleled access to CIO's, CTO's, Vice Presidents of Development/Engineering/IT/Quality Assurance, Directors and Managers of Quality Assurance Programs. The thorough and rigorous nomination application process enables sponsors to identify and meet key decision makers from across a spectrum of industries which include but are not limited to technology, financial services, healthcare, government, manufacturing, education, media, utilities and telecommunications.

Executive Alliance, through its leadership-recognition programs has a four year history and record of bringing together buyers and sellers in a unique environment conducive to developing relationships. Through sponsorship, providers are able to reap rewards from an experience that is rich with opportunities to access these IT leaders. The formula for creating this unique environment is based on providing access and insight fused with recognition, education and celebration.



PROGRAM AGENDA FOR QLE EXECUTIVE FORUM AND AWARDS GALA

2:30 PM – 5:00 PM QLE Executive Forum

The QLE Executive Forum brings together QLE nominees, industry leaders, invited guests and sponsor delegates to meet each other and to join discussions on key industry issues as well as share best practices. Comprised of a moderated discussion followed by facilitated round-table breakout sessions, this regional forum is a must-attend event for IT and Quality executives. (Invitation only)

5:00 PM – 6:00 PM QLE VIP Reception

An invitation-only program, this reception provides the opportunity to network with QLE Nominees, Special Guests and Award Sponsors in a private setting with hors d'oeuvres and cocktails. QLE Nominees are encouraged to bring an executive guest with them to the VIP Reception.

6:00 PM – 7:30 PM QLE Gourmet Dinner Buffet and Sponsor Pavilion

Before the QLE Southeast Awards Gala, QLE Nominees and guests will enjoy a beautiful gourmet dinner buffet and beverages while having the opportunity to mingle with their peers and meet the QLE Award Sponsors. The Sponsor Pavilion is an exhibition of our QLE Sponsors that serve the information technology and quality assurance community. A Passport for Prizes program encourages more interaction with our QLE sponsors.

7:30 PM – 9:00 PM QLE Southeast Awards Gala

Honoring and celebrating the QLE Award Nominees for 2007, the Awards Gala is expected to draw over 200 attendees. This exciting, evening award event will bring together top information technology and quality assurance executives from Alabama, Georgia, Florida, Mississippi, North Carolina, South Carolina and Tennessee.

9:00 PM – 10:00 PM QLE Afterglow Reception

Champagne and dessert to celebrate the winners and all of the nominees.

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SPONSORSHIP OPPORTUNITIES

Your participation as a sponsor deepens relationships with top prospects, customers and ultimately translates into real sales opportunities for your company. Our portfolio of sponsorship programs offers the most innovative and direct ways for you to interact in exclusive environments and engage with executives and influencers that are ready to talk business with you.

Gold: (Limited to 5)

Prior to the QLE Awards

- Logo and Listing as sponsor on Quality Leadership Award Website
- Designated as Gold sponsor on all external communications for program (ads, emails, mail)
- Invitation to attend and observe the judges luncheon

During the QLE Awards

- 2 executive representatives at the QLE Executive Forum
- 2 executive representatives at the VIP Reception
- Recognition as a Gold Sponsor by Awards Host/Master of Ceremonies
- Preferred location in the Sponsor Pavilion
- 1 Reserved table (10 tickets) with preferred handling of match-making seat requests for Awards Gala
- Opportunity to introduce a showcase finalist during the Awards Gala
- Full page, 4-color ad, preferred positioning in Awards Program Guide (based on availability)
- Dedicated gobo (lit display) of logo at Awards Gala
- Product literature (which you provide) is placed in each attendee gift bag
- Logo on attendee gift bags and on event signage used during the QLE Awards Gala

Silver: (Limited to 10)

Prior to the QLE Awards

- Logo and Listing as sponsor on Quality Leadership Award Website
- Designated as Silver sponsor on all external communications for program (ads, emails, mail)

