

2016



SPONSORSHIP PACKAGE

COLLEGE FOOTBALL HALL OF FAME ★ ATLANTA, GEORGIA
NOVEMBER 2-3

ABOUT VENTURE ATLANTA

Where Tech Innovation and Capital Connect

Venture Atlanta, Georgia's technology innovation event, is where the region's most promising tech companies meet the country's top-tier investors. As the region's largest investor showcase, Venture Atlanta connects local entrepreneurs with local and national venture capitalists, bankers, angel investors and others who can help them raise the capital they need to grow their businesses.

To date, we've helped entrepreneurs raise over \$1.6 billion dollars, leading to more than \$13 billion in exits to date.

With 2016 expected to draw another sell-out crowd, we're hosting this year's event at the College Football Hall of Fame. We're excited to continue our strong track record of delivering exceptional networking and 1:1 meeting opportunities for investors and technology executives, all while showcasing the Southeast's most promising technologies and companies.

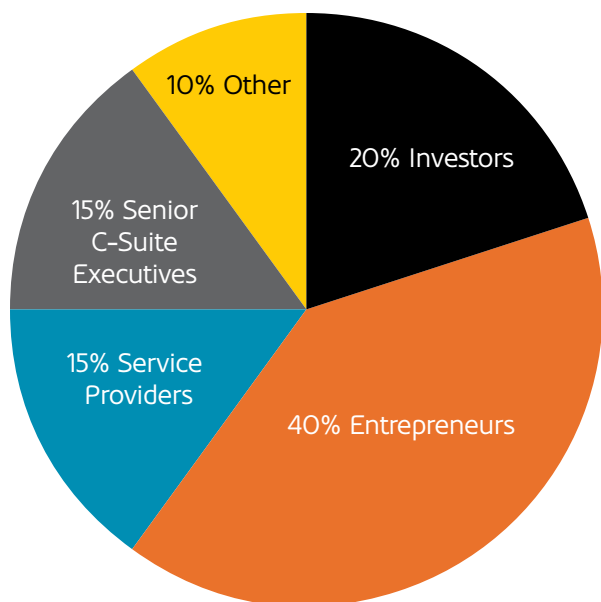
Don't miss the perfect opportunity to get your brand front and center with today's rising technology stars and the investors who back them.



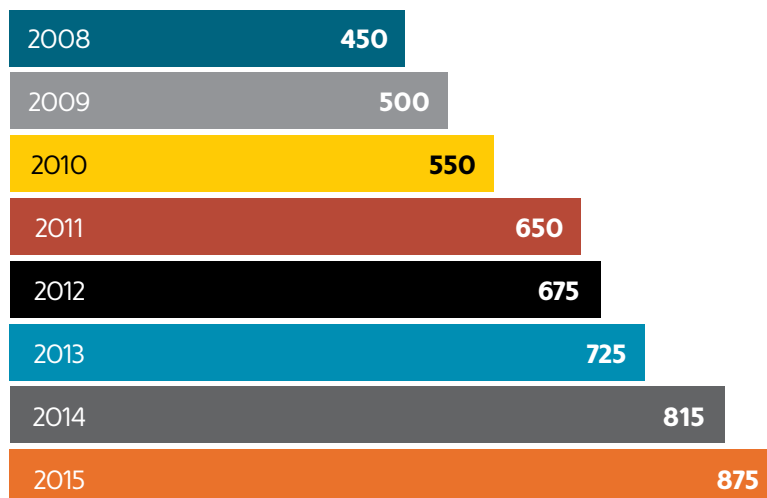
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VENTURE ATLANTA ATTENDEE PROFILE



Steady Attendee Growth



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"The quality of companies presenting continues to go up, and there has been an echo effect of other meetings taking place outside of the conference. Thanks for putting together a rockin' show — good job!!"

– Venture Atlanta Attendee

PARTIAL LIST OF PAST SPEAKERS



John Balen
General Partner
Canaan Partners



Jonathan Bush
CEO & Co-Founder
athenahealth



Steve Case
Chairman
The Case Foundation



Alan Dabbieri
Chairman
AirWatch



Lori Greiner
The Warm Blooded Shark™



Joan Herbig
CEO
ControlScan



Peter Kight
Vice Chairman
FiServ



Dick Kramlich
Co-Founder
NEA



Bernie Marcus
Chairman
The Marcus Foundation



Thomas E. Noonan
Partner, TechOperators and General
Manager, Energy Wise Solutions
Cisco Systems



Bill Nussey
VP, Corporate Strategy
IBM



Val Rahmani
CEO
Damballa



Niraj Shah
CEO
Wayfair.com



Jeff Sprecher
Founder, Chairman and
CEO, The Intercontinental
Exchange (ICE)
Chairman, New York
Stock Exchange



Scott Thompson
CEO, Shoprunner
Former CEO, Yahoo
President, Paypal



**"It was an amazing show and has really launched
us among the venture community."**

– Venture Atlanta Alumni

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VENTURE ATLANTA ALUMNI

Since 2002, Venture Atlanta has attracted technology entrepreneurs from across the technology spectrum looking for investments to fuel their ideas. Meet some of the recent companies that chose Venture Atlanta to step onto the stage and pitch their innovative technology.

Achievelt	FSLogix	MacStadium, Inc.	Roadie
Alii Healthcare	G11	Map Large, Inc.	RootsRated
Attentive.ly	Gimme Vending, LLC	Menguin, Inc.	Salesfusion
AVOXI	GPA LEARN	Monsieur	Servosity
Azalea Health	GreenPrint, LLC	MySnapCam	SherpaDesk
BlueLeap	Groundfloor Finance Inc.	N2N Services, Inc.	SIGNiX
BuzzBoard, Inc.	HM Wallace	NexDefense, Inc.	Smart Gladiator LLC
CentralBOS	Hux	Niche Video Media LLC	Social123, Inc.
Checkd.in	Illuminate360	Overgroup Consulting, LLC	Springbot
Clean Hands Safe Hands	Insightpool	Oversight Systems	StrataCloud, Inc.
CloudTags	Kanga	Pointivo, Inc.	Terminus
Convey Services	Knapsack	Predikto Analytics	TITIN
Crescerance, Inc.	LASSO	QASymphony	Unicore Health, Inc.
eCommHub	Logfire	REscour	UserIQ
ENGAGE.cx	Lucena Research, Inc.	Rigor	Voxa
Florence Healthcare	Lumense, Inc.	Rivalry	Zentila
FotoIN Mobile Corporation			



"I was incredibly impressed with our Venture Atlanta experience. It was by far and away the best, most thoughtful, and well-run conference I have participated in to date."

- Venture Atlanta Alumni

PARTIAL LIST OF PAST SPONSORS

Venture Atlanta raised a record amount in sponsorship dollars in 2015 as evidence that companies see the value in supporting us and the community we serve. More than 85% of Venture Atlanta supporters have been involved since the inception of the conference. We thank you for your continued support and hope we can count on you again in the future.



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With more sponsorship options than ever, Venture Atlanta offers packages for every budget and strategy. If you are in the business of working with investors, tech leaders and entrepreneurs, contact Allyson Eman at aeman@ventureatlanta.org today to discuss a package that is right for your brand.

OUR FOUNDING PARTNERS



The Atlanta CEO Council is an exclusive organization for C-Level and senior business executives and entrepreneurs that facilitates professional networking, promotes entrepreneurship and encourages community activism. In today's business environment, knowing the right people is critical in developing valuable partnerships, joint ventures and relationships necessary for your business. Attending the Atlanta CEO Council events will put you where you need to be - in good company. Visit AtlantaCEO.org to learn more.



