

DEAL STREAM

# 2012 SUMMIT IN NEW MEXICO

April 3-5 · Hyatt Tamaya Resort, Albuquerque, NM.



Facilitating Technology Commercialization & Innovation from DOE Federal Laboratories

## Benefits of Sponsorship of the 2012 Deal Stream Summit in New Mexico

### SPONSORSHIP AFFILIATION

TVC sponsorship guarantees your organization a high level of recognition and visibility as an industry leader. Prominent branding, program influence, and on-site acknowledgment are afforded through select sponsorship packages, along with speaking opportunities, hosted networking events, and literature distribution.

### NETWORKING EVENTS

By sponsoring a networking event, your organization is provided with premier access to a unique, high-quality audience through its affiliation as the host. On-site acknowledgements are offered by both the program chairperson, on-site signage, and promotional literature. The sponsoring host is also afforded the opportunity to welcome the audience, if appropriate, and thank guests immediately following the function.

### PUBLICITY AND ADVERTISING

TVC's sponsors will receive recognition in our pