

SPONSORSHIP PROSPECTUS

INVESTMENTSM
CAPITAL 
CONFERENCE
2006

Los Angeles Venture Association

April 5, 2006 • 7am-6pm
Millennium Biltmore Hotel, Los Angeles
icc.lava.org

The Investment Capital ConferenceSM is our region's prime meeting of capital sources and capital seekers.

For twelve years it has been the annual signature event of the Los Angeles Venture Association, Southern California's oldest, most successful organization focused on the financing of companies from start to exit.

The conference features a rich program, extensive networking and The Capital ZoneSM, all structured to deliver information that executives from early-stage to middle-market companies need to successfully finance the growth of their companies. The conference is attended by CEOs, CFOs, board members, capital providers and key advisers. Over 800 people registered for the 2005 conference.

The Investment Capital Conference is the ideal place to:

- Meet the nation's leading providers of growth financing, including top venture capital firms, private equity funds, PIPEs investors, and lending institutions.
- Receive practical insights from the most active private equity investors, investment banks, lenders and financing advisors.
- Find out how to position companies for successive rounds of financing, a successful acquisition or a lucrative exit.
- Hear what CEOs of Southern California's most dynamic growth companies think will be the defining trends for 2006.
- Get first-hand information on the hottest initial public offerings and VC deals.

PROGRAM

The conference includes two educational tracks, extensive networking and The Capital ZoneSM Exhibition and Reception.

Educational Track 1

Top providers of capital and advisors give the strategic advice and market-driven information that CXOs need to know at every stage of their company's development.

- **Startup:** Angel investing, early- and later-stage venture capital, bridge financing, venture lending, and government grants.
- **Growth:** Initial public offerings, PIPE financings, private equity, follow-on offerings, reverse mergers, high-yield debt, and asset-based & senior lending.
- **Mergers & Acquisitions:** Acquisition financing, private equity, strategic partners, roll-ups, build-ups, SPACs, and spin-outs.
- **Exit:** Positioning a company for sale, leveraged buy outs, and going-private transactions.

Educational Track 2

Where is money flowing and how are deals getting done? Insights from the CEOs of leading growth companies, most successful IPOs, and hottest venture and private equity deals from the following sectors:

- **Future energy:** Energy has been one of the hottest investment sectors in recent years – these companies are redefining our hydrocarbon-based economy and just might change the world.
- **Homeland security:** New threats to our nation's security and prosperity are creating new opportunities for both entrepreneurs and defense giants to build businesses that help to keep the homeland safe.
- **Consumer branded:** Meet the marketing mavens behind the hottest brands and fastest growing retail chains today - what it takes to win the battle for consumers' hearts, minds, and pocket-books.
- **Media:** The media landscape is transformed by proliferating modes of distribution and new business models – download direct from the brightest minds and hottest deals where new and old media intersect.

The Capital ZoneSM

LAVA uses its influence and extensive rolodex to attract the nation's most prestigious capital providers. It would take years of knocking on doors and an expenditure of significant dollars to gain access to the capital providers that LAVA assembles in one room.

The Capital Zone is an enormous opportunity to connect with providers of capital covering every stage of the corporate lifecycle from startup to exit. It features:

- Turbo-charged networking event for entrepreneurs, CEOs, CFOs, board members, agents and advisors.
- Numerous top capital providers in one location and "open for business."
- Angel investors, early-stage VCs, later-stage VCs, mezzanine and bridge financing, venture lenders, private equity funds, PIPE investors, lenders, leasing companies, and more, representing over \$50 billion in capital and hundreds of transactions annually.

SPONSORSHIPS

We offer several excellent sponsorship levels, as well as a magnificent opportunity for debt and equity capital providers to exhibit at The Capital ZoneSM Exhibition and Reception.

Reasons to sponsor the conference

The Investment Capital Conference is an unmatched opportunity to affirm your leadership in Southern California's market for capital. It sets you apart from competitors, and offers an incomparable occasion to deliver your message to existing and prospective clients, and discover and build new business relationships.

Certain category sponsors to the Investment Capital Conference automatically become sponsors of the year-round programs of the conference's producer, the Los Angeles Venture Association, including:

- LAVA's monthly **Breakfasts**, which feature exceptional presentations by prominent members of Southern California's financial, entrepreneurial, business and academic communities.
- LAVA's **website** is an important community asset that 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.

Sponsoring the Investment Capital Conference and the included sponsorship of LAVA is a safe investment that provides a solid return for your marketing dollars by:

- **Providing effective marketing channels.** LAVA offers sponsors many channels to communicate your marketing messages to our audience and a year-round presence in our monthly Breakfasts as well as our online and printed materials.
- **Delivering the right audience.** The 2005 edition of the conference attracted over 800 registrants, from entrepreneurs to C-level executives of growth-oriented middle-market companies, as well as opinion-leaders in the financial, advisory and academic communities.
- **Producing a world-class event.** The Investment Capital Conference sustains a very high profile for quality and image. This year's venue is the luxurious, beautiful, historic Millennium Biltmore Hotel in downtown Los Angeles. Extensive event planning and execution assure satisfaction with every detail of the experience we give our sponsors, speakers, and guests.

Marketing of the conference

Sponsors benefit significantly from an intense, targeted marketing program before, during and after the conference that reaches thousands of C-level 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. We guarantee the mailing of at least 75,000 pieces of direct printed mail, including full conference brochures and postcards, as well as tens of thousands of emails. Postal mail campaign for the conference starts in January 2006.
- Display ads in business publications.
- Co-marketing with regional and national professional and trade associations.
- Public relations 'blitzes' showcasing our sponsors and speakers.

SPONSORSHIP LEVELS

PLATINUM – \$40,000

This level is available to one sponsor only. It delivers for 12 months the highest possible presence in both the Investment Capital Conference and LAVA, including:

- Very prominent display of the sponsor's logo on both the conference's and LAVA's emails, brochures, display ads, event on-site signage and multimedia presentations, front cover of the conference's printed program guide, and all websites' pages.
- Two full-page display ads and one full-page corporate profile with logo in the conference's program guide, including the sponsor's choice of either the inside front cover or the back cover.
- 6' exhibit table at the conference strategically located for maximum exposure where conference attendees congregate for networking.
- 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.
- Placement of materials on every table at LAVA's Breakfasts.
- Ten complimentary and 15 discounted conference registrations, and three complimentary and three discounted registrations to every LAVA Breakfast.
- Four complimentary LAVA individual annual memberships.
- Twenty resource pages in LAVA's website and one slot on the *Of Interest* sidebar on every webpage. Includes highest position on relevant website search results.

GOLD – \$24,000

This level provides category exclusivity to each sponsor (that is, only one sponsoring law firm, bank, accounting firm, investment bank, etc.). It delivers for 12 months:

- Prominent display of the sponsor's logo on both the conference's and LAVA's emails, brochures, display ads, event on-site signage and multimedia presentations, front cover of the conference's printed program guide, and all websites' pages.
- One full-page display ad and one full-page corporate profile with logo in the conference's program guide and website.
- 6' exhibit table at the conference strategically located where conference attendees congregate for networking.
- 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.
- Placement of materials on every table at LAVA's Breakfasts.
- Five complimentary and 10 discounted conference registrations, and two complimentary and two discounted registrations to every LAVA Breakfast.
- Two complimentary LAVA individual annual memberships.
- Ten resource pages in LAVA's website and one slot for six months on the *Of Interest* sidebar on every webpage. Includes second highest position on relevant website search results.

SILVER – \$10,000

This level delivers for 12 months:

- Display of the sponsor's name on both the conference's and LAVA's emails, brochures, display ads, event on-site signage and multimedia presentations, printed program guides, and all websites' pages.
- One full-page corporate profile with logo in the conference's program guide and website.
- 3' exhibit table where conference attendees congregate for networking.
- One reserved table at the conference's lunch.
- Placement of materials on every table at LAVA's Breakfasts.
- Three complimentary and six discounted conference registrations, and one complimentary and one discounted registration to every LAVA Breakfast.
- One complimentary LAVA individual annual membership.
- Five resource pages in LAVA's website and one slot for three months on the *Of Interest* sidebar on every webpage. Includes third highest position on relevant website search results.

BRONZE – \$5,000

This level delivers for 12 months:

- Display of the sponsor's name on the conference's brochures, display ads, event on-site signage and multimedia presentations, and website's pages.
- One half-page corporate profile with logo in the conference's program guide and website.
- Shared exhibit table where conference attendees congregate for networking.
- One reserved table at the conference's lunch.
- Placement of materials on every table at LAVA's Breakfasts.
- Two complimentary and four discounted conference registrations.
- One discounted LAVA individual annual membership.
- Two resource pages in LAVA's website and one slot for two months on the *Of Interest* sidebar on every webpage. No guaranteed position on relevant website search results.

LUNCH – \$7,500 in addition to the fees for one of the four Metal Sponsorship Levels

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

PANELS – \$2,500 per panel in addition to the fees for one of the four Metal Sponsorship Levels

This level is available to a maximum of two sponsors for each of the conference's eight 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 discounted conference passes; recognition by the panel's moderator; and logo on the panel's signage, webpage and conference guide page.

THE CAPITAL ZONESM – \$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 half-page corporate profile with logo in the conference's program guide and website.

THE CAPITAL ZONESM EXHIBITION & RECEPTION – \$1,250

This level is available to a maximum of 70 exhibitors, which must be providers of equity or debt capital, such as venture capital funds, PIPEs investors, private equity funds, commercial banks, investment 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 C-level executives invited by the sponsor, and two discounted conference registrations.
- One discounted LAVA individual annual membership.
- One resource page in LAVA's website.

SUMMARY OF SPONSORSHIP LEVELS

	Reserved tables at conference lunch	Free / discounted conference registrations	Free / discounted LAVA Breakfast registrations	Conference exhibit	Content in conference guide – all include logo	LAVA memberships	Resource pages in LAVA website
Platinum \$40,000	2	10 / 15	3 / 3	6' table	2 full-page ads + 1 full-page corporate profile	4	20
Gold \$24,000	2	5 / 10	2 / 2	6' table	1 full-page ad + 1 full-page corporate profile	2	10
Silver \$10,000	1	3 / 6	1 / 1	3' table	1 full-page corporate profile	1	5
Bronze \$5,000	1	2 / 4	0 / 0	Shared table	1 half-page corporate profile	1 discounted	2
Lunch \$7,500 *	1	2 / 4	0 / 0	N/A	Included in Metal	0	0
Panel \$2,500 *	0	1 / 2	0 / 0	N/A	Included in Metal	0	0
Capital Zone \$10,000	0	3 / 4	0 / 0	N/A	1 half-page corporate profile	0	0
Capital Zone Exhibitor \$1,250	0	2 / 2 2 CXO passes	0 / 0	4' table	1 half-page corporate profile	1 discounted	1

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

For sponsorship opportunities, contact:
Christyne Buteyn
 Executive Director, Los Angeles Venture Association
 (310) 450-9544 • info@lava.org