The Metro Atlanta Chamber (MAC) serves as a catalyst for a more prosperous and vibrant region. To advance economic growth and improve metro Atlanta's quality of place, MAC is focused on starting, growing and recruiting companies to the 29-county metro Atlanta region. The Chamber is also focused on growing the region's innovation economy by promoting and strengthening connections to drive Atlanta's innovation and entrepreneurial culture. MAC is committed to being an active voice for the business community, serving as an advocate for a competitive business climate and telling Atlanta's story. For more information, visit www.metroatlantachamber.com.



The Technology Association of Georgia (TAG) is the leading technology industry association in the state, serving more than 30,000 members and hosting over 200 events each year. TAG serves as an umbrella organization for 34 industry societies, each of which provides rich content for TAG constituents. TAG's mission is to educate, promote, influence and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances a tech-based economy. The association provides members with access to networking and educational programs; recognizes and promotes Georgia's technology leaders and companies; and advocates for legislative action that enhances the state's economic climate for technology. For more information, visit TAGonline.org.



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SPONSORSHIP OPPORTUNITIES

Sponsorships available for our 2016 Event:

- **Premier Sponsorship - \$28,000**
- **Headline Sponsorship - \$20,000**
- **Lanyard Sponsorship - \$15,000**
- **Platinum Sponsorship - \$12,000**
(multiple options)
- **Gold Sponsorship - \$10,000** (multiple options)
- **Recruiting/Screening Committee Sponsorship - \$7,500**
- **Investor - \$5,000**
- **Silver - \$3,500**
- **VA Alumni - \$1,000**

Premier Sponsorship - \$28,000

Top sponsor(s) of the event! Prominent visibility and premium branding throughout the Venture Atlanta conference.

Benefits:

- Industry Exclusive
- Most Prominent Logo placement in all media
- Inside Front Cover Ad Placement in Conference Book
- Logo inclusion on ALL email blasts – bi-weekly, wrap-ups, conference announcements and more
- Prominent logo on entry glass of the College Football Hall of Fame
- Stage time both days
- 10 tickets to entire conference
- 2 tickets to Investor Dinner
- 2 tickets to Alumni Dinner
- 2 tickets to the VIP Breakfast
- Multiple presenting company engagement opportunities – screening and coaching committees, attendance to Presenting Companies Reception
- Premier Exhibit Space
- Logo on Conference Bag
- Illuminated Logo throughout 2-day event
- Mobile App – Ability to place white papers or any advertising materials on mobile app



Headline Sponsorship - \$20,000

Prominent visibility and premium branding throughout the Venture Atlanta conference.

Benefits:

- Industry Exclusive
- Sponsorship of the VA Alumni Dinner
- Prominent Logo placement in all media
- Company Name on Ticker Space at College Football Hall of Fame
- Full Page Ad with Premier Placement
- Stage time Introducing Presenting Companies Or Keynote Speakers
- 10 tickets to entire conference
- 2 tickets to Investor Dinner
- 2 tickets to VIP Breakfast
- Multiple presenting company engagement opportunities – screening and coaching committees, attendance to Presenting Companies Reception
- Premier Exhibit Space
- Logo on Conference Bag
- Illuminated Logo throughout 2 day event
- Host Coaching Sessions

Lanyard Sponsorship - \$15,000 – 1 available

Your logo will be around everyone's neck at Venture Atlanta!

Benefits:

- VA attendance includes the College Football Hall of Fame All Access Pass. The pass will be attached to a lanyard branded with your company logo and must be worn by every attendee for admittance.
- Prominent Logo placement in all media
- Full Page Ad with Premier Placement
- 8 tickets to entire conference
- 1 ticket to Investor Dinner
- Multiple presenting company engagement opportunities – screening and coaching committees, attendance to Presenting Companies Reception
- Premier Exhibit Space
- Additional Tickets at Half Price



Platinum Sponsorships - \$12,000

Prominent visibility and key branding opportunities. The Platinum level sponsorships give your firm the ability to OWN something at Venture Atlanta. All Platinum sponsors receive the basic benefits outlined below as well as the additional benefits for each event opportunity.

