

# Be an industry leader

with the exclusive VC Leadership Packages!

The success of the mid-Atlantic region as an incubator for new and innovative companies such as AOL, Blackboard, Capital One, Human Genome Science, MedImmune, Nextel and XM Satellite has drawn national attention. Known as an established hotbed of new company formation, growth and venture capital related activity, the mid-Atlantic region continues to prosper and thrive.

MAVA's venture fairs are created *by* venture capitalists *for* venture capitalists and employ a rigorous approach in recruiting, selecting and coaching each year's presenting companies to ensure the most exciting field of investment opportunities this region has to offer. Both Capital Connection<sup>SM</sup> and Mid-Atlantic Bio offer unparalleled networking opportunities among senior venture professionals, serious entrepreneurs and industry leaders making MAVA's flagship venture and industry events the place to strengthen your network of partners for co-investing, developing resources for due diligence and identifying key service contacts.

Attracting more than 300 venture capitalists from around the country, Capital Connection is one of the nation's premier venture fairs. This proven format provides numerous opportunities for venture capitalists and other investors to see entrepreneurial management. Capital Connection 2007, being held at the Baltimore Marriott Waterfront Hotel in Baltimore, MD, May 29-30, 2007 will showcase dozens of companies, all pre-screened by VCs and coached under a formal mentoring process. Historically, 30-45% of the selected Capital Connection companies have attracted venture funding less than a year after presenting at the fair.

We are pleased to be able to offer the same high-quality, substantive events for the life sciences and health services industry that we have been able to do for the technology industry for the last twenty years. Following on the completion of a successful union with regional biotechnology associations and the production of the first-of-its-kind Mid-Atlantic Bio Conference, MAVA will again team with MdBio and VABio to produce the third Mid-Atlantic Bio Conference on October 25-26, 2007 at the Bethesda North Marriott Hotel and Conference Center in North Bethesda, MD.

#### Benefits:

- For Capital Connection and Mid-Atlantic Bio participants, opportunity to network with a variety of industry entrepreneurs including leading life sciences, software, Internet infrastructure, security and telecom companies in the region
- Visibility through industry press and access to regional and national venture capital firms, with contacts at partner level
- Opportunities to participate in exclusive networking and programming events dedicated to sponsors and venture capitalists
- Assurance of superior quality audience and presenters

#### Results:

- Increased awareness of strong support and sponsor commitment from within the mid-Atlantic region
- Supporters of Capital Connection and Mid-Atlantic Bio will have continuous and maximum promotion in connection with the fair before, during and after the event
- Strong boost to the momentum of the fastest growing community of technology and life sciences companies in America
- With your support, the mid-Atlantic can build upon its earned reputation as the host of the premier venture fair and industry conferences in the country

MAVA VC Leader Firm Packages Include:

## VC Leadership Firm – Capital Connection 2007

\$15,000

- 8 tickets to Capital Connection 2007\* (qualified venture capital investors only)
- Pre-conference access to presenting companies plus 2 tickets to the Entrepreneurs' reception to meet ALL applicants to Capital Connection 2007\*
- 1 hotel room, for night of May 29, 2007 at the Baltimore Marriott Waterfront Hotel
- Approved company literature to be included in CEO Fast Track Seminar packet given to all presenting companies (if received by deadline for materials)
- Full-page color ad in the Capital Connection 2007 Conference Book
- Full-page Firm Profile distributed on-site at conference
- Full-page color ad in MAVA 2006 Yearly Investment Report
- 50% Discount for each additional institutional venture capital registrant if signed by March 15th (\$995 after March 15th)
- Firm representative at the VC-only Breakfast (May 30th)
- Attendance at all conference receptions and programming including: Fast Track Seminar, Opening Night Reception, After-Party and Closing Reception
- Firm logo on the printed invitation (based on timing of commitment)
- Firm name on conference banner
- Individual exhibit space for firm materials (2' of table space)
- Firm logo with hot link on Capital Connection website
- Credits for sponsor participation in 2008 event promotions

