

## SPONSORSHIP PROSPECTUS

# INVESTMENT<sup>SM</sup> CAPITAL CONFERENCE 2007

Los Angeles Venture Association



April 11, 2007 • 7am - 6pm • Millennium Biltmore Hotel, Los Angeles  
[icc.lava.org](http://icc.lava.org)

## The Investment Capital Conference<sup>SM</sup>: A Content-Rich Conference for Busy Executives

Investment Capital Conference sponsors get:

- high visibility at a unique & high quality event
- a better and more effective environment to meet CEOs, CFOs, board members, capital providers and key advisors.

Organizers are anticipating attendance of 1,000 or more for the 2007 conference. Over 800 people attended the 2006 conference.

The conference – for 13 years the signature event of the Los Angeles Venture Association – features:

- a unique content-rich program
- high level and effective networking
- The Capital Zone<sup>SM</sup>.

It is structured to deliver unique, uncommon and essential knowledge and contacts to executives from early-stage to middle-market companies, and is marketed to senior executives and capital providers throughout the region.

This year, the conference will feature a number of great speakers including:

- **Salman Ullah**, director of corporate development, Google Inc., keynote speaker
- **Sean Dempsey**, corporate development principal, Google Inc., keynote speaker.
- **Jim Flanigan**, former Los Angeles Times Financial Editor and current New York Times columnist, morning panel moderator
- **Daniel Docter**, senior investment manager, Intel Capital, morning panel speaker.

**Two educational tracks** will feature 8 panels of CEOs and nationally recognized speakers:

- How to find capital sources at the stages of growth from startup to exit
- How to assemble a board and management team to best drive growth and attract investors.

The Investment Capital Conference offers **senior executives and board members** the ideal place to:

- Meet the nation's providers of growth financing, including top venture capital firms, private equity funds, PIPE investors, and lenders.
- Benefit from CEOs' "war stories" and guidance.
- Catch up on the latest issues affecting the financing and M&A markets.
- Hear what CEOs of the most dynamic growth companies think will be the defining trends for 2007.

**For investors**, the conference is a rich opportunity to meet hundreds of rapidly growing companies interested in obtaining financing.

**For advisory firms**, the conference is a rare marketing opportunity to reach out to a top-tier demographic, establishing or reinforcing a brand and forming new key relationships.



*Visit our website at [icc.lava.org](http://icc.lava.org).*

*The websites for the 2005 and 2006 conferences are at [icc2005.lava.org](http://icc2005.lava.org) and [icc2006.lava.org](http://icc2006.lava.org) respectively.*

# CONFERENCE PROGRAM

The conference program includes eight educational panels and The Capital Zone<sup>SM</sup>.

## Educational Panels

The conference's panels provide insights and advice for executives at every stage of a company's development. Two tracks will be presented this year.

**Track 1**, on financing growth at various stages, will include panels on:

- Startups
- Growth Capital
- Going Public
- Exit/Recap

**Track 2** will focus on building a leadership team to serve growth and attract investment. Panels will include:

- Leadership Quality of Successful CEOs
- Building Successful Teams
- Building a Valuable Board of Directors
- Business Ethics – Stay Out of Jail
- The audience will get unvarnished insights from industry leaders on issues like:
  - What are the defining opportunities and trends ahead?
  - What are the secrets to successful financings?
  - What is the outlook and appetite for IPOs and acquisitions in 2007?



## The Capital Zone<sup>SM</sup>

**Turbo-charged networking event for entrepreneurs, CEOs, CFOs, board members, agents and advisors.**

- **Over 80 top capital providers** representing close to \$100 billion in capital and hundreds of transactions annually – all in one location and “open for business.” Includes angels, early-stage and later-stage VCs, mezzanine and bridge lenders, venture lenders, private equity funds, PIPE investors, and more.
- It would take months of meetings and a gold-plated Rolodex to match the breadth and depth of financing options available in one big room at The Capital Zone<sup>SM</sup>.
- A unique opportunity to connect with capital providers covering every stage of the corporate lifecycle from startup to exit.



## REASONS TO SPONSOR THE CONFERENCE

**Few sponsorship opportunities available**, on a first come, first served basis.

**Reach over 1000 CEOs and busy professionals in a unique setting:** a content rich program and environment, unmatched in the Western United States.

**Best value proposition:** the highest level of benefits and exposure for the money.

**Position your company as one of the few leaders** in Southern California's market for capital.

**Participate in the most effective** investment conference in the West.

Sponsoring the Investment Capital Conference -- and the included sponsorship of the Los Angeles Venture Association -- provides a solid return for your marketing dollars by:

- Delivering your message to the right audience.
- Participating at a world-class event.
- **Sponsors at the Platinum and Gold Levels of the Conference** benefit from becoming a year-round sponsor of programs of the Los Angeles Venture Association, including:
  - **LAVA's monthly Breakfasts**, featuring presentations by prominent members of Southern California's financial, entrepreneurial, business and academic communities.
  - **LAVA's website** which includes a full regional calendar of financing-related events; a searchable directory of LAVA members, speakers and sponsors; and valuable financing information supplied by LAVA's sponsors and members.



## Marketing of the conference

Sponsors benefit significantly from an intense, targeted marketing program before, during and after the conference that reaches thousands of executives, entrepreneurs, and opinion-leaders in the financial, advisory and academic communities. The program includes:

- Multiple direct marketing campaigns by e-mail and postal mail for both the Investment Capital Conference and LAVA's year-round program which is guaranteed to include mailings of at least 50,000 pieces of direct printed mail, including full conference brochures and postcards, as well as tens of thousands of emails.
- Ads in leading print and online publications and newsletters.
- Co-marketing with regional and national professional and trade associations.
- Public relations 'blitzes' showcasing our sponsors and speakers.

