

ingenuity 2010

**Connecting Extraordinary
Entrepreneurs + Investors**



OCTOBER 6-7, 2010 | NEW YORK CITY



Featured Keynote Speaker:
**Tim Armstrong, CEO and Chairman
AOL**

CHAIR

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ALLEY

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www.nyvca.org/ingenuity2010

ingenuity 2010

Connecting Extraordinary Entrepreneurs + Investors

WHAT IS INGENUITY?

- A senior level, high-impact forum to showcase select entrepreneurs from premier early & late stage organizations based in the greater New York area to meet top-tier venture capitalists and investors. INGENUITY provides investors with access to quality, professionally screened, high-potential investment opportunities.
- A powerful sponsorship opportunity for select companies seeking to develop and strengthen relationships with the best emerging venture-backed companies on the East Coast and top-level angels, venture investors, private equity, and corporate dealmakers.

#1 REASON TO SPONSOR THIS EVENT

What's in it for your company? In a word—relationships.

- High-Level relationships with emerging CEOs and prominent investors
- Peer to peer senior-level networking that can lead to sales of your products and services
- Meet and cultivate strategic relationships with industry leaders and influencers who can enhance your market position and open doors for your business

WHO YOU WILL REACH: AN INFLUENTIAL, ENGAGED AUDIENCE

300-350 attendees. Emerging company executives, entrepreneurs, venture, angel and corporate investors as well as senior business development professionals. INGENUITY also attracts key industry press and analysts, the most active and sought-after serial entrepreneurs in Silicon Alley and the most connected technology executives.

WHO WILL ATTEND

Individuals from across the emerging markets spectrum, including:

- CEO/Founder/President
- CFO/CTO
- Angel, Venture Capital, Private Equity and Corporate Investors
- City and State Officials
- Business Development, Technology, Sales and Marketing Officers who make purchasing decisions

BY INVITATION ONLY

All presenting companies and attendees are approached through personal invitations; all are screened to ensure that they meet specific attendance criteria. You will receive a full attendee list before the event.

This targeted invitation-only event offers you a secondary benefit of leveraging this unique gathering as a vehicle to support your current relationships – bring your key customers and prospects to an in-depth day of presentations, education and networking. The NYVCA can also work with you to insure that invitations are shared with specific participants with whom you are most interested in developing new relationships.

WHY THIS MATTERS NOW

More critical to your success than ambition or even hard work is being in the right place at the right time with your idea, service or product. INGENUITY is the premier venue for innovative companies to connect one-on-one with world-class investors. Now is the best time to gain exposure and access to the new and emerging companies and investors that are shaping the new landscape of media, publishing, financial services and more.

In this one-day forum, the NYVCA will also bring together the broader class of constituencies that are shaping and reinventing these and a host of other industries. INGENUITY is the definitive East Coast meeting ground to engage face-to-face with this valuable constituency in a secure, screened setting.

WHY THIS EVENT IS SO POWERFUL

It's simple: the right investor audience hearing live from 40 of the hottest companies in high impact, time-efficient, 6-minute presentation format – all in an open, interactive environment dedicated to delivering actionable deal flow. The NYVCA is convening the INGENUITY summit on October 6th & 7th 2010 – to identify and bring to the forefront the most promising companies of the future.

ELIGIBILITY REQUIREMENTS

The goal of INGENUITY is to convene the best minds from all industries. In a word: Innovation. We seek out companies that are innovators in their market segment and will pre-screen them with the same metrics, whether the company is big or small.

The NYVCA and a team of VCs and industry influencers will evaluate and select the presenting companies based on the following criteria:

Innovation. Your product/service must be novel. Bring us your ground-breaking best.

Game changer. Your product/service must contribute to the evolution – or revolution – of your market segment.

Management team. Your management must possess the experience to turn promise into performance.

HOW TO APPLY

Products/services that meet the criteria above will be considered. Your product is not a viable candidate for INGENUITY if the above criteria are not met.

To apply, please visit NYVCA.org. This information is considered confidential by the NYVCA under an implied Non-Disclosure Agreement. Information is provided for the sole purpose of consideration for the INGENUITY conference, unless otherwise explicitly stated by the submitting company.

INGENUITY will screen and respond to all requests within two weeks. All companies that pass the first-level screening will be contacted to discuss next steps in preparation for the event.

AGENDA AT A GLANCE

Note: Early-stage and Later-stage tracks run concurrently; 6-minute presentations

- 7:30 - 8:30 **Private Sponsored Breakfast**
- 8:00 - 8:45 **Networking, Breakfast & Registration**
- 8:45 **Opening Keynote**
Industry Luminary
- 9:00 - 10:30 **Pitches – Morning Track 1**
Early-stage and Later-stage Rooms
- 10:30 - 10:45 **Networking Break**
- 10:45 - 12:15 **Pitches – Morning Track 2**
Early-stage and Later-stage Rooms
- 12:15 - 1:45 **Lunch with Speaker**
- 1:45 - 3:15 **Pitches – Afternoon Track 1**
Early-stage and Later-stage Rooms
- 3:15 - 3:30 **Networking Break**
- 3:30 - 5:00 **Pitches – Afternoon Track 2**
Early-stage and Later-stage Rooms
- 3:30 - 5:00 **Networking & Cocktail Reception**

“

New York City is a place where startups and small businesses want to locate – their proximity to our city’s talented workforce and an uptick in venture capital funding has increased NYC’s competitive advantage.

