

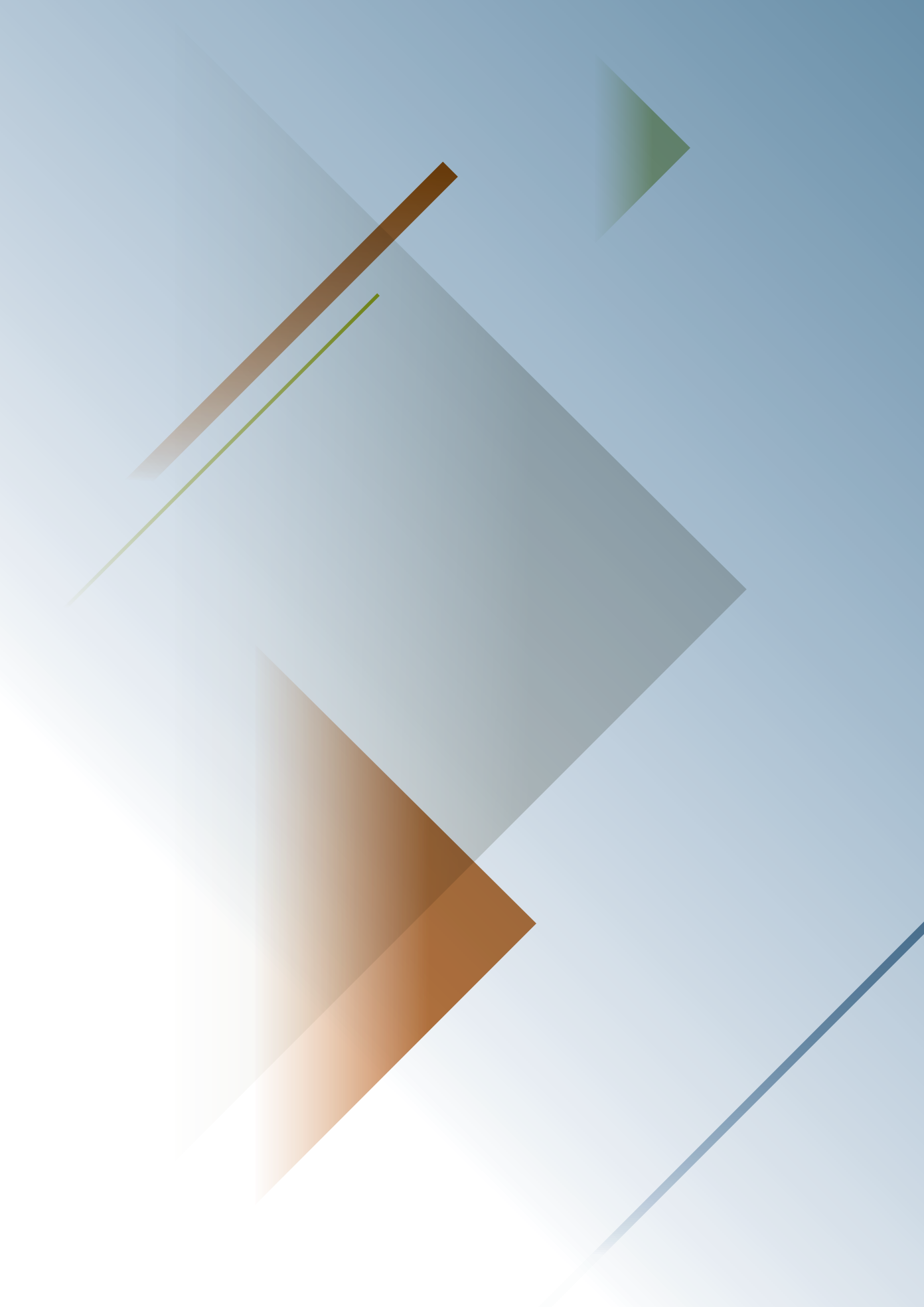


innovation
Membership

SUCCESS

Investing in
your future

collaboration



venture

FORWARD

as a Leader on MAVA's team

- ▶ The Mid-Atlantic Venture Association represents the full spectrum of capital sources (including private equity, growth capital, and venture capital firms with investment interests in the mid-Atlantic and beyond) and company-builders. Founded in 1986, MAVA provides a wide range of programs, information and forums designed to stimulate revenue and company growth, facilitate quality deal flow, encourage collaboration, and foster relationships among entrepreneurs, investors, strategic partners and customers.

We invite you to become a leader in MAVA and to benefit from active participation in one of the country's premier industry associations. Membership includes more than 500

investment professionals representing nearly 125 firms with collectively more than \$90 billion in capital under management.

MAVA also has a special membership opportunity for CEOs and other executives. *CEOConnect* offers CEOs from privately funded companies a unique forum for like-minded individuals at the top of their organizations to share information and best practices, network, collaborate and explore future opportunities. MAVA is recognized as a hub for supporting company creation and growth by fostering relationships with key capital sources (whether institutional, private equity, angels or other) through our industry and investor conferences and smaller *Vanguard* forums. *CEOConnect* is a dedicated platform to connect with other entrepreneurs, idea generators and capital in building the entrepreneurial opportunities this region has to offer.

TOP, Networking at *Capital Connection*

BOTTOM, Plenary session at *Mid-Atlantic Bio*



Members will be participating with private equity professionals and up-and-coming company CXOs, as well as their key partners: advisors and professionals from

banking, government prime contractors, accounting, law, financial, executive search, real estate, business and consulting practices, international to local government development agencies, universities and federal laboratories.

MAVA offers top-flight, relevant and timely programming to attract and engage entrepreneurs and innovators, expand our offerings to companies at different stages of development and serve investors across the private equity spectrum. MAVA provides an industry-focused network that helps advance ideas while providing an efficient platform for new-to-market players as well as experienced professionals serious about investing, creating and building exciting enterprise opportunities.

A member-supported organization, MAVA provides opportunities to customize packages that best serve the needs of member firms. In addition to annual investor and partner packages, opportunities may also become available to sponsor special MAVA events throughout the year.