Basic Benefits (each event opportunity offers additional benefits):

- 6 tickets to conference
- Full Page Color Ad in Conference Book
- Highly visible logo placement in all media – web, mobile app, tri-fold, conference video loop, etc.
- Recruiting/Screening Committee Participation
- Exhibit Booth
- Additional tickets at Half Price

Event Opportunity: (CHOOSE ONE)

- Investor Dinner – 4 available
- Alumni Dinner – 2 available
- Mobile App – 1 available
- MVP Networking Area – 1 available
- VIP Breakfast and Meeting Rooms – 2 available

Platinum Sponsorships Event Opportunities Defined:

Investor Dinner – This is one of the most sought-after sponsorships at Venture Atlanta. Sponsors of this event will host all attending investors and CEOs of the

presenting companies at a prestigious dinner the evening of November 2nd. Other attendees include Venture Atlanta board members and prominent community members and guests. This sponsorship includes 6 tickets to the Investor Dinner, logo exposure and speaking opportunity at dinner, ability to invite event attendees to a reserved head table and invitations with logo sent to all invited guests. Industry Exclusive Sponsorship.

Alumni Dinner – Hosting the VA Alumni Dinner on November 1st is a wonderful chance to engage with our past presenting companies. This sponsorship is Industry Exclusive and seating is limited. Only investors and Venture Atlanta Alumni companies will be invited to this special event. The event will be held on November 1st at the College Football Hall of Fame. It's a great time to participate in the interactive activities at the Hall of Fame with a much smaller crowd than expected during the 2016 conference. This sponsorship includes 3 tickets to the dinner, speaking opportunity, invitations sent with your logo and more.



Mobile App – 65% of Venture Atlanta attendees downloaded the VA mobile app at the 2015 event. Over 200 meetings were set up through the mobile app between investors and presenting companies. The mobile app sponsorship gives your firm the ability to “OWN” the mobile app. The sponsorship gives you an incredible amount of exposure as your logo is seen on: all emails sent to attendees, login screen for desktop platform, branded on main home page of desktop platform, logo on splash screen, logo on sponsor page in app and prominently placed on all screens in app and logo on app login.

MVP Networking Area – With over 900 attendees expected for Venture Atlanta 2016, the MVP networking area will be a sought-out space to relax, catch up on phone calls and meetings, grab a drink and interact with the area’s host. There will be a private list of those allowed in this space. It will be

limited to attending investors, presenters and VA Alumni. Additional private small meeting rooms will be set up on the 3rd floor for 1:1 meetings. Furniture can be brought in to this space and a “lounge” set up for quality networking.

VIP Breakfast and Meeting Rooms – The morning of November 3rd, we will give the investors and presenters yet another opportunity to network and talk business. Host the investors and presenters on the 3rd floor of the College Football Hall of Fame over breakfast. You can also be the “concierge” for the meeting rooms throughout the two-day event. Sponsor can send out invitations inviting the investors and presenters to the breakfast as well as assist in the “matchmaking” of the groups. Last year over 250 meetings took place in our private meeting rooms and over 200 were scheduled through the mobile app. This has become one of the most important parts of the Venture Atlanta conference.



Gold Sponsorships - \$10,000

The Gold level sponsorship gives your firm high visibility and key branding opportunities. All Gold sponsors receive the basic benefits outlined below as well as the additional benefits for each event/item.

Basic Benefits (each event opportunity offers additional benefits):

- 5 tickets to conference
- Full Page Color Ad in Conference Book
- Highly visible logo placement in all media – web, mobile app, tri-fold, conference video loop, etc.
- Recruiting/Screening Committee Participation
- Additional tickets at Half Price
- Exhibit Booths available for a \$500 add-on if space allows

Event Opportunity: (CHOOSE ONE)

- Cocktail Party – 2 available
- Presenting Companies Reception – 1 available
- Charging Station – 2 available
- Gourmet Coffee/Cappuccino/Espresso Bars – 1 available
- Conference Back Cover – 1 available

Gold Sponsorships Event Opportunities Defined:

Cocktail Party – This is the premier networking event for the conference. There will be additional signage at the event inviting guests to the cocktail party, you can create a signature cocktail, and provide entertainment, napkins, giveaways, etc. This sponsor has the ability to make this event THEIR party.