During the QLE Awards

- 1 executive representative at the QLE Executive Forum
- 1 executive representative at the VIP Reception
- Recognition as a Silver Sponsor by Awards Host/Master of Ceremonies
- Participation in the Sponsor Pavilion
- 5 Tickets to Award Gala
- Full page, black and white ad in Awards Program Guide
- Product literature (which you provide) is placed in each attendee gift bag
- Logo on attendee gift bags and on all event signage used during the QLE Awards Gala



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QLE AWARD PROGRAM SERIES ~ EVENT SCHEDULE

2:30 PM – 5:00 PM: The Executive Forum

The Executive Forum is held preceding the Awards Gala. Setting the tone, a global thought leader and IT senior executive will moderate the initial segment themed on real and current issues. Table leaders who have also participated as a winner or judge in previous awards, take the discussion deeper in breakout groups. Hear what the nominees and other technology executives see as their biggest issues, top concerns and desired solutions. This environment ultimately helps your sales team obtain quality leads because of the direct access and insight to the nominees and technology executives. Breaking down traditional barriers, this format enables your executive to benefit from openly shared ideas and unlocks the door to future opportunities.



2006 Executive Forum Moderator

Fran Dramis

Former Chief Information, eCommerce & Security Officer

Bellsouth Corporation

5:00 PM – 6:00 PM: The VIP Reception

Held immediately following the Executive Forum, the VIP Reception is another way we say to the QLE Nominee that he or she is important, vital to the industry and deserving of red carpet treatment. As a QLE Sponsor, you participate in this exclusive gathering and have the opportunity to strike a personal conversation. Make sure your top-level attending executive congratulates your nominee and networks with other top technology executives.

5:30 PM – 7:30 PM: The Sponsor Pavilion and Gala Dinner Buffet

Excitement continues to gather among the nominees and the sponsors as the entire community of the QLE event gathers including nominees, their colleagues, family and friends. Sponsor booths are effectively interspersed among elegant food stations, butlers and cocktail bars. You're invited to participate in Passport for Prizes – another opportunity to promote your brand – and ensure everyone visits your booth.

7:30 PM – 9:00 PM: The Awards Gala and Ceremony

This is the moment; the culmination of these first steps in establishing lasting and important relationships. The excitement mounts as a professionally staged awards program unfolds to tell the story of the showcase finalist nominees and the QLE of the Year Southeast Award Winners. You'll be sitting with your nominee perhaps or with other top technology executives and those key individuals from your organization, all custom arranged by Executive Alliance, with your relationship goals in mind.

9:00 PM – 10:00 PM: The Afterglow Reception

Now it's time to enjoy and celebrate with the winners, the finalists and all the nominees. An opportunity to mingle in a very relaxed atmosphere, the Afterglow Reception affords you the chance to offer personal best wishes and congratulations to the winner, the finalists and all the nominees. With champagne toasts, chocolate fountains and sumptuous desserts, everyone is having fun at this point. Don't miss this chance to be seen as the company creating the great feelings at Afterglow.



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In 2006, sponsors and IT executives from across the Southeast participated in over nine hours of programming content which allowed sponsors unique access to top decision makers. The QLE attendees are unusually receptive because they are being recognized and celebrated. QLE is about advancing their personal careers. QLE helps better position IT professionals within their companies to seek the increased budgets to buy the products they need to excel in their job. What better way to build relationships? There's no other marketing program out there like the QLE Southeast Executive Forum and Awards.

2006 Visionary Award Winners

END USER COMPANY



Asif Ahmad
*Vice President, Diagnostic Services
 and Chief Information Officer*
Duke University Health System
 Durham, NC

SOFTWARE COMPANY



Terri Nichols
*Vice President, Services Management
 Worldwide Technical Operations*
Worldspan
 Atlanta, GA

2006 Practitioner Award Winners

END USER COMPANY



Michael Rimmey
*Director-Product Director
 Client Solutions*
Laboratory Corporation of America
 Burlington, NC

SOFTWARE COMPANY



Michael Cooper
*Enterprise Director,
 Quality Assurance*
Inovis
 Atlanta, GA

