

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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# Capital Connection

VC Registration Package

The logo for mava, consisting of a dark grey square with the word "mava" in white lowercase letters, positioned above a lighter grey horizontal bar.

mava

*Maximize your firm's presence as a private equity player.*

## Sign up now for exclusive VC Registration Package!

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 among venture professionals 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 premier venture fair and 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
- Supporters 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

# Venture Capital Registration Package

## Available Benefits:

- 5 tickets to Capital Connection 2004\* (private equity investors only)
- Pre-conference access to presenting companies
- Full-page Fund Profile distributed on-site at conference
- 50% Discount for each additional institutional private equity registrant if signed by March 15th (\$500; \$995 after March 15th)
- Fund representative attendance to the VC-only Breakfast (June 2nd)
- Fund name listing on conference banner
- Credits for participation in 2005 event promotions
- Attendance at all conference receptions and programming including: Opening Night Reception, After-Party and YAVA closing reception

\* Registration to Capital Connection and related events/receptions are NON-TRANSFERABLE. VC Registration Package tickets may be used by private equity investors ONLY.

## Add-on Opportunity: MAVA's 2003 Annual Report

MAVA will soon publish the 2003 Annual Report of venture capital investing for the Mid-Atlantic region. This annual report is the authoritative resource for any one interested in venture investing in the Mid-Atlantic.

Available only to funds who register for the VC Registration Package, you have an exclusive opportunity to take advantage of a discounted package deal to receive an advertisement in the 2003 Annual Report with the following options:

	Capital Connection		Annual Report		Total		Less Discount		Net Package Cost
Option 1: Full Page	\$7,500	+	\$4,500	=	\$12,000		(1,000)	=	\$11,000
Option 2: Half Page	\$7,500	+	\$2,750	=	\$10,250		(500)	=	\$ 9,750



## VC Registration Package Agreement

# Capital Connection '04

Where New Technology Meets Smart Money



Select appropriate level:

Capital Connection VC Registration Package ONLY (\$7,500)

**Combo Package:**

(Capital Connection Registration Package & 2003 Annual Report)

Option 1: with Full Page Advertisement: (\$11,000, includes discount)

Option 2: with Half Page Advertisement (\$9,750, includes discount)

\*To receive discounted Annual Report ad, must have commitment for package by February 1st

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 agreement, you are acknowledging that you have authorization to commit your firm to the VC Registration Package for 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 registration 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 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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