

2012 VENTURE FORUM

A collaboration of
Bright BUFFALO
NIAGARA
SmartStart
UNYTECH

We are pleased to announce the **2012 Venture Forum**, a collaboration of Western New York's Bright Forum and the Center for Economic Growth's Upstate SmartStart UNYTECH Venture Forum, which will take place **May 16-17, 2012** at the spectacular Albright-Knox Art Gallery located in Buffalo, New York. This program is a community led effort to connect early-stage, high-tech companies with angel investors, venture capitalists and supporting professionals.

The 2012 partnership creates **one premier Venture Forum for Upstate New York** and will enable the two events to merge their audiences, reaching both the venture capitalists that SmartStart UNYTECH typically attracts and the angel investors that have been the focus of Bright in past years. SmartStart UNYTECH, now in its 12th year, has highlighted 255 high-tech companies that have raised over \$500M in equity financing, including over \$72M directly attributed to the forum. The recent investment of \$150,000 received by 2011 SmartStart UNYTECH presenter Ener-G-Rotors, Inc. highlights the opportunity for exposure and investment that this successful forum continues to deliver to the promising high-growth businesses across Upstate New York.

Since Bright was launched three years ago, the Buffalo-Niagara region has made significant progress in growing what is becoming known as the high-tech entrepreneurial ecosystem, including early stage investments, quality deal flow, business partnering, and related entrepreneurial activities. The sold-out crowd of 250+ attendees each year represents local and out-of-town angel and VC investors, executives from regional companies in the life sciences, energy, IT and advanced manufacturing seeking funding, in addition to other VIP guests from the government sector, private sector, academic institutions and relevant regional organizations. This diverse mix of participants creates a unique environment to address the growth of our high-tech sectors through one, concerted effort.

As the recent Kauffman Foundation study shows, all new net job growth in the US in recent decades is produced by companies five years old or younger - **"startup companies aren't everything. They're the only thing."** Identifying and fostering initiatives to promote job growth through startup activities within our regions and across Upstate New York continues to be the core mission of these forums. Our merged efforts will showcase companies to an expanding Angel and VC investor audience spanning the Northeast, New England, Mid-Atlantic, Niagara-Canadian, Boston and New York City corridors; and we hope you will join us in furthering these efforts.

Best Regards,

Marnie LaVigne, Ph.D.
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2012 VENTURE FORUM

May 16 - 17, 2012

Buffalo, NY

A collaboration of



Read more about
this partnership:



- 250+ annual attendees
- ONLY Upstate New York Venture Forum in 2012
- 300+ high-tech companies featured to date
- \$500M+ in equity financing raised by 255 companies; \$72M attributable to Forum
- Angel & VC attendance from across New York, Southern Ontario, and beyond

2012 Sponsorship Opportunities

GROWTH STAGE Sponsor - \$25,000

- 10 tickets to the Venture Forum
- 8 tickets to the exclusive Venture Forum Opening Dinner
- Opportunity to provide introductions/remarks/moderation at the Venture Forum
- Prominent thank-you signage at the Venture Forum
- Prime exhibit booth space at the Venture Forum
- Company link and logo on event websites (prominence by level)
- Prominent company listing in pre-event marketing including digital media, direct mailings, and e-communications
- Logo listing with all sponsors in event program
- Opportunity to submit promotional material in event gift bags
- Inside front cover advertisement in event program
- Attendee list with full contact details

START-UP STAGE Sponsor - \$10,000

- 6 tickets to the Venture Forum
- 4 tickets to the exclusive Venture Forum Opening Dinner
- Opportunity to serve as moderator during Venture Forum for key sections of programming
- Prominent thank-you signage at the Venture Forum
- Tabletop exhibit space at the Venture Forum
- Company link and logo on event websites (prominence by level)
- Prominent company listing in pre-event marketing including digital media, direct mailings, and e-communications
- Logo listing with all sponsors in event program
- Half page advertisement in event program

www.brightbuffaloniagara.com



www.smartstartvf.org



Read more about this partnership:



2012 Sponsorship Opportunities

SEED STAGE Sponsor - \$5,000

- 4 tickets to the Venture Forum
- 2 tickets to the exclusive Venture Forum Opening Dinner
- Tabletop exhibit space at the Venture Forum
- Prominent company listing in pre-event marketing including digital media, direct mailings, and e-communications
- Company link and logo on event websites (prominence by level)
- Logo listing with all sponsors in event program
- Quarter page advertisement in event brochure

PRE-SEED STAGE Sponsor - \$2,500

- 3 tickets to the Venture Forum
- Prominent thank you signage at the Venture Forum
- Company listing in pre-event marketing including digital media and e-communications
- Company link and logo on event websites (prominence by level)
- Logo listing with all sponsors in event program

PROGRAM ADVERTISING OPPORTUNITIES:

Program - Back Cover	\$1,500
Program - Inside Back Cover	\$1,000
Program - Full Page Ad	\$750
Program - Half Page Ad	\$375
Program - Quarter Page Ad	\$200



Get connected to our entrepreneurial ecosystem!

For questions related to the sponsorship opportunities listed here, please contact Renata Bator, Business Development Associate, UB CAT / NYS Center of Excellence in Bioinformatics and Life Sciences at 716-881-7588 / rmbator@buffalo.edu.