

Mid-Atlantic Venture Association  
2345 York Road  
Timonium, Maryland 21093  
Tel: 410-560-5855  
Fax: 410-561-2238  
[www.mava.org](http://www.mava.org)



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'04

# Capital Connection

Become a Sponsor!



*Maximize your firm's presence in front of a powerful audience.*

## Become a Capital Connection 2004 sponsor!

The success of the Mid-Atlantic region as an incubator for new and innovative companies such as America Online, Ciena, and webMethods, has drawn national attention. Known as an established hot-bed of new-company formation, growth and venture-capital related activity, the Mid-Atlantic region continues to endure and thrive despite recent shocks to the national economy.

Attracting more than 400 venture capitalists from around the country, Capital Connection offers an unparalleled networking opportunity for service providers and serious entrepreneurs. This venture fair is the place to strengthen your network of partners for co-investing, developing resources for due diligence and identifying key service contacts.

Capital Connection is the only venture fair designed by venture capitalists for venture capitalists. This proven format provides numerous opportunities for venture capitalists, service providers and other investors to see entrepreneurial management, including networking events, short presentations, exhibit booth visits, and private one-on-one meetings. Capital Connection 2004 will showcase dozens of companies, all prescreened by VCs and coached under a formal mentoring process. Historically, these companies have represented over 30% of the quality deal flow in the region and you will see them under one roof in 1 1/2 days!

A great deal of attention, both within the region and nationally, will be focused on Capital Connection and the activities surrounding it. Consequently, MAVA is implementing a comprehensive marketing program designed to ensure the visibility of presenting companies and the corporate sponsors who have helped create the success of new business growth within the Mid-Atlantic region.

## Marketing Overview for Capital Connection

### Web Site

Continuous updates to the MAVA web site, featuring event and program information as well as hyper-links to our Sponsors' web sites.

### Pre-Event Promotion

Premiere marketing and advertising through MAVA using direct mail, advertising in regional and national publications, e-mail campaigns, and posting on event calendars.

### Events

Concise and timely calendar of activities designed to create face-to-face networking opportunities between presenting companies, venture capitalists and sponsors.

### Post-Event

Post-event information released to press, sponsors, attendees of fair and MAVA members, highlighting number of companies financed.

## Benefits:

- Opportunity to network with leading software, Internet infrastructure, life sciences, security and telecom companies in the region
- Visibility through industry press
- 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
- Sponsors of Capital Connection will have continuous and maximum promotion in connection with the fair both before, during and after the event
- Strong boost to the momentum of the fastest-growing community of technology and life science companies in America!
- With your support, the Mid-Atlantic can build upon its earned reputation as the premiere venture fair in the country

# Capital Connection 2003 Sponsor List

## \$35K Sponsors

Deutsche Bank  
Grant Thornton LLP  
Wachovia Securities

## \$15K Sponsors

Comerica Bank  
Cooley Godward LLP  
Deloitte & Touche LLP  
Ernst & Young LLP  
Fenwick & West LLP  
Fidelity Charitable Services  
Gray Cary  
Hale and Dorr LLP  
Hogan & Hartson L.L.P.  
Kirkland & Ellis  
Latham & Watkins  
Legg Mason Wood Walker, Inc.  
Marsh USA Inc.  
Maryland Department of Business & Economic  
Development  
Maryland Technology Development Corporation  
(TEDCO)  
Merrill Corporation  
Piper Rudnick LLP  
PricewaterhouseCoopers  
Reed Smith LLP  
Russell Reynolds Associates  
Saul Ewing LLP  
Shaw Pittman LLP  
Silicon Valley Bank  
Venture Economics  
Wilmer, Cutler & Pickering  
Wilson Sonsini Goodrich & Rosati, P.C.  
Womble Carlyle Sandridge & Rice PLLC