## VC Pacesetter – Capital Connection 2007

\$7,500

- 5 tickets to Capital Connection 2007\* (qualified venture capital investors only)
- Pre-conference access to presenting companies
- Full-page Firm Profile distributed on-site at conference
- 50% Discount for each additional institutional venture capital registrant if signed by March 15th (\$995 after March 15th)
- Firm name on conference banner
- Firm representative at the VC-only Breakfast (May 30th)
- Credits for participation in 2008 event promotions
- Attendance at all conference receptions and programming including: Fast Track Seminar, Opening Night Reception, After-Party and Closing Reception

## Add-on Opportunity: MAVA's 2006 Yearly Investment Report

MAVA will soon publish the *2006 Yearly Investment Report* of VC investing for the mid-Atlantic region. This Report is the authoritative resource for anyone interested in venture investing in the mid-Atlantic. Available only to VC Pacesetters is the exclusive opportunity to take advantage of a discounted package to place an

advertisement in the Report. Significant discounts apply to both full and half page ads.

	Ad	Less Discount	Total
<b>Option 1: Full Page</b>	\$5,000	(\$1,000)	= <b>\$4,000</b>
<b>Option 2: Half Page</b>	\$3,500	(\$500)	= <b>\$3,000</b>

## VC Leadership Firm – Life Sciences

\$7,500

- 4 complimentary full event registrations to 2007 Mid-Atlantic Bio\*
- Host of VC Only Breakfast on October 26, 2007
- Invitation to an exclusive invite-only Regional Biotechnology CEO Dinner
- Firm profile in 2007 Mid-Atlantic Bio Conference Book
- Full-page color ad in MAVA 2006 Yearly Investment Report
- Firm listed on signage at 2007 Mid-Atlantic Bio Conference
- Membership on committee that will solicit and select companies to make investment/partnership presentations

## VC Life Sciences Leader – 2007 Mid-Atlantic Bio<sup>†</sup>

\$3,500

- 4 complimentary full event registrations to 2007 Mid-Atlantic Bio\*
- Host of VC-Only Breakfast on October 26, 2007
- Invitation to an exclusive invite-only Regional Biotechnology CEO Dinner
- Firm profile in 2007 Mid-Atlantic Bio Conference Book
- Firm listed on signage at 2007 Mid-Atlantic Bio Conference
- Membership on committee that will solicit and select companies to make investment/partnership presentations

† In support of coalition effort of MAVA/MdBio/VABio

\* Registration to Capital Connection related specified events is NON-TRANSFERABLE. VC Pacesetter Package tickets may be used by qualified venture capital investors ONLY.

# 2007 VC Leader Firm Package Commitment Form

Select package desired:

VC Leadership Firm – Capital Connection Package (\$15,000)

VC Pacesetter – Capital Connection Package Only (\$7,500)

**VC Pacesetter – Capital Connection Advertising Combo Package:**

Capital Connection VC Pacesetter + 2006 Yearly Investment Report Ad\*

**VC Pacesetter – Capital Connection Ad Option 1:** Full Page Ad: (\$11,500, includes discount)

**VC Pacesetter – Capital Connection Ad Option 2:** Half Page Ad: (\$10,500, includes discount)

VC Leadership Firm – Life Sciences Package (\$7,500)

VC Life Sciences Leader – Mid-Atlantic Bio (\$3,500)

\* To receive discounted MAVA *Yearly Investment Report* ad, commitment for package must be received by **February 15, 2007**.

**Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

(List firm name as you wish it to appear on all printed materials and signage)

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Primary Point of Contact:** \_\_\_\_\_

(for marketing coordination associated with these sponsorships)

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Fax completed form to: MAVA, 410-561-2238

**Terms and Conditions:** By signing this sponsorship agreement, you are acknowledging that you have authorization to commit your firm to these events/opportunities. MAVA will forward an invoice to you at the address stated. Failure to pay within the time specified for payment may result in your firm being removed as a sponsor or exclusion from timed sponsor benefits. By signing this sponsorship 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 Members in good standing in order to participate in sponsorship opportunities throughout the year. MAVA will work to accommodate Member's preferred package choices, contingent upon availability of remaining package selections. 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. Additional events may be added throughout the year and made available to the membership for participation. If you have any questions, please contact us at 410-560-5855.