Day-in and day-out, we support the collaboration among industry leaders in

an effort to facilitate a positive environment for deal flow and business growth in the mid-Atlantic region and beyond. We hope you'll join us.

World-Class Technology and Life Sciences Events: Capital Connection and Mid-Atlantic Bio

Capital Connection™, one of the nation's premier "big tent" private equity and business conferences, brings together senior players – investors, advisors, and CXOs at all stages. The conference employs a rigorous approach in developing programming and in recruiting, selecting, and vetting each year's companies to ensure a program filled with an exciting field of enterprises and investment opportunities. Even though historically 35-50 percent of the selected *Capital Connection* companies have attracted funding less than a year after presenting at the conference, participation is about much more than funding. Growth and emerging companies find *Capital Connection* the place to be for later-stage capital, new customers, partners, alternative financing, and strategic collaboration.

Capital Connection typically hosts 800 – 1,000 attendees who all share the same objective – building, investing, or collaborating with the most sought-after enterprises: established later-stage to early-through-expansion stage companies. The event features company presentations as well as topical panels, programming for company CXOs and entrepreneurs, and capital sources at every level.

Mid-Atlantic Bio is hosted by an industry-investor partnership of MAVA, MdBio Division of Tech Council of Maryland (TCM/MdBio), and Virginia Biotechnology Association (VaBIO). The two-and-a-half day world-class conference attracts more than 800 investors, scientists, company CXOs, entrepreneurs, government officials and advisors.

Each year, U.S. and international companies are invited to present their sciences/ technologies at the conference. U.S. companies, looking for investment capital, strategic collaborators and other alternative investment and partnering opportunities, are competitively chosen by selection committees from life sciences investor funds and key advisory organizations.

MAVA Special Interest Programs

MAVA has an exciting line-up of networking events throughout the year. Serving as a partner for these events will provide targeted visibility for your organization and a presence within the investment community. You will not want to pass up the opportunity to play a significant role in one of these unique and valuable events where new business relationships are established and business gets done.

Entrepreneurial Outreach

CEOConnect MAVA has a long history of entrepreneurial support and outreach. Seasoned and aspiring entrepreneurs alike are at the heart of the investment life cycle.

During the year, MAVA offers programs through *CEOConnect* to support and advance our region's growing community of highly qualified, leading entrepreneurs and business leaders by offering key programming that addresses industry best practices, future investment opportunities, and other key elements for building new businesses. These programs provide a platform that allow for connections among entrepreneurs, investors and other advisors to collaborate, share ideas, and promote their businesses across industry sectors.

Vanguard Series

Knowledge sharing and networking form the base for events and services that MAVA provides for its members. We leverage our members' extensive expertise and industry access to provide top-tier programs for investment firms, companies and the greater business and international communities. Our *Vanguard* series, which features topics such as Software, Life Sciences, Cleantech, Education, Government Services, Energy Technologies, and Best Practices for CEOs, represents the breadth of our outreach. To ensure the timeliness and relevance of workshop topics, MAVA supplements the work of its program committee with member survey results and regular polling of professional partners.

The Software series, for example, provides members concentrated dialogue with key industry capital players and advisors on cutting-edge technology topics. The small-group format provides members with the opportunity for more in-depth content and discussion that is not available in larger forums.

The Life Sciences programs have focused on sharing information among key health services and bioscience thought leaders. Representatives from emerging technology companies and other life sciences organizations meet regularly to discuss leveraging biotechnology innovations, the ins and outs of health services and biotech investing, doing business globally, and emerging company issues.

Partners have the opportunity to support any number of *Vanguard* forums to receive either exclusive or shared visibility and branding in various ways. Focused roundtable events are limited to investors, industry CXOs, entrepreneurs and sponsoring organizations, while large forum events are opened to the broader membership or general public.

Vanguard ALPHACONnect Designed to bring early-stage technologies, capital, and management expertise together, *ALPHACONnect* creates a community for innovators. Its mission is to showcase the opportunities for business growth coming out of universities and many federal and private laboratories. Connecting these sources with angel, seed and early-stage investors and serial entrepreneurs, this program provides an exclusive platform for technology transfer and early-stage investing.

Vanguard International Leveraging our unique proximity to international partners, MAVA also sponsors luncheons and specialty events hosted by the embassies where their representatives meet with technology and life sciences executives to discuss

technology, clean tech, and life sciences issues; resources here and abroad; and potential partnering opportunities.

Access and Networking for Business Growth

MAVA Member Programs Regular member luncheons and other events provide an efficient platform to connect and conduct business across a multitude of industry sectors. Speakers and panels are brought together to provide meaningful content and industry insights relevant to the industry's most pressing concerns. MAVA also teams with partners, such as DC Private Equity and National Venture Capital Association (NVCA), where members from different communities come together.

Young Professionals Programs

MAVA's Young Professionals programs offer early-career professionals programming designed specifically to bring together MAVA's investor and partner firm associates and principal-level investor members. This targeted programming provides the opportunity for members to meet the newest professionals in the industry, expand deal flow, build valuable co-investment and business relationships, and improve education and knowledge of the practice. Seasoned investment professionals from MAVA's senior venture membership often serve as speakers at these gatherings and programs.