## **SPONSORSHIP LEVELS**

### **PLATINUM – \$25,000**

This level provides category exclusivity to each sponsor (that is, only one sponsoring law firm, bank, accounting firm, investment bank, etc.). It delivers for a full year:

- Prominent display of the sponsor's logo on both the conference's and LAVA's emails, brochures (front cover), ads, event on-site signage and multimedia presentations, program guides (front cover), and websites' pages.
- One 6' table in the conference's exhibit area.
- Podium recognition by the session's chair at the conference's breakfast and lunch, and at all LAVA monthly Breakfasts.
- Two reserved tables at the conference's lunch.
- One full-page ad and one full-page corporate profile in the conference's program guide.
- Five complimentary and 10 discounted conference registrations.
- One year sponsorship of LAVA.
- Two complimentary LAVA individual annual memberships.
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### **GOLD – \$15,000**

This level delivers for a full year:

- Prominent display of the sponsor's logo on both the conference's and LAVA's emails, brochures (front cover), ads, event on-site signage and multimedia presentations, program guides (front cover), and websites' pages.
- One 6' table in the conference's exhibit area.
- Podium recognition by the session's chair at the conference's breakfast and lunch.
- One reserved table at the conference's lunch.
- One full-page corporate profile in the conference's program guide.
- Four complimentary and eight discounted conference registrations.
- One year sponsorship of LAVA.
- One complimentary LAVA individual annual membership.

## SILVER – \$10,000

This level delivers for a full year:

- Display of the sponsor's name on both the conference's and LAVA's emails, brochures, ads, event on-site signage and multimedia presentations, program guides, and websites' pages.
- One 3' table in the conference's exhibit area.
- One reserved table at the conference's lunch.
- One full-page corporate profile in the conference's program guide.
- Three complimentary and six discounted conference registrations.
- One complimentary LAVA individual annual membership.

## BRONZE – \$5,000

This level delivers for a full year:

- Display of the sponsor's name on the conference's brochures, ads, event on-site signage and multimedia presentations, program guides, and website's pages.
- Shared table in the conference's exhibit area.
- One reserved table at the conference's lunch.
- One half-page corporate profile in the conference's program guide.
- Two complimentary and four discounted conference registrations.
- One discounted LAVA individual annual membership.

## LUNCH – \$7,500 in addition to a Metal sponsorship



This level is available to a maximum of three sponsors, which must also be sponsors under one of the four Metal Sponsorship Levels (Platinum, Gold, Silver or Bronze). It delivers:

- One additional reserved table at the lunch, two additional complimentary and four additional discounted conference passes, prominent display of sponsor's logo on the lunch multimedia presentation, recognition by the moderator, and placement of marketing materials on every table.

## PANELS – \$2,500 in addition to a Metal sponsorship

This level is available to a maximum of two sponsors for each of the conference's panels. The sponsors must also be sponsors under one of the four Metal Sponsorship Levels (Platinum, Gold, Silver or Bronze). It delivers:

- One additional complimentary and two additional discounted conference passes, recognition by the panel's moderator, and logo on the panel's signage, webpage and conference guide.

## THE CAPITAL ZONE<sup>SM</sup> – \$10,000

This level is available to a maximum of four sponsors. It delivers:



- Three complimentary and four discounted conference passes.
- The sponsor's logo on the conference's website, the multimedia presentation during The Capital Zone Exhibition and Reception, and signage in The Capital Zone's room.
- One 4' table at the entrance to The Capital Zone.
- One full-page corporate profile with logo in the conference's program guide and website.

# THE CAPITAL ZONE<sup>SM</sup> EXHIBITION & RECEPTION

The Capital Zone is a turbo-charged networking event for entrepreneurs, CEOs, CFOs, board members, agents and advisors with an estimated 100 capital providers exhibiting in one location and “open for business.”

Exhibitors must be providers of equity or debt capital, such as venture capital funds, PIPEs investors, private equity funds, commercial and merchant banks, leasing companies, and asset-based lenders.

Each exhibitor receives:

- One 4' table during the three-hour exhibition and reception. Food and beverage stations will be placed inside The Capital Zone.
- One half-page corporate profile with logo in the conference's program guide and website.
- Two complimentary conference passes for representatives of the sponsor who will be at the sponsor's exhibit, two complimentary conference passes for executives invited by the sponsor, and two discounted conference registrations.
- One discounted LAVA individual annual membership.
- Exhibit fee is \$1,500.



## SUMMARY OF SPONSORSHIP LEVELS

	Reserved tables at conference lunch	Free / discounted conference passes	Conference exhibit	Ad pages in conference guide	LAVA memberships
<b>PLATINUM</b> \$25,000	2	5 / 10	6' table	1 full-page ad + 1 full-page corporate profile	2
<b>GOLD</b> \$15,000	1	4 / 8	6' table	1 full-page corporate profile	1
<b>SILVER</b> \$10,000	1	3 / 6	3' table	1 full-page corporate profile	1
<b>BRONZE</b> \$5,000	1	2 / 4	Shared table	1 half-page corporate profile	1 discounted
<b>LUNCH</b> \$7,500 *	1	2 / 4	N/A	Included in Metal sponsorship	0
<b>PANEL</b> \$2,500 *	0	1 / 2	N/A	Included in Metal sponsorship	0
<b>THE CAPITAL ZONE</b> \$10,000	0	3 / 4	4' table at the entrance to The Capital Zone	1 full-page corporate profile	1
<b>THE CAPITAL ZONE EXHIBITOR</b> \$1,500	0	2 / 2 2 CXO passes	4' table	1 half-page corporate profile	1 discounted

\* These fees and benefits are in addition to the sponsor's chosen Metal Sponsorship Level (Platinum, Gold, Silver or Bronze).

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