## \$7.5K Sponsors

Erickson Barnett  
Greenberg Traurig  
Katten Muchin Zavis Rosenman  
Kelley Drye & Warren LLP  
Kirkpatrick & Lockhart LLP  
Mintz Levin Cohn Ferris Glovsky & Popeo, P.C.  
Montgomery County Department of Economic  
Development  
Morgan, Lewis & Bockius LLP  
National Venture Capital Association  
Powell, Goldstein, Frazer & Murphy LLP  
Reznick Fedder & Silverman, CPAs, P.C.  
Ropes & Gray  
Spaulding & Slye Colliers  
The Staubach Company  
Transamerica Technology Finance  
Venable LLP  
Virginia's Center for Innovative Technology  
Williams Mullen

## VC Sponsors

Boulder Ventures  
Columbia Capital  
Core Capital Partners  
ECentury Capital Partners, L.P.  
Grotech Capital Group  
Inflection Point Ventures  
Lazard Technology Partners  
Mid-Atlantic Venture Funds  
New Enterprise Associates  
NextPoint Partners, L.P.  
Polaris Venture Partners  
SpaceVest  
Sterling Venture Partners  
The Aurora Funds, Inc.  
The Carlyle Group  
Update  
Valhalla Partners  
Walker Ventures

## Sponsorship Agreement

# Capital Connection '04

Where New Technology Meets Smart Money



Select appropriate level:

- Premier Level (\$35,000 each)  
*Check your one preferred event, based upon availability.*
  - After-Party Reception
  - Boot Camp
  - Conference Closing Reception w/ YAVA
  - Entrepreneurs Reception of ALL Capital Connection 2004 applicants
  - Reception – opening night
  - Luncheon-Keynote Speaker/Panel
- Senior Sponsor (\$15,000)
- Sponsor (\$7,500)

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 this sponsorship)

Phone: \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Terms & Conditions

By signing this sponsorship agreement, you are acknowledging that you have authorization to commit your firm to sponsor Capital Connection 2004 on June 1-2, 2004.

The Mid-Atlantic Venture Association will forward an invoice to you at the address stated and payment will be due within 45 days of the date of invoice. All payments are due prior to Capital Connection 2004. Failure to pay within the time specified for payment may result in your firm being removed as a sponsor of Capital Connection or exclusion from timed sponsor benefits.

By signing this sponsorship agreement, you also authorize the Mid-Atlantic Venture Association to include your company's name and/or logo in promotional materials related to Capital Connection 2004, online and in print, as specified under the benefits to the sponsorship category selected.

If you have questions, please contact us at 410-560-5855.

Fax completed form to: MAVA 410-561-2238

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Where New Technology Meets Smart Money



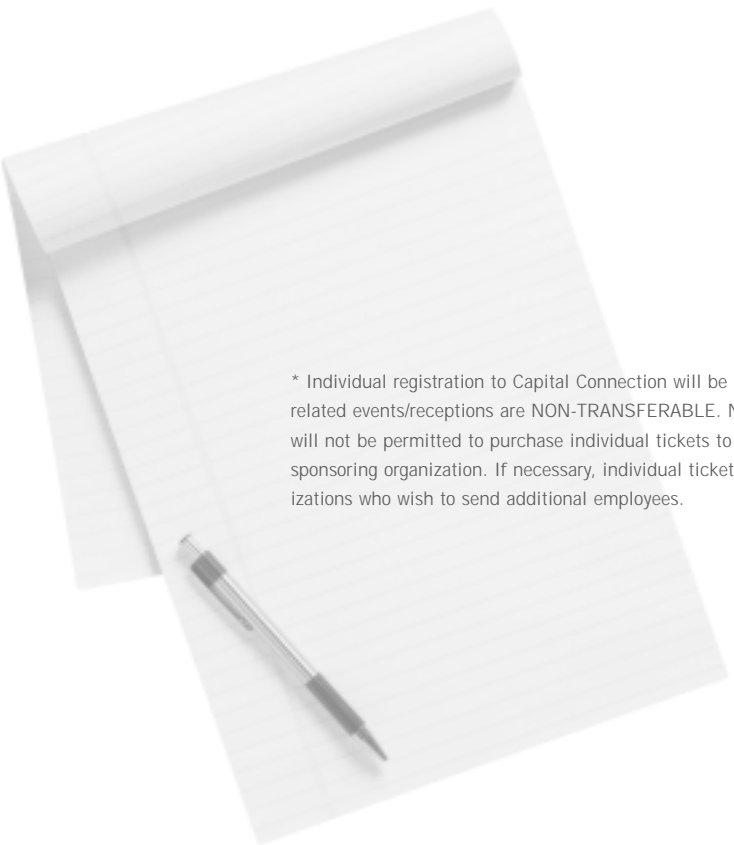
mava

## Premiere Sponsor \$35,000

The following are 6 EXCLUSIVE sponsorship opportunities. Choose the ONE Premiere sponsorship category listed below that is right for you:

- After-Party Reception – opening night
- Boot Camp of Capital Connection 2004 Presenting Companies
- Conference Closing Reception with YAVA
- Entrepreneurs Reception of ALL Capital Connection 2004 applicants
- Luncheon: Keynote Speaker
- Reception – opening night

- 12 tickets to Capital Connection 2004\*
- 4 tickets to the Entrepreneur's reception to meet ALL applicants to Capital Connection 2004\*
- 2 hotel rooms, one night each (June 1, 2004) at the JW Marriott Hotel
- Approved company literature to be included in CEO Boot Camp packet given to all presenting companies (if received by deadline for materials)
- Full-page color ad (cover or center spread position) in Capital Connection 2004 Conference Book
- Prime exhibit space to display company materials (table, with needs to be defined)
- Company logo prominently displayed at the conference
- Company logo included in Capital Connection 2004 published materials (if received in advance of printing deadlines)
- Company logo imprinted on Conference Registration Bag
- Company logo on the printed invitation (based on timing of commitment)
- Company name listed as a premiere sponsor in all press releases and media communications
- Company logo with hot link from MAVA's website
- Credits for sponsor participation in 2005 event promotions



\* Individual registration to Capital Connection will be required for each ticket holder. Registration to Capital Connection and related events/receptions are NON-TRANSFERABLE. Non-MAVA Member firms that do not sponsor Capital Connection 2004 will not be permitted to purchase individual tickets to attend the event. Sponsor tickets are exclusively for employees of the sponsoring organization. If necessary, individual tickets to Capital Connection fair ONLY may be purchased by sponsoring organizations who wish to send additional employees.

# Capital Connection '04

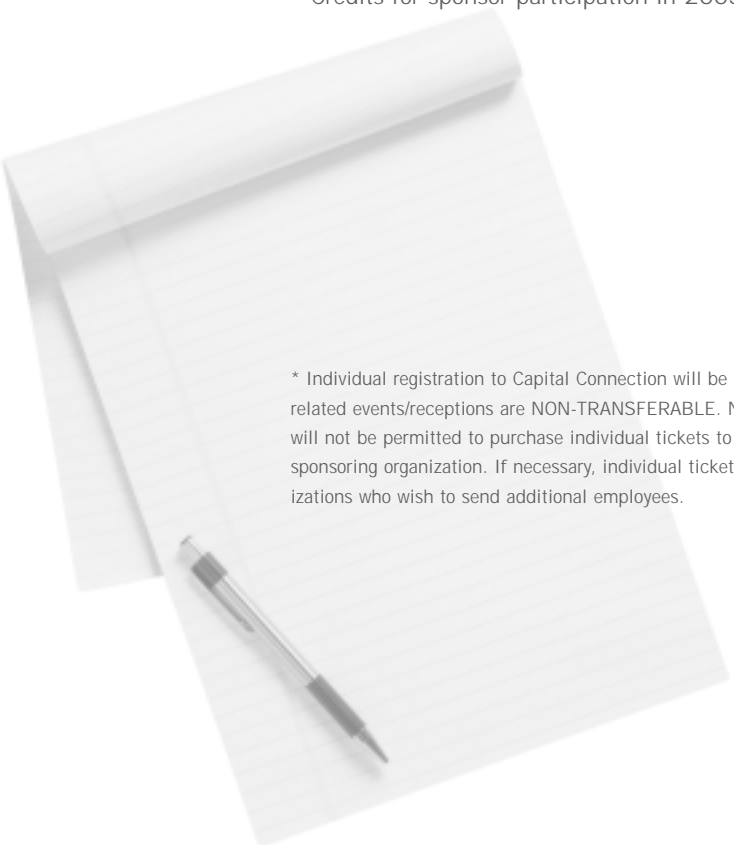
Where New Technology Meets Smart Money

The logo for MAVA, consisting of the word "mava" in a lowercase, sans-serif font, centered within a dark grey rectangular box. This box is positioned above a lighter grey rectangular box, which is partially visible at the bottom of the logo area.

