



Information Technology Association of America

Enabling the Networked Economy



Information Technology Association of America

Presentation to

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by

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www.ita.org



ITAA Membership and Program Growth



Information Technology Association of America

- 325+ member companies
- 11th consecutive year of membership growth
- 88% membership retention
- New and expanded programs in areas such as:
 - Information Security
 - DoD/Intelligence Committees
 - Identification Management and RFID Committees
 - Global Sourcing (restrictions on offshoring)
 - Global public policy
 - China Software Committee
 - Software as a Service
 - e-Health
 - IT Workforce (Human Capital)



ITAA Members

A Sampling



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How Does ITAA Help?



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Business Development Opportunities

- Direct access to commercial and government CxOs.
- ITAA's industry partners in areas such as financial services and healthcare allow you to expand your business.

Public Policy Representation

- Protect your company – and the industry – by tracking and influencing policy issues with federal, state and foreign officials.

Executive Networking and Partnerships

- Exclusive executive level opportunities to meet your peers, exchange ideas and information, and form strategic partnerships.

Market Intelligence and Research

- Market intelligence gained from ITAA meetings, publications, research and educational programs allow your company to work smarter.



Grass Roots to Global



Information Technology Association of America

World Information Technology & Services Alliance (WITSA)

- 68 National IT Trade Associations around the globe
- ITAA serves as Secretariat
- World Congress on IT – Kuala Lumpur, Malaysia, May 18-22, 2008
- Global Public Policy Conference – Cairo, Egypt, November 4-6, 2007
- WITSA Publications: Digital Planet 2006
 - Report lists ICT spending in each major country
- Past conferences:
- WCIT2006, Austin Texas, May 2006
 - Speakers were Michael Dell, Colin Powell, Steve Ballmer & more
- WCIT2004 – Athens, Greece





The CRITA-ITAA Partnership...



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The Vision:

The premier grassroots-to-global network in the world



The CRITA-ITAA Partnership...



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Some specific possibilities (awaiting better ideas from you)

- Fly-in
- National awards
- Political platform
- Discounted job posting
- NASDAQ offerings (insurance, NewsWire, IR)
- Travel or training discounts
- State issues program
- Drive national/international think tanks (e.g., domestic sourcing)
- Workforce/economic development
- Drive consolidation and growth



The CRITA-ITAA Partnership...



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***Let's make some
history...***