Recent Capital Connection and Mid-Atlantic Bio Speakers

Tom Adams CEO, Rosetta Stone

David Brennan CEO, AstraZeneca

Kathryn Crecelius CIO, The Johns Hopkins University

Anthony S. Fauci, MD Director, National Institute of Allergy & Infectious Diseases

Arkadi Kuhlmann Chairman, President & CEO, ING Direct USA

Kary Mullis Nobel Laureate

Nigel Norris Co-founder, Capital One

Hugh Panero Former CEO, XM Satellite Radio

Kevin Plank Chairman & CEO, Under Armour

Jonathan D. Roth Managing Director, President, Abbott Capital Management

Jeffrey A. Sonnenfeld President, The Yale Chief Executive Leadership Institute

H. Thomas Watkins CEO, Human Genome Sciences

Jim Whitehurst President & CEO, Red Hat

Brooks Zug Senior Managing Director, HarbourVest Partners



LEFT, Human Genome Sciences President & CEO Tom Watkins at *Mid-Atlantic Bio*

RIGHT, Rosetta Stone CEO Tom Adams at *Capital Connection*



TOP, Cleantech panel on the “smart grid”

BOTTOM, Media panel on new online models



VC Connection on the Links

MAVA’s annual golf tournament, *VC Connection on the Links* is one of the best networking events of the year. Investor members and CXOs come together to play at one of the top courses in the region while strengthening their relationship with private-equity colleagues, CXOs, and member partners who have chosen to sponsor. With a popular tournament format, *VC Connection on the Links* provides a great outing for seasoned and novice golfers alike.

Additional Member Benefits

mavaNET Key industry information is disseminated via our online newsletter, whose regular distribution includes the entire membership base, as well as the broader business community. The newsletter provides timely updates on the investment community and is designed to highlight successes in our region. MAVA events, member news, the progress of privately funded companies, financing updates, and in-depth coverage of some of the top deals are featured in *mavaNET*. Sponsoring members will be highlighted with articles and interviews, and additional branding opportunities will be available.

MAVA Industry Reports MAVA issues periodic industry reports to its members, as well as to a nationwide audience of investors and media partners. Reports cover a range of topics including data and analysis of private equity, M&A, venture capital investing and companies. Top investors and emerging entrepreneurs are featured, highlighting emerging trends and future market direction.

Membership Directory MAVAs sought-after membership directory is the preferred resource for members. The directory contains detailed contact and other information for MAVAs members.

Essential MAVAs Member Benefits

In order to serve the diverse types of organizations that constitute the MAVAs member base, we offer valued membership benefits to all with packages specifically designed to meet the business needs of our investor and partner member groups. Members may customize their MAVAs investment by selecting the package that meets their business requirements, budgets, and purpose for participating in the region's leading private equity industry association.

More than Membership – Lead through Engagement and Sponsorship

There are a variety of MAVAs investor and sponsorship packages that are designed to offer members value and flexibility. Each package offers participation at different levels in MAVAs flagship events, *Capital Connection* and *Mid-Atlantic Bio* and MAVAs programs and events throughout the year.

Investors MAVAs offers Leader, Pacesetter or Life Sciences packages geared to the sector interests of our member funds and designed with investor needs in mind. While MAVAs flagship conferences are the premier events on our calendar, opportunities to participate year-round are numerous. These benefits range from invitations to managing director/senior partner investor-only roundtables, golf registrations at our annual *VC Connection on the Links*, leadership recognition on MAVAs high-visibility website, and tickets to select MAVAs events throughout the year. To help investors quickly and effectively integrate into the regional venture scene, MAVAs also offers investor funds located outside of the mid-Atlantic region targeted benefits through special packages available during the first year of membership. *See package summaries for additional details.*

Partners MAVAs provides top-flight opportunities throughout the year that allow sponsoring partners to meet and interface with capital sources and entrepreneurs. Each year, MAVAs builds upon its existing programs, offering a selection of Key Partner packages with a variety of bundled options that optimize choice and best value. These packages include various underwriting opportunities for our nationally recognized private equity and industry conferences, *Capital Connection* and *Mid-Atlantic Bio*, sector-specific programming throughout the year and access to industry events and resources. Key Partner packages provide the best opportunity to network with capital sources and entrepreneurs at events such as our *CEOConnect* programs and our *Vanguard* series, featuring topics such as Software, Life Sciences, and Best Practices of CEOs. For sectors such as financial services, alternative energy and clean tech, digital media, infrastructure, health services, retail and other diversified sectors, MAVAs provides a community platform to meet with industry colleagues and collaborators for those who do business in support of privately funded enterprises. *See package summaries for additional details.*

Member Benefits

INCLUDED WITH ANNUAL DUES FOR ALL MEMBERS:

- ▶ Member rates to flagship conferences: *Capital Connection* and *Mid-Atlantic Bio*
- ▶ Annual kick-off and other networking events
- ▶ Member programs, including joint programming with National Venture Capital Association
- ▶ Services and benefits to CXOs, which allow members to help serve their portfolio/client companies
- ▶ Programs that engage our university and early-stage technology partners from across the region
- ▶ *mavaNET* e-newsletter
- ▶ Access to members-only pages on MAVA website
- ▶ Listing in online membership directory
- ▶ Access to key industry data including MAVA industry reports and quarterly survey research
- ▶ Industry support of community entrepreneurship programs (most recently, the Network for Teaching Entrepreneurship (NFTE))

HERE'S WHAT YOUR INVESTMENT CAN BRING THROUGH PARTNERSHIP AND SPONSORSHIP:

- ▶ *Capital Connection* and *Mid-Atlantic Bio* registration packages and broad branding opportunities (national as well as targeted audiences)
- ▶ *CEOConnect* and other outreach programs for entrepreneurs
- ▶ *Vanguard* series, including large audience industry forums and smaller audience industry exchanges
- ▶ Committee opportunities (*Capital Connection*, *Mid-Atlantic Bio*, Programs, Membership)
- ▶ Investor-only events
- ▶ *VC Connection on the Links* golf tournament
- ▶ Young Professionals programs
- ▶ Participation in exclusive investor-partner dinners