Presenting Companies Reception – This is a wonderful opportunity for the companies selected to meet members of the selection committee and Venture Atlanta board and learn the expectations of the conference. Your firm can plan and own the event and send out branded invites to all guests. This reception is mandatory for all presenting companies to attend. This event has become a big hit amongst the chosen companies as well as selection committee members. High visibility as it is touted on all materials for applying companies.

Charging Stations – A place to charge our phones during a conference has become a necessity. Your firm can own a charging station which will give you logo exposure on the station itself. Attendees frequent these stations and you will become their favorite place to go visit. The charging stations will be completely branded for your firm and you have the ability to design the signage.

Gourmet Coffee/Cappuccino/Espresso Bars – Gourmet Coffee has become an essential for Venture Atlanta attendees. Your firm can provide branded coffee cups or create wrap arounds for the coffee cups with unique messaging! Two coffee bars are placed throughout the event and will be open during event hours. Signage can be placed at each coffee bar as well.

Conference Back Cover – Venture Atlanta's conference book has shelf life! Attendees refer to it years after the event. Place your ad on the book's back cover and give your firm extra visibility during and after the event.



These additional sponsorship opportunities provide unique visibility and work with all budget levels.

Recruiting/Screening Committee - \$7,500

High level of company engagement! Terrific interaction with others who support the community.

Benefits:

- 3 tickets to two day conference
- Significant logo exposure on all conference media
- One company representative on the Venture Atlanta Recruiting/Screening Committee. You are responsible for recruiting and screening the companies that present.
- Ability to place collateral or promo items on shared sponsor table
- Half page ad in conference book
- Invitation to Presenting Companies Reception
- Additional tickets are half price

Investor - \$5,000 (only offered to angel firms, venture funds and private equity firms)

Show your support of our technology community!

Benefits:

- 2 tickets to conference
- Logo exposure on all conference media
- One company representative on VA Investor/Voting Committee
- Tickets to Investor Dinner – per attending investor
- Tickets to VIP Breakfast – per attending investor
- Half page ad in conference book
- Invitation to Presenting Companies Reception
- Invitation to VA Alumni Dinner (space is limited)
- Access to set up 1:1 meetings in mobile app and utilize the MVP networking area

Silver - \$3,500

Support innovation and gain visibility at Venture Atlanta!

Benefits:

- 2 tickets to conference
- Logo exposure on all conference media
- Company listing in conference book
- Ability to place collateral or promo items on shared sponsor table



2016

VA Alumni - \$1,000 (20 available) (only offered to **PAST PRESENTERS** of Venture Atlanta)

A great way for past presenters to help support innovation and our community and give back to Venture Atlanta.

Benefits:

- 2 tickets to entire event
- Logo exposure on all conference media
- Invite to VIP Breakfast on 11/3 AND ability to participate in 1:1 matchmaking available through the mobile app ONLY.
- Invitation to the VA Alumni Dinner on 11/2 (space is limited and RSVPs are required)
- Access to the MVP networking area

Credit Card Payments - All sponsorships can be paid via credit card but will result in a 5% increase in price at every level. AMEX, VISA and MC accepted.

Sponsor Information - Venture Atlanta is a 501c-6 non-profit. We will send you an invoice and expect payment within 60 days. All payments **MUST** be made prior to the event. Please be sure Allyson Eman has a contact at your firm to coordinate all deadlines with. Payments should be sent to:

Venture Atlanta

Allyson Eman
3605 Sandy Plains Road, Suite 240-107
Marietta, GA 30066

Logos - All new sponsors should send logos in .eps format to Allyson Eman at aeman@ventureatlanta.org. If your firm's logo changes, it is your responsibility to send Venture Atlanta an updated file.



We are flexible! If you don't see exactly what you want, please allow us to customize a package for you!

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