”

Seth Pinsky
*President,
New York City Economic Development
Corporation (NYCEDC) and speaker,
NYVCA’s “Meet The Players” Series*

SECTORS REPRESENTED

Digital & Social Media, Entertainment (plus Gaming), Healthcare (Health IT, Services), Alternative Energy

STAGES

Early-stage through Expansion-stage, Later-Stage

CAPITAL REPRESENTED

Venture Capital, Private Equity, Angel, Corporate Strategic

TICKETS

Member:

Early Bird Member August 31 - \$695
Early Bird Member Sept. 30 - \$795
Member Walk-in - \$895

Non-Member:

Early Bird Non-Member August 31 - \$795
Early Bird Non-Member Sept. 30 - \$995
Non-Member Walk-in - \$1,195

Entrepreneur:

Early Bird Entrepreneur August 31 - \$295
Early Bird Entrepreneur Sept. 30 - \$395
Entrepreneur Walk-in - \$495

Professional Service:

Early Bird Professional Service August 31 - \$895
Early Bird Professional Service Sept. 30 - \$1,095
Professional Service Walk-in - \$1,295

Presenting Companies - FREE plus 1 ticket for presenter and 2nd executive; Additional tickets \$495

SPONSORSHIP BENEFITS

- **Connections with the right target audience.** Sponsors can directly engage and develop relationships with qualified senior executives from leading corporations. NYVCA has a proven track record of producing informative, targeted meetings attended by investors shaping the global economy. Our peer-to-peer environment fosters networking and relationship building creating lasting business relationships.
- **Thought Leadership Positioning.** Aligning your company with the NYVCA's events can bolster your reputation and enhanced brand awareness for your organization as a market leader supporting investors and solutions for entrepreneurs.
- **Association with the NYVCA.** The NYVCA has earned a reputation for developing content-rich event content and bringing together thought leaders with influential audiences to share best practices and solutions in a trusted setting. Our comprehensive marketing program will deliver your brand message to a targeted group of members.
- **Focused environment.** The NYVCA believes that the greatest value for all is created through the participation of a limited number of high quality sponsors.

Sponsorships	Chair (\$75,000)	Platinum (\$50,000)	Alley (\$25,000)	Premier (\$17,500)	Gold (\$12,500)
Connections with the right target audience	√	√	√	√	√
Thought leadership positioning	√	√	√	√	√
Content advice	√	√	√	√	√
Pre-Event					
Category exclusivity	√	No	No	No	No
Seat on INGENUITY Screening & Coaching Cmte.	√	√	No	No	No
Prominent Branding: logo, link and bio on event web site, materials, emails, etc.	√	√	√	√	√
During the Event					
Speaking role (must be approved by NYVCA)	√	No	No	No	No
Host of Invitation-only breakfast	√	No	No	No	No
Full conference passes	15	15	10	5	3
Evening Reception passes	5	2	1	No	No
Private Breakfast passes	2	1	No	No	No
Prominent Branding: Placement on all materials and onsite attendee package	√	√	√	√	√
Exhibition Space	√	√	√	√	√
Post-Event					
List of attendees w/contact information	√	√	No	No	No
Recognition in post-event communications	√	√	√	No	No
Executive Interview Video: Thought leadership interview with your Company executive	√	√	No	No	No
Introduction Concierge: The NYVCA will conduct one-on-one introductions at your request	√	No	No	No	No
Custom Post-Event Follow Up	√	No	No	No	No

MEAL SPONSOR:

EXCLUSIVE BREAKFAST OR LUNCH SPONSOR (FOR ABOVE SPONSORS)

\$7,500

- 3 Minute Introductory Welcome: Sponsor will have 3 minute introductory remarks welcoming all attendees. The breakfast and luncheon are open to all attendees
- Significant Recognition: Recognition as Breakfast or Luncheon Sponsor in all conference communications —direct mail, email, press releases, conference media, and other conference marketing efforts

BRAND FRONT AND CENTER

\$12,500

- Your logo on the conference badges or lanyards
- Your logo on all onsite registration area signage and the online registration page

OFFICIAL CONFERENCE BAG

\$12,500

- Your logo on the show bag alongside the event and NYVCA logos
- Your literature or giveaway item in the show bag
- Exhibit space at which to showcase your offerings

PROVIDE EVENT SWAG:

PAD AND PEN SPONSOR

\$3,500

- (included in the conference bag)

PROVIDE THE NOURISHMENT:

COFFEE STATION

\$5,000

- Each conference attendee gets one free coffee ticket

WATER SPONSOR

\$7,500

- Bottled water with logo on label set out throughout the show

CANDY SPONSOR

\$2,500

- Candy with logo on label placed at general session seats

ADVERTISE TO GAIN EXPOSURE:

METER BOARDS

\$1,500

- Larger free-standing one-panel boards

CONFERENCE BOOK ADS

\$2,000

- \$1,000 full page / \$1,500 inside front / \$2,000 back

CONFERENCE BOOKMARK / BELLY BAND

\$2,000

ABOUT NYVCA

The NYVCA community is made up of the leading Venture Capital and Private Equity professionals in the New York area and membership is by invitation only. NYVCA is focused on bringing together the most successful partners for firm creation and growth in the next decade.

OUR TRACK RECORD

NYVCA events are known for:

- High quality content
- Senior level attendees
- Powerful sponsorship opportunities

OUR EXTENDED OPPORTUNITIES:

- Meet the Players Series, Ongoing
- Leading Edge Breakfast & Dinner Series, Ongoing
- Membership Opportunities, Ongoing

FOR FURTHER INFORMATION, PLEASE CONTACT:

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