



November 2010

On behalf of the 2011 Bright Buffalo Niagara Committee spanning over 15 organizations in Western New York and Southern Ontario, I am pleased to announce the third annual Bright Forum (formerly the Explore Buffalo Niagara Investor and Entrepreneur High-Tech Forum) on June 9, 2011, being held once again at the spectacular Albright-Knox Art Gallery located in Buffalo, New York. Since we launched this program two years ago, our region has 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. I am pleased to offer you an opportunity to support this vital program.

Our sold-out crowd of 300 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.

The energy and enthusiasm around the Bright Forum has lead to tremendous developments over the last two years. Recently, NYS Comptroller Thomas P. DiNapoli – the 2009 Forum Morning Keynote Speaker – announced a \$15 Million “Appleseed Fund” this Fall targeting early-stage and seed companies to help bridge the gap from concept to commercialization. The 2009 Forum Luncheon Keynote, JumpStart, Inc., has been an instrumental partner in securing \$445,000 in federal funding this Fall from the Economic Development Administration in direct support of building a “Regional Entrepreneurship Action Plan” utilizing best practices from JumpStart and others to advance our entrepreneurial ecosystem across nineteen counties in Western and Central New York.

We are committed to building upon these successes as we expand the 2011 Bright Buffalo Niagara agenda to include the Bright Forum, special programming for investors, entrepreneurs and service providers, facilitation of investor-entrepreneur meetings, and additional networking opportunities including luncheons and a Bright Buffalo Niagara VIP Dinner leading up to the Bright Forum.

As the recent Kauffman Foundation study shows, when it comes to creating jobs, “startup companies aren’t everything. They’re the only thing,” based on statistics showing that all new net job growth in the US in recent decades comes from companies five years old or younger. Identifying and fostering initiatives to promote job growth through startup activities within our region continues to be a core mission of Bright Buffalo Niagara and we hope you will join us in furthering these efforts. On behalf of the 2011 Committee, I thank you for your sponsorship consideration and look forward to your support of this very exciting opportunity.

Best Regards,

Marnie LaVigne, Ph.D.
2011 Bright Forum Committee Member
Director, Business Development
UB CAT, NYS Center of Excellence in Bioinformatics and Life Sciences
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2011 Bright Buffalo Niagara Programming

INNOVATE 2011 Awards

Sponsored by the Buffalo Niagara Partnership and promoted with Bright Buffalo Niagara programming

DATE: Tuesday, May 3, 2011

TIME: 8:00AM-1:30PM

VENUE: Hyatt Regency Buffalo

- Target sector awards, Entrepreneur Award, Leadership Award, Collaboration Award
- Center of Excellence sponsored Innovation Panel (tentative): "Growing an Entrepreneurial Culture" featuring Ray Leach – CEO, JumpStart, Inc., Catherine Mott – President, Angel Capital Association, Oishei Foundation representative, State Governor representative, and an Ohio representative

Attendees: Local and out-of-town established companies, community organizations, government representatives; diverse crowd.

Angel Capital Education Foundation (ACEF) Programs (May 4, 2011)

ACEF INVESTOR TRACK – "The Power of Angel Investing – An Overview"

The Power of Angel Investing, a private one-day workshop, is designed to provide the knowledge and tools required for successful angel investments. This workshop features presentations and panel discussions with national and local experts in high growth ventures and early stage investing opportunities. This program is presented in cooperation with the Ewing Marion Kauffman Foundation.

DATE : Wednesday, May 4, 2011

TIME: 8:00AM – 5:00PM (registration begins at 7:30AM)

VENUE: TBD

COST: \$100

- Instructors: Bill Payne - Engineer, Educator, Entrepreneur and Angel Investor, Vegas Valley Angels (Las Vegas, NV) and Catherine Mott - President, US Angel Capital Association

Attendees: 30-40 local and out-of-town qualified angel investors or high-net worth individuals interested in early-stage investing

ACEF ENTREPRENEUR TRACK – "Trends in Raising Capital"

This workshop is led by some of the most respected angel investors in the country and explores how market trends affect the needs and behaviors of investors. In addition, participants will learn what angel investor groups believe are the best - and worst - practices by companies looking for funding. Understanding the current trends in raising capital will empower attendees to establish productive relationships with angel investors. This program is presented in cooperation with the Ewing Marion Kauffman Foundation.

DATE: Wednesday, May 4, 2011

TIME: 8:00AM – 12:00PM (Registration begins at 7:30AM)

VENUE: TBD

COST: \$50

- Instructor: Robert Okabe - Co-founder and Managing Director, RPXGroup, LLC.

Attendees: 40-50 early-stage entrepreneurs and service providers (bankers, accountants, attorneys, tech transfer, economic development officials, etc)

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BRIGHT BUFFALO NIAGARA VIP DINNER

DATE: Wednesday, June 8, 2011

TIME: 6:00PM - 8:30PM

VENUE: Burchfield Penney Art Center, Buffalo NY

COST: Free, invitation only

- 6-7:00PM Networking Cocktail Hour
- 7:00-7:30PM Opening Remarks
- 7:30-8:30PM Dinner

Attendees: Local and out-of-town investors, presenting early-stage entrepreneurs, and sponsors

BRIGHT FORUM ANGEL INVESTOR BREAKFAST

DATE: Thursday, June 9, 2011

TIME: 7:30AM - 9:30AM (Registration 7:30-8AM; Program begins at 8AM)

VENUE: Albright-Knox Art Gallery, Buffalo NY

COST: Invitation only (covered by Forum cost of \$95/person)