Membership Categories

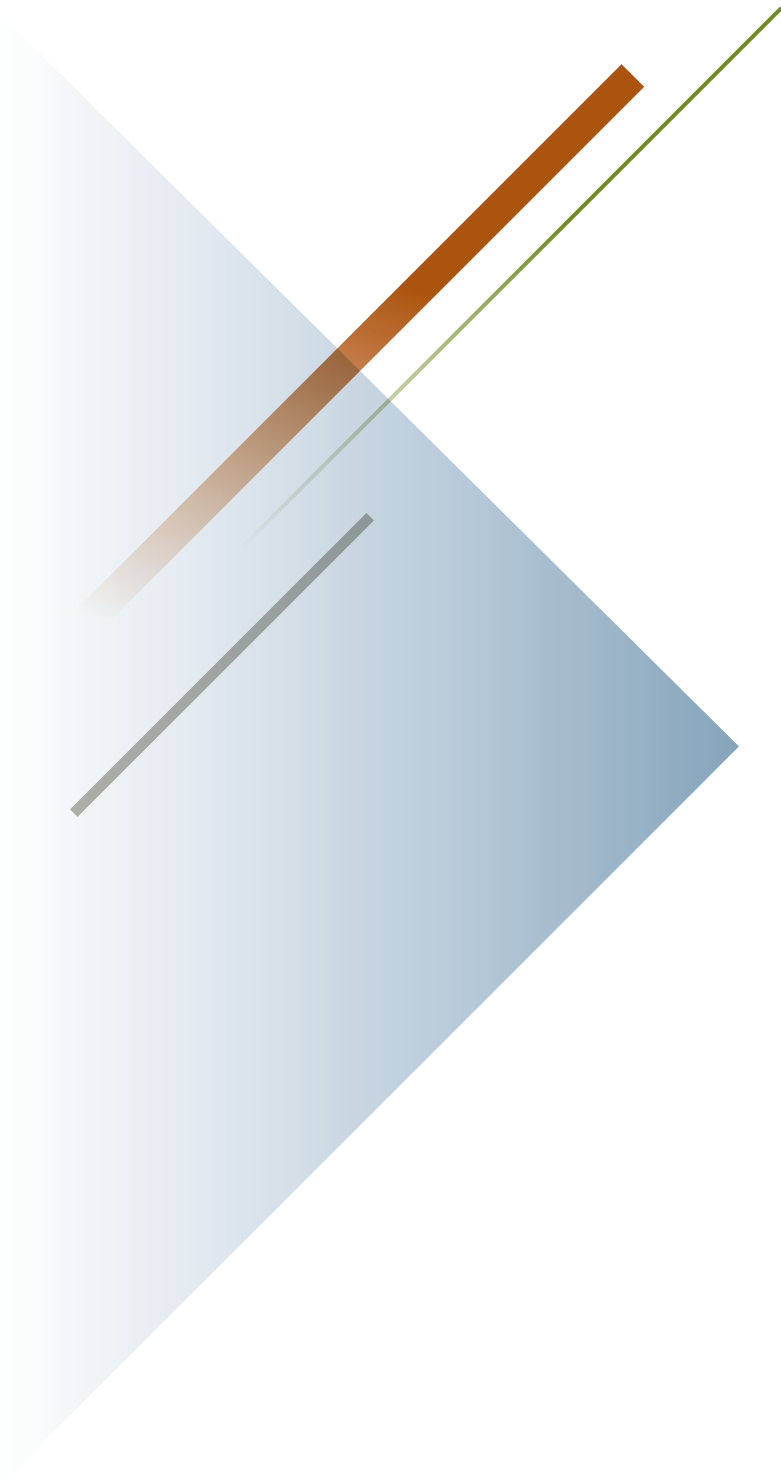
Investors Members cover the full spectrum of private and institutional capital investment firms with headquarters or investment interests in the mid-Atlantic region, including private equity and venture capital firms, corporate investment arms, angels and private equity firms. Membership dues are based upon capital under management. Special first-year dues structure is available for out-of-market investors.

Partners Members include corporations, financial, professional, or advisory services firms in the following sample industries: banking, debt, law, accounting, real estate, consulting, marketing, and executive search.

Affiliates Members include a limited number of universities, federal and private research laboratories, state and local development organizations, and embassies.

Entrepreneurs Members include senior-level executives for *CEOConnect* and other CXO programs.

Please feel free to contact a member of the MAVA staff to discuss membership and partnership opportunities at 703 506-9300.





MID-ATLANTIC VENTURE ASSOCIATION

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2010 Sponsorship Packages: Find The Right Opportunity For You

Offered To MAVA Partner & Affiliate Members

	Elite \$100K	Premier \$45K* / \$47.5K	Classic \$25K* / \$27.5K	Signature \$18.4K* / \$20.9K	Advocate \$14K* / \$16K	Patron \$10.9K* / \$12.9K
MAVA 2010 MEMBER BENEFITS						
Annual Membership Dues	■	■	■	■	■	■
Logo on MAVA Website Homepage with Link	■	■	■	—	—	—
Choice of Benefits - One Ticket to Exclusive Investor Dinner - Two Tickets to Investor-only Event - Materials in <i>Capital Connection</i> Registration Bags	Custom Custom Custom	CHOICE OF ANY TWO OF THESE OPTIONS	CHOICE OF ONE OF THESE OPTIONS	—	—	—
Individual Event Sponsorship <i>(See Sponsorship Selection Form for details)</i>	Custom	Choice of: ONE event at \$7.5K or, TWO events up to \$7.5K in total value	ONE event at \$5K (May not be exchanged for multiple events)	—	CHOICE OF ONE: Young Professionals Program or Golf Hole or Vanguard Workshop (value \$2.5-\$3.5K)	—
Business Information Resources - Research Report - E-Newsletter	May Purchase Separately Spotlight in one edition	May Purchase Separately Spotlight in one edition	May Purchase Separately May Purchase Separately	— —	May Purchase Separately May Purchase Separately	— —
Custom Events (e.g., Workshop)	■	—	—	—	—	—
Choice of Event – Attendance: <i>(VC Connection on the Links, Member Luncheons or Networking Events)</i>	2 Golf Registrations, or 6 Tickets to Any Combination of MAVA Member Luncheons or Events	—	—	—	—	—
CAPITAL CONNECTION '10 (INCLUDED IN PACKAGE)						
Host of ONE Premier Event at <i>Capital Connection</i> : <i>(See Sponsorship Selection Form for details)</i>	CHOICE OF ONE EVENT	MAY PURCHASE SEPARATELY AT DISCOUNT	MAY PURCHASE SEPARATELY AT DISCOUNT	—	—	—
Tickets to <i>Capital Connection</i> (for firm members or client CXOs)	20	12	8	8	4	3
Tickets to Entrepreneurs' Reception	8	4	2	2	—	—
Hotel Room Night, May 19	6	3	2	2	1	1
Exclusive <i>Capital Connection</i> Evening Dinner	HOST	INVITE	—	—	—	—
Ad in Conference Program	Full Page (premium placement)	Full Page	1/2 Page	1/2 Page	1/4 Page	1/4 Page
Literature at FastTrack Seminar	■	■	■	■	—	—
Exhibit Space	PRIME SPACE	PRIME SPACE	INDIVIDUAL SPACE	INDIVIDUAL SPACE	SHARED KIOSK	SHARED KIOSK
Recognition of Sponsorship - Printed and online materials - Displayed at conference - <i>Capital Connection</i> website - Sponsor participation credit in 2011 promos - Registration Bag	Logo: Premium Display Logo: Premium Display Logo w/Link Logo/Listings Logo	Logo Logo Logo Logo	Logo Logo Logo w/Link Logo	Logo Logo Logo w/Link Logo	Firm Listing Firm Listing Firm Listing w/Link Firm Listing	Firm Listing Firm Listing Firm Listing w/Link Firm Listing
Select Custom Events	■	—	—	—	—	—

