



Press Release

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C-Level @ A Mile High connects solution providers with IT executives to create a one of a kind marketplace for technology projects

Next week –\$1 Billion at Stake for Colorado Businesses at B2B Speed Networking Event

DENVER – In sales, timing is everything and connections are key. So how does a new business get out in front of a company that won't take cold calls? They attend the *C-Level @ A Mile High* event put on by the technology trade association - Colorado Technology Association or CTA.

C-Level @ A Mile High event puts executive-level decision makers (or C-Levels) in contact with potential vendors making this event the single biggest technology deal-making event in Colorado.

C-Level @ A Mile High features 65 top Colorado companies with \$1 billion in business opportunities.

More than 900 business professionals and technology leaders are expected to attend the four hour speed networking event, in which participants can bid on C-Level (dubbed at the event as *C-Level celebrities*) for dedicated time at a future date.

The *C-Level celebrities* often include a dinner, golf or ski outing to the highest bidder making this event a one of a kind networking event that can build future business opportunities.

CTA created the C-Level @ A Mile High event in response to feedback from CIOs that said they wanted to do more business with Colorado-based technology solutions providers, but didn't like or have the time to take cold calls.

Tom Melaragno, President of Compri Consulting, an IT Consulting firm located in Denver, was one of the companies that was able to find a perfect match.

"At a past C-Level event, we were able to generate \$1.5 Million in sales by bidding on a celebrity that resulted in a trusted long term partnership," said Melaragno. *"It takes time to develop relationships and trust with companies you want to do business with and C-Level is a great way to get your foot in the door."*

And CTA's efforts aren't being overlooked by the Denver Mayors office.

"We are thrilled at this kind of economic development support from Colorado Technology Association. It not only helps companies already here, but helps attract new businesses and growth to the state because of the existing local support," said Paul Washington, Executive Director of the Office of Economic Development for the City and County of Denver.

Wilson Davis, Vice President of Corporate IT at Western Union, is a returning celebrity.

“C-Level gave me broader perspectives on what local, innovative companies in technology are doing and how they can support my company’s objectives. I rarely take cold calls, but I was able start solid professional relationships through this event—and to those people I will pick-up the phone and do business.”

The event draws C-Level IT celebrities with either a project they are looking for help with or just wanting to meet qualified vendors for future projects. Projects cover many areas, some include: **Cloud Computing, Mobile App/Web Development, Security, Virtualization, CRM/ERP/SAP and Staffing.**

Nearly 70 companies have committed their CIOs to the event, which include AT&T, CH2MHill, New Belgium, Gates, Latisys, Google, Janus Capital Group, Newmont Mining, ViaWest, DaVita, MapQuest, Vail Resorts and many more.

*“C-Level at A Mile High was created to help stimulate Colorado’s economy and help build connections across the technology sector. After six years this event has almost quadrupled in size to **nearly \$1 billion in potential business for attendees** offering technology solutions for our C-Level celebrities. We’ve not only helped our members grow their business, but our greater community as well,”* said Steve Foster, President and CEO of the Colorado Technology Association.

C-Level @ A Mile High is the largest fundraising activity for the Association and C-Level Celebrities volunteer their time in support of CTA.

C-Level at A Mile High <http://www.coloradotechnology.org/page/CLLevel>

When: Mar 15, 2012

Time: 5:30 pm - 9:30 pm

Where: Sports Authority Field at Mile High
1701 Bryant Street, Denver, CO 80204

About Colorado Technology Association:

The Colorado Technology Association represents Colorado’s technology industry. The technology industry is one of the fastest growing in Colorado, ranked third in the nation in high-tech workers with more than 100,000 highly paid tech professionals. We also work nationally to ensure Colorado’s technology voice is heard, through TECNA, a coalition of technology associations across the United States and Canada, as well as with TechAmerica, the national lobbying organization for federal issues. Since 1994, Colorado Technology Association has been involved in legislative issues and public policy to represent the technology industry in Colorado, and provides more than 50 programs, events and connections to support this industry. For more information on Colorado Technology Association please call (303) 592-4070 or visit ColoradoTechnology.org.