Program:

- Lead by the Western New York Venture Association (local angel group)

Attendees: Local and out-of-town angel and VC investors

BRIGHT FORUM

DATE: Thursday, June 9, 2011

TIME: 9:30AM - 5:00PM (Registration 9:30-10AM; Program begins at 10AM)

VENUE: Albright-Knox Art Gallery, Buffalo NY

COST: \$95/person

Program:

- Welcome and Introductions (*Louis Grachos – Director, Albright-Knox Art Gallery; The Honorable Paul Dyster – Mayor, City of Niagara Falls; The Honorable Byron Brown – Mayor, City of Buffalo*)
- High-Tech Company Showcase in Life Sciences, Energy, IT & Advanced Manufacturing Part I (*ten minute investor presentations by high-tech firms seeking to raise funds*)
- Keynote Speaker and Networking Luncheon – “Innovation and Entrepreneurship in the New Economy” featuring Hatim Tyabji, Chairman and CEO, Bytemobile
Bytemobile products are designed and built specifically to address the challenges and opportunities of wireless network operators delivering mobile data services to consumers. As chairman and CEO of VeriFone (NYSE), Tyabji created the world’s first virtual company a decade before the advent of the Internet and two decades before the publication of Thomas L. Friedman’s *The World Is Flat: A Brief History of the Twenty-First Century*.
- High-Tech Company Showcase in Life Sciences, Energy, IT & Advanced Manufacturing Part II
- Investor and Entrepreneur Panel Discussion
- One Minute Investor Pitches, Closing Remarks, Networking, Tours of Gallery

Attendees: Local and out-of-town angel and VC investors, entrepreneurs, sponsors, community leaders, established high-tech companies, service providers, government representatives, economic development representatives, etc.

BRIGHT FORUM CLOSING RECEPTION

DATE: Thursday, June 9, 2011

TIME: 5:30PM – 8:00PM

VENUE: Buffalo Yacht Club

COST: Free with Forum registration

Attendees: All full-day Forum attendees welcome

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2011 Sponsorship Opportunities

GROWTH STAGE Sponsor - \$25,000

- Ten tickets to the Bright Forum (June 9, 2011)
- Ten tickets to the exclusive Bright Buffalo Niagara VIP Dinner (June 8, 2011)
- Opportunity to provide introductions/remarks at the Bright Forum
- Prominent thank-you signage at the Bright Forum
- Prime exhibit booth space at the Bright Forum
- Company link and logo on event website (prominence by level)
- Full page advertisement in event brochure
- Prominent logo listing in pre-event marketing
- Opportunity to submit promotional material in Bright Forum gift bags
- One time use of final attendee list (names and addresses) through mail house
- Company logo displayed on event nametags

START-UP STAGE Sponsor - \$10,000

- Six tickets to the Bright Forum (June 9, 2011)
- Six tickets to the exclusive Bright Buffalo Niagara VIP Dinner (June 8, 2011)
- Opportunity to serve as moderator during Bright Forum for key sections of programming (depending on availability)
- Prominent thank-you signage at the Bright Forum
- Tabletop exhibit space at the Bright Forum
- Company link and logo on event website (prominence by level)
- Half page advertisement in event brochure

SEED STAGE Sponsor - \$5,000

- Four tickets to the Bright Forum (June 9, 2011)
- Four tickets to the exclusive Bright Buffalo Niagara VIP Dinner (June 8, 2011)
- Tabletop exhibit space at the Bright Forum
- Prominent thank you signage at the Bright Forum
- Company link and logo on event website (prominence by level)
- Quarter page advertisement in event brochure

2011 Bright Buffalo Niagara Committee Members:

Ailm Consulting, Ltd. - Buffalo Niagara Enterprise - Canadian Consulate General-Buffalo - Citybration - Contract Pharmaceuticals, Ltd. - Erie County Industrial Development Agency (ECIDA) - High Tech Rochester, Inc. - Insyte Consulting - Lippe Mathias Wexler Friedman LLP - National Grid - NYS Center of Excellence in Bioinformatics and Life Sciences - Superior Group, Inc. - University at Buffalo Center for Advanced Biomedical and Bioengineering Technology - University at Buffalo Center for Entrepreneurial Leadership - University at Buffalo Office of Science, Technology Transfer and Economic Outreach - Trillium Group, LLC - Upstate Venture Association of New York (UVANY) - Watson Bennett Colligan & Schechter LLP - Western New York Venture Association

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2011 Sponsorship Opportunities

PRE-SEED STAGE Sponsor - \$2,500

- Two tickets to the Bright Forum (June 9, 2011)
- Two tickets to the exclusive Bright Buffalo Niagara VIP Dinner (June 8, 2011)
- Prominent thank you signage at the Bright Forum
- Company link and logo on event website (prominence by level)

EXCLUSIVE SPONSORSHIPS:

Bright Buffalo Niagara VIP Dinner (June 8, 2011)	\$10,000
Bright Forum Evening Reception (June 9, 2011)	\$5,000
Angel Capital Education Foundation Program for Investors (May 4, 2011) <i>"Angel Investing: An Overview Seminar" - Qualified Investor Audience</i>	\$7,500
Angel Capital Education Foundation Program for Entrepreneurs (May 4, 2011) <i>"Trends in Raising Capital" - Entrepreneur and Service Provider Audience</i>	\$5,000

BRIGHT FORUM ADVERTISING OPPORTUNITIES:

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



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.

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