■ Benefit available

* Price discount for renewing or upgrading sponsors

Be a Key Partner

Increase the value of MAVA membership by selecting one of MAVA's sponsorship packages, which include the best of quality programming and unique networking opportunities that connect partners, advisors, the investment community and entrepreneurs. A package offers a bundled, cost effective series of discounted benefits that provide *year-round* visibility and multiple connection points with key constituents. These packages include various underwritings of our nationally recognized private equity and industry conferences, *Capital Connection™* and *Mid-Atlantic Bio* in addition to annual membership dues and sector-specific programming throughout the year and access to industry events and resources. In 2010, MAVA is offering a selection of popular packages with a variety of benefit options that optimize choice and best value for its members.

How to Select a Package:

- ▶ **Read MAVA's membership brochure** to gain a full overview of MAVA's year-round programming and its two flagship conferences: *Capital Connection* and *Mid-Atlantic Bio*.
- ▶ **Review the specific benefits** offered at each of the six levels of partnerships offered by MAVA: Elite, Premier, Classic, Signature, Advocate, & Patron that are detailed in the enclosed inserts. Package benefits include various underwritings of our nationally recognized private equity and industry conferences, *Capital Connection™* and *Mid-Atlantic Bio* in addition to annual membership dues and sector-specific programming throughout the year and access to industry events and resources.
- ▶ **Compare using the matrix chart**, 2010 Sponsorship Packages, that shows the offerings and cost at each level. Renewing or upgrading sponsors are offered discounts. For sponsors at the Elite, Premier and Classic levels, the supporting partner is invited to a number of exclusive events only offered at these levels.
- ▶ **Choose how your firm will participate** by selecting events listed on the 2010 Sponsorship Selection and Commitment Form, which offers a full menu of MAVA's events and conferences. Submit a completed form to MAVA for invoicing.

When you select a 2010 sponsorship package, your firm will be showcased as a leading organization supportive of company building and private equity investment. For sectors such as software IT, alternative energy and cleantech, digital media, infrastructure, health IT and government services, retail and other diversified sectors, MAVA provides a community platform to meet with industry colleagues and collaborators for those who do business in support of privately funded enterprises.

Sponsorship Benefits Include:

- ▶ For *Capital Connection* attendees, opportunities to network with outstanding industry entrepreneurs from leading software, internet infrastructure, cybersecurity, telecom, government and health IT services companies
- ▶ For *Mid-Atlantic Bio* attendees, connections with leading bioscience executives, researchers, investors, entrepreneurs and service providers to learn about the latest technologies, priorities, critical issues and challenges in bioscience
- ▶ Visibility through industry press and access through exclusive networking and programming events to the spectrum of financing, including national and global venture capital firms, private equity, debt providers and angels

Capital Connection '10 Connecting All Stages of Growth: Early to Late

Built upon the region's strong entrepreneurial traditions, *Capital Connection* is one of the nation's premier venture and private equity conferences and brings together senior players – investors, advisors, and entrepreneurs. ***Capital Connection '10, at the Baltimore Hilton, Baltimore, MD, May 19-20***, will showcase the region's most promising early-through-expansion stage and established later-stage companies. The conference hosts 800 – 1,000 attendees who all share the same objective – building and investing in up-and-coming and established companies. The event will feature company presentations as well as topical panels, programming for company CXOs and entrepreneurs, and a limited partner panel. Companies find *Capital Connection* the place to be for new customers, partners and financing.

Capital Connection offers an unparalleled networking opportunity for capital sources of all stages, advisors, and high-level business leaders and entrepreneurs. This private equity conference is the place to strengthen your network of partners for co-investing, develop resources for due diligence and identify trusted professional services contacts.

2010 Mid-Atlantic Bio Showcase, Participate, Educate, Network

Mid-Atlantic Bio showcases the emerging technologies, business success and academic excellence that have come to represent biotechnology in the region. ***2010 Mid-Atlantic Bio will be held Oct. 27-29 at the Bethesda North Marriott Hotel in Bethesda, MD.***

Mid-Atlantic Bio is the only regional event to combine components of an industry convention and investor conference under one roof. Co-hosted by MAVA, Tech Council of Maryland/MdBio, and the Virginia Biotechnology Association (VaBIO), the initiative benefits from broad regional support, including the investor and greater business communities, academic institutions, government agencies, and partnering national and regional associations. The event aims to bring together a critical mass of public and private stakeholders, including biotechnology and pharmaceutical senior executives, scientists and researchers, academia, policy makers, legislators, and investors to provide a premier networking and business forum. Leveraging the region's world renowned R&D resources and opportunities and furthering the business of biotechnology, *2009 Mid-Atlantic Bio* attracted more than 750 attendees including a record number of more than 300 bioscience companies.