## Senior Sponsor

## \$15,000

- 8 tickets to Capital Connection 2004\*
- 2 tickets to the Entrepreneur's reception to meet ALL applicants to Capital Connection 2004\*
- 1 hotel room, for night of June 1, 2004 at the JW Marriott Hotel
- Approved company literature to be included in CEO Boot Camp packet given to all presenting companies (if received by deadline for materials)
- Full-page color ad in the Capital Connection 2004 Conference Book
- Company name on the printed invitation (based on timing of commitment)
- Individual exhibit space for company materials (individual 2' round tables)
- Company name on conference banner
- Company logo with hot link from MAVA's website
- Credits for sponsor participation in 2005 event promotions

A photograph of a white, lined notepad with a silver pen resting on it, positioned in the bottom left corner of the page.

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# Capital Connection '04

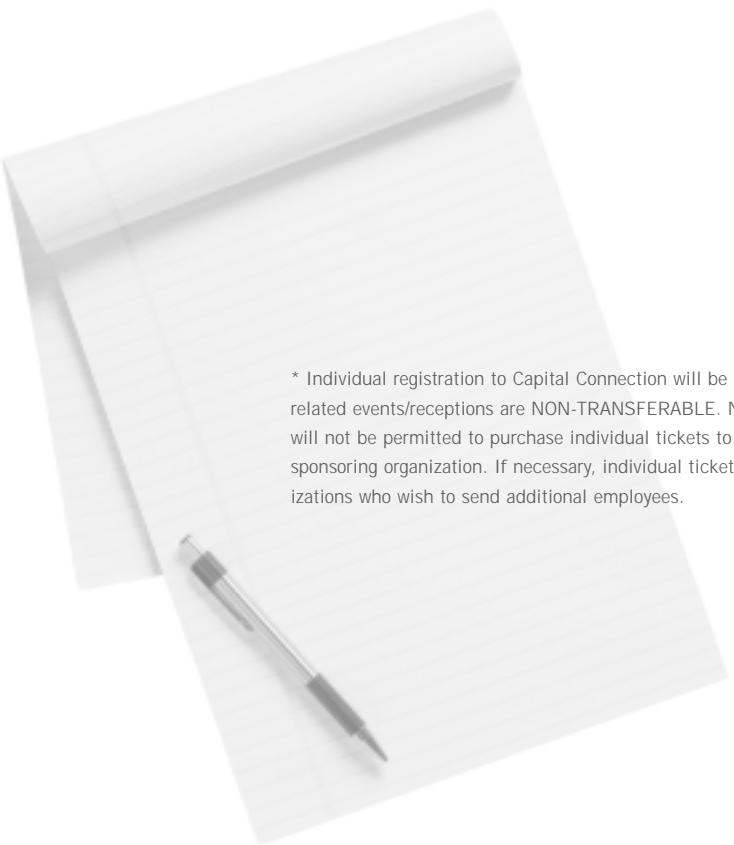
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## Sponsor

## \$7,500

- 3 tickets to Capital Connection 2004\*
- Recognition signage at the conference
- 1/2 page Advertisement in Capital Connection 2004 Conference Book
- Company listing on the invitation (if received by deadline)
- Company name in the sponsor recognition ad of the Capital Connection 2004 Conference Book
- Company name with hot link on MAVA website
- Credits for sponsor participation in 2005 event promotions

A photograph of a white notepad with horizontal lines and a silver pen with a black grip, resting on the notepad. The notepad is slightly tilted and has a shadow cast to its left.

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