



Sponsorship Invitation

VC CONNECT SA & ACT 2007

Hosted by Australia's Leading ICT Venture Capitalists

VC CONNECT SA & ACT 2007

VC Connect is where attendees can meet investors, learn how to win VC backing and how to evaluate the right VC firm to meet their needs. Leading entrepreneurs provide inspiration on how to grow businesses and what is involved when you seek capital. VC Connect involves sessions outlining the expectations of venture capitalists; funding strategy; termsheets; building teams and capabilities and providing attendees with a complete understanding of the investment process.

Some key points to consider include -

- » VC Connect can include ICT companies and biotech companies.
- » VC Connect is to be held on the Wednesday, 25th July 2007 in ACT and Thursday, 30th August 2007 in South Australia.
- » VC Connect events include involvement from universities and R&D institutions and encourage direct communication between those seeking finance to grow their companies and those who have finance.
- » The majority of those attending VC Connect are entrepreneurs. Great marketing might is directed in attracting this key group.

Objectives of VC Connect

To provide the opportunity for potential and existing entrepreneurs to learn about the opportunities Venture Capital provides.

- » To remove the mystique surrounding Venture Capital.
- » To improve access to Venture Capital for ICT companies seeking funds.
- » To highlight high potential ICT companies to VCs.

Attendees of VC Connect

- » Entrepreneurs and employees of Australian ICT companies
- » Venture Capitalists
- » Incubators, Angel Investors
- » Research Facilities, Universities
- » ICT Companies seeking funding now or in the future
- » Service Providers (Law Firms, Corporate Advisory, Consultants)

The target market for VC Connect is fast growing ICT companies and those within public research institutions who need to know how to attract VC funding.

VC Connect Hosts

VC Connect is hosted by Australia's leading ICT Venture Capital Firms.

- » Allen and Buckeridge
- » CM Capital
- » Champ Ventures
- » Accede Capital Venture Partners
- » Foundation Capital
- » Innovation Capital
- » Kestrel Capital
- » Neo Technology Ventures
- » Paragon Advisory
- » Starfish Ventures
- » Technology Venture Partners

The host firms are active in planning the program. Each host firm has representatives participating in the sessions and attending the event.

Supporters

- » Australian Computer Society
- » ANZAtech Network
- » Austrade
- » AIMIA
- » AEEMA

Sponsors of VC Connect

Involvement in VC Connect will enable sponsors to reach and interact with an exclusive and qualified audience. VC Connect provides sponsors with the opportunity to promote themselves and gain exposure across a wide audience.

Sponsorship Options and Benefits

The options set out indicate the primary opportunities for financially contributing to VC Connect being held in ACT and South Australia in 2007.

We are happy to discuss the tailoring of sponsorship packages to meet the needs of sponsors.

If you require any more information, or wish to take up any of these sponsorship opportunities, please don't hesitate to contact Vikki Yip on 02 9423 8850 or email vikki@slatteryit.com.au

Platinum Sponsorship Package

Sponsor Contribution:
\$15K + GST for both VC
Connect events
(ACT and SA)

- » Sponsor will be acknowledged as Major Sponsor of both VC Connect events.
- » Sponsor's logo will be featured on ALL promotional materials and both VC Connect Event websites.
- » Sponsor will receive verbal acknowledgement of Sponsor status at the opening and closing of both events.
- » Sponsor will have the opportunity to perform a brief presentation task at both events.
- » Sponsor's logo will be represented on AV projected images between speaker presentations at both of the events.
- » Sponsor will be able to include flyers and give-aways for attendees to take home at the events.
- » Sponsor will receive 10 complimentary tickets to attend both events (20 tickets in total).
- » Sponsor will receive a delegate listing (Company, Name and Title) following both events.
- » Sponsor will be acknowledged and thanked in the Final Program Booklet.
- » Sponsor's signage will be given prominent positioning at both events.

Gold Sponsorship Package

Sponsor Contribution:
\$10K + GST for each VC
Connect event

- » Sponsor will be acknowledged as Sponsor of the event.
- » Sponsor's logo will be featured on promotional materials and website.
- » Sponsor will have the opportunity to provide prominent signage at the event.
- » Sponsor will receive verbal acknowledgement of Sponsor status at the opening and closing of the event.
- » Sponsor will have the opportunity to perform a brief presentation task at the event.
- » Sponsor's logo will be represented on AV projected images between speaker presentations at the event.
- » Sponsor will be able to include flyers and give-aways for attendees to take home at the event.
- » Sponsors will receive 10 complimentary tickets to attend the event.
- » Sponsor will receive a delegate listing (Company, Name and Title) following the event.
- » Sponsor will be acknowledged and thanked in the Final Program Booklet.

Lunch Sponsorship Package

Sponsor Contribution:
\$5K + GST for each VC
Connect lunch break

- » Sponsor will be acknowledged as Lunch Sponsor of the event.
- » Sponsor will receive five complimentary tickets to attend the event.
- » Sponsor will have the opportunity to display signage at the event, during the lunchtime networking session.
- » Sponsor will be acknowledged and thanked in the Final Program booklet.
- » Sponsor will be able to include flyers and give-aways for attendees to take home.
- » Sponsor will be acknowledged on all collateral, communications and marketing material for the event as a sponsor.

Cocktail Sponsorship Package

Sponsor Contribution:
\$5K + GST for each VC
Connect Cocktail Session

- » Sponsor will be acknowledged as Cocktail Sponsor of the event.
- » Sponsor will receive five complimentary tickets to attend the event.
- » Sponsor will have the opportunity to display signage at the event, during the cocktail session.
- » Sponsor will be acknowledged and thanked in the Final Program booklet.
- » Sponsor will be able to include flyers and give-aways for attendees to take home.
- » Sponsor will be acknowledged on all collateral, communications and marketing material for the event as a sponsor.

Additional Sponsorship Opportunities

We thank you for taking the time to peruse this Sponsorship Invitation.

Event material will be distributed from late May until the Events are held in July & August 2007. The earlier sponsorship arrangements are made, the more exposure you will receive!

If you require any more information, or wish to take up any of these fantastic sponsorship opportunities, please don't hesitate to contact Vikki Yip on 02 9423 8850 or email vikki@slatteryit.com.au.