Partner membership dues (\$3,400) for the 2010 calendar year are included in all partner packages. Affiliate membership (universities, embassies, economic development organizations) is offered by invitation only.

A description of partner packages for MAVA including specific involvement in *Capital Connection*, and a commitment form for package selection are provided here. *Mid-Atlantic Bio* packages are offered separately. For additional information about MAVA, its services, and resources, please contact mava@mava.org or 703.506.9300.

Elite

\$100,000

- ▶ Unique value proposition for partnership with MAVA
- ▶ Sector lead underwriter of MAVA's national flagship industry conference, *Capital Connection*, with an audience that includes early-through-expansion stage and established later-stage companies, top-tier investors, and entrepreneurs
- ▶ Opportunity to customize select sponsorship benefits

MAVA Capital Connection Partnership Provides:

- ▶ National branding at a best-of-class event
- ▶ Expanded programming (CXO and limited partner sessions)
- ▶ Later, expansion and early-stage company interaction
- ▶ Sponsorship in 2010 allows for right-of-first refusal in out years
- ▶ Opportunity to customize certain sponsorship benefits

Elite Provides the Following Benefits Throughout 2010:

- ▶ MAVA membership dues
- ▶ Participation in investor and entrepreneurial events throughout the year
- ▶ Participation in private investor roundtable dinner(s)
- ▶ Spotlight focus in one (1) issue of MAVA online e-newsletter, *mavaNET*
- ▶ Logo on MAVA website home page and *Capital Connection* website home page with link to organization's website
- ▶ Recognition in MAVA's membership directory
- ▶ 10% discount on all additional event sponsorships (if selected at time of package sign-up)
- ▶ Plus, Choice of ONE of the Following:
 - ▶ Two (2) golf registrations to *VC Connection on the Links*, or
 - ▶ Six (6) tickets to any combination of MAVA member luncheons or networking events

Specific Elite Capital Connection '10 Benefits Include, But Are Not Limited to:

- ▶ Twenty (20) tickets to *Capital Connection* (for firm members or client company CXOs)
- ▶ Choice of one (1) of available specialty *Capital Connection* hospitality events for branding
- ▶ Host exclusive private dinner on evening of *Capital Connection*
- ▶ Eight (8) tickets to entrepreneurs' reception to meet all applicants to *Capital Connection***
- ▶ Six (6) hotel room nights, May 19
- ▶ Exclusive hospitality event with investors and entrepreneurs
- ▶ Full-page ad with premium placement in *Capital Connection* program
- ▶ Prime exhibit space
- ▶ Company logo on official conference give-away
- ▶ Company logo – premium display at conference
- ▶ Company logo – premium placement on all published materials and official MAVA giveaway
- ▶ Literature at FastTrack Seminar for presenting companies (listed below)
- ▶ Credit for sponsor participation in 2011 event promotions

Capital Connection Add-On Events

Program sponsorship available to Elite, Premier and Classic Package holders at significantly discounted rates - contact MAVA for details

- ▶ Entrepreneurs' reception (open to all applying companies - scheduled prior to conference)
- ▶ FastTrack Seminar for presenting companies (scheduled prior to conference)
- ▶ General Luncheon
- ▶ Opening night reception
- ▶ After-party reception, opening night
- ▶ CXO roundtable event
- ▶ Panel session

** Individual registration to *Capital Connection* will be required for each ticket holder
Please note, all packages are for the 2010 calendar year

Premier

\$45,000* / \$47,500

MAVA 2010 Partnership Provides:

- ▶ MAVA membership dues
- ▶ Choice of one (1) individual event sponsorship (one event up to \$7,500 in value or a maximum of two (2) events totaling up to \$7,500 in value); package events may not be interchanged - see Commitment Form
- ▶ Choice of two (2) investor events (one ticket to investor dinner or two tickets to investor-only luncheon), or material in *Capital Connection* registration bags
- ▶ Spotlight focus in one issue of MAVA e-newsletter, *mavaNET*
- ▶ Logo on MAVA website home page and *Capital Connection* website home page with link to organization's website
- ▶ 10% discount on all additional individual event sponsorships (if selected at time of package sign-up)

Plus, Premier Level *Capital Connection* '10 Benefits:

- ▶ Twelve (12) tickets to *Capital Connection*** (for firm members or client company CXOs)
- ▶ Invitation to exclusive private dinner on evening of *Capital Connection*
- ▶ Four (4) tickets to entrepreneurs' reception to meet all applicants to *Capital Connection***
- ▶ Three (3) hotel room nights, May 19
- ▶ Full-page ad in on-site conference program
- ▶ Prime exhibit space
- ▶ Company logo displayed at conference
- ▶ Company logo on official conference giveaway
- ▶ Company logo displayed on published materials
- ▶ Literature at FastTrack Seminar for presenting companies
- ▶ Credit for sponsor participation in 2011 event promotions

Classic

\$25,000* / \$27,500

MAVA 2010 Partnership Provides:

- ▶ MAVA membership dues
- ▶ Logo on MAVA website home page and *Capital Connection* website with link to organization's website
- ▶ Choice of one (1) individual event sponsorship up to \$5,000 (may not be exchanged for multiple events) - see Commitment Form
- ▶ Choice of one (1): (one (1) ticket to investor dinner, or two (2) tickets to investor-only luncheon, or material in *Capital Connection* registration bags)
- ▶ 10% discount on all additional individual event sponsorships (if selected at time of package sign-up)

Plus, Signature Level *Capital Connection* '10 Benefits:

- ▶ Eight (8) tickets to *Capital Connection* (for firm members or client company CXOs)
- ▶ Two (2) tickets to entrepreneurs' reception to meet all applicants to *Capital Connection***
- ▶ Two (2) hotel room nights, May 19
- ▶ ½ page ad in on-site conference program
- ▶ Individual exhibit space for company materials (2 feet of table space)
- ▶ Company logo displayed on published materials
- ▶ Company logo on conference banner
- ▶ Company literature in FastTrack packets
- ▶ Credit for sponsor participation in 2011 event promotions

* Price discount offered to renewing or upgrading sponsors

** Individual registration to *Capital Connection* will be required for each ticket holder
Please note, all packages are for the 2010 calendar year

Signature

\$18,400* / \$20,900

MAVA 2010 Partnership Provides:

- ▶ MAVA membership dues

Capital Connection '10 Benefits:

- ▶ Eight (8) tickets to *Capital Connection*** (for firm members or client company CXOs)
- ▶ Two (2) tickets to the entrepreneurs' reception to meet all applicants**
- ▶ Two (2) hotel room nights, May 19
- ▶ Company literature at FastTrack seminar for presenting companies
- ▶ ½ page ad in on-site conference program
- ▶ Individual exhibit space for company materials (2 feet of table space)
- ▶ Company logo on *Capital Connection* website with link to organization's website
- ▶ Company logo on conference banner
- ▶ Company logo on published materials
- ▶ Credits for sponsor participation in 2011 event promotions

Advocate

\$14,000* / \$16,000

MAVA 2010 Partnership Provides:

- ▶ MAVA membership dues
- ▶ Choice of one (1) individual event sponsorship:
 - ▶ Young Professionals networking event, *or*
 - ▶ Vanguard workshop, *or*
 - ▶ One golf-hole sponsorship at *VC Connection on the Links*
- ▶ 10% discount on all additional event sponsorships (if selected at time of package sign-up)

Plus, Patron Level Capital Connection '10 Benefits:

- ▶ Four (4) tickets to *Capital Connection* (for firm members or client company CXOs)
- ▶ One (1) hotel room night, May 19
- ▶ ¼ page ad in on-site conference program
- ▶ Shared kiosk space for company materials
- ▶ Recognition signage at the conference
- ▶ Company listing in the sponsor recognition at *Capital Connection*
- ▶ Company name on *Capital Connection* website with link to organization's website
- ▶ Credits for sponsor participation in 2011 event promotions

* Price discount offered to renewing or upgrading sponsors

** Individual registration to *Capital Connection* will be required for each ticket holder

Please note, all packages are for the 2010 calendar year

Patron

\$10,900* / \$12,900

MAVA 2010 Partnership Provides:

- ▶ MAVA membership dues

Capital Connection '10 Benefits:

- ▶ Three (3) tickets to *Capital Connection*
- ▶ One (1) hotel room night, May 19
- ▶ ¼ page ad in on-site conference program
- ▶ Shared kiosk space for company materials
- ▶ Recognition signage at conference
- ▶ Company listing in sponsor recognition at *Capital Connection*
- ▶ Company name on *Capital Connection* website with link to organization's website
- ▶ Credit for sponsor participation in 2011 event promotions

Special Sponsorship of Single Events

\$2,500 - \$30,000

Throughout the year, MAVA may offer its members the opportunity to sponsor an individual program, such as a Vanguard speaker event. In addition, the following events associated with *Capital Connection '10* are also available.

Capital Connection '10 Benefits:

- ▶ Entrepreneurs' reception (open to all applying companies – scheduled prior to *Capital Connection*)
- ▶ FastTrack Seminar for presenting companies (scheduled prior to *Capital Connection*)
- ▶ General luncheon
- ▶ Opening night reception
- ▶ After-party reception, opening night
- ▶ CXO roundtable event
- ▶ Panel session

Contact MAVA at mava@mava.org, 703 506-9300 for further details.

* Price discount offered to renewing or upgrading sponsors

** Individual registration to *Capital Connection* will be required for each ticket holder

Please note, all packages are for the 2010 calendar year

Registration to *Capital Connection* includes a full two-day pass to the conference and related events/receptions and is NON-TRANSFERABLE. Registrations are not offered as single-day tickets and may not be shared. Sponsor tickets are exclusively for employees of the sponsoring organization and are not transferable except for designated uses described in sponsor packages. Please see MAVA's *Capital Connection* website for a full listing of registration charges and cancellation policies.

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1600 Tysons Blvd., Suite 575
McLean, VA 22102
tel: 703 506-9300
www.mava.org

2010 Sponsorship Selection and Commitment Form

STEP 1 fill in all contact information

name	name (contact information for marketing coordination)
organization (name as you wish it to appear on all printed materials and signage)	title
address	phone fax
city, state, zip	email

PLEASE CONTACT MAVA AT MEMBERSERVICES@MAVA.ORG FOR A DESCRIPTION OF ALL PACKAGE BENEFITS

STEP 2 select Sponsorship Package

[ALL PACKAGES INCLUDE ANNUAL (JAN-DEC) MEMBERSHIP DUES]

Elite \$100K

- ▶ Custom events for Elite Sponsor including Investor Dinners and other exclusive invitations
- ▶ Elite Sponsor of *Capital Connection*
- ▶ Choice of any one of the *Capital Connection* special events listed in **step 3**
- ▶ **Choice of ONE (check box):**
 - 2 Golf Registrations to *VC Connection on the Links*
 - 6 Tickets to any combination of MAVA Luncheons or networking events

Please contact MAVA's Executive Director for more information on this package.

Premier \$45K*/ 47.5K

- ▶ Premier Sponsor of *Capital Connection*
- ▶ **Choice of TWO (check box):**
 - One (1) ticket to Investor Dinner
 - Two (2) tickets to Investor-only Luncheons
 - Material in *Capital Connection* Registration Bags
- ▶ **Choice of Individual Event Sponsorship**
(1 event up to \$7.5K in value or 2 events totalling up to \$7.5K in value; package events may not be interchanged)

List Selection: _____

Classic \$25K*/ \$27.5K

- ▶ Signature Sponsor of *Capital Connection*
- ▶ **Choice of ONE (check box):**
 - One (1) ticket to Investor Dinner
 - Two (2) tickets to Investor-only Luncheons
 - Material in *Capital Connection* Registration Bags
- ▶ **Choice of ONE Individual Event Sponsorship** (up to \$5K in value; package events may not be interchanged)

List Selection: _____

Signature \$18.4K*/ \$20.9K

- ▶ Signature Sponsor of *Capital Connection*

Advocate \$14K*/ \$16K

- ▶ Patron Sponsor of *Capital Connection*
- ▶ **Choice of ONE sponsorship (check box):**
 - One (1) Young Professionals Program
 - One (1) Vanguard Workshop
 - One (1) Golf Hole Sponsorship

Patron \$10.9K*/ \$12.9K

- ▶ Patron Sponsor of *Capital Connection*

PACKAGE SUBTOTAL \$

STEP 3 select Individual Event Sponsorships**

CAPITAL CONNECTION – SPECIAL EVENTS

Entrepreneurs' Reception	<input type="checkbox"/> \$25K
FastTrack Seminar for Presenting Cos.	<input type="checkbox"/> \$25K
General Luncheon	<input type="checkbox"/> \$20K
Reception – Opening Night	<input type="checkbox"/> \$35K
After-party Event	<input type="checkbox"/> \$30K
CXO Roundtable Events – Each	<input type="checkbox"/> \$10K
Panel Sessions – Each	<input type="checkbox"/> \$10K

EVENT SPONSORSHIPS

Joint Industry Luncheon	<input type="checkbox"/> \$10K†	<input type="checkbox"/> \$5K
Wine/Beer Tasting	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K
Sporting Event:		
Tennis/Baseball	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K
Casino Night	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K
Holiday Luncheon	<input type="checkbox"/> \$7.5K†	
Member Luncheons/Breakfasts	<input type="checkbox"/> \$7.5K†	<input type="checkbox"/> \$5K
New Member Event	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K

VANGUARD FORUM

Vanguard Forum (public event)	<input type="checkbox"/> \$10K	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K
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VANGUARD WORKSHOPS

Session #1	<input type="checkbox"/> \$7.5K†	<input type="checkbox"/> \$5K	<input type="checkbox"/> \$3K
Session #2	<input type="checkbox"/> \$7.5K†	<input type="checkbox"/> \$5K	<input type="checkbox"/> \$3K
Session #3	<input type="checkbox"/> \$7.5K†	<input type="checkbox"/> \$5K	<input type="checkbox"/> \$3K

VANGUARD – LIFE SCIENCES

Session #1	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K	<input type="checkbox"/> \$3K
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VANGUARD – BEST PRACTICES FOR CXOS

Entrepreneur Seminar			
Session #1	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K	<input type="checkbox"/> \$3K
Session #2	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K	<input type="checkbox"/> \$3K
CEO Dinner	<input type="checkbox"/> \$7.5K	<input type="checkbox"/> \$5K	

VC CONNECTION ON THE LINKS GOLF TOURNAMENT

Reception (1)	<input type="checkbox"/> \$5K
Caddy Bibs (1)	<input type="checkbox"/> \$5K
Driving Range and Breakfast (1)	<input type="checkbox"/> \$5K
Box Lunch (1)	<input type="checkbox"/> \$2.5K
Beverage (1)	<input type="checkbox"/> \$2.5K
Golf Cart Flags (1)	<input type="checkbox"/> \$5K
Golf Hole (18)	<input type="checkbox"/> \$2.5K

YOUNG PROFESSIONALS PROGRAMMING

Networking Events – Each	<input type="checkbox"/> \$3.5K
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E-NEWSLETTER

Spotlight Edition	<input type="checkbox"/> \$7K
Edition Sponsor (w/logo link)	<input type="checkbox"/> \$3.5K

EVENT SUBTOTAL \$

STEP 4 calculate total commitment

PACKAGE HOLDERS

(includes membership dues)

Individual Event Subtotal (from step 3)	
-10% discount ††	
Subtotal	
+ Package Subtotal (from step 2)	
TOTAL	\$

– OR –

NON-PACKAGE HOLDERS

Individual Event Subtotal (from step 3)	
+ Annual Dues	\$3,400
TOTAL	\$

Important Note: A one-time annual billing will be processed upon MAVA's receipt of this signed agreement. Annual membership dues have been billed separately, and members will receive a credit to reflect prior payment of dues, if applicable.

STEP 5 sign and fax to 703 506-9080

or scan and email to memberservices@mava.org

signature _____ date _____

For full listing of benefits and additional details on all packages, contact memberservices@mava.org.

* Special pricing offered only to sponsors who renew at the same level or upgrade from prior year.

** Additional event sponsorships will be offered throughout the year.

† Price level is for exclusive sponsorship.

†† 10% discount applies to ALL additional Individual Event Sponsorships selected by Elite, Premier, and Classic package holders and to ONE additional Individual Event Sponsorship by Advocate package holders.

TERMS AND CONDITIONS:

By signing this agreement, you are acknowledging that you have authorization to commit your firm to these sponsorship opportunities. MAVA will forward an invoice to you at the stated address. Failure to pay within the time specified for payment may result in your firm being removed as a sponsor or exclusion from sponsor benefits. By signing this agreement, you also authorize MAVA to include your company's name and/or logo in promotional materials related to sponsored events, online and in print, as specified under the benefits to the sponsorship category selected. All sponsors must be Associate Members in good standing in order to participate in sponsorship opportunities throughout the year. MAVA will work to accommodate Members' preferred package choices, contingent on the availability of remaining package options. MAVA will work with the sponsor to determine an equal or equivalently valued selection that may be substituted should an event be over-subscribed or cancelled. MAVA reserves the right to change pricing or to limit sponsorship opportunities for events it produces. Discount applicable only at time of form completion. Additional events may be added throughout the year and made available to the membership for participation. If you have any questions, please contact MAVA at 703 506-9300.

Mid-Atlantic Bio

Please have MAVA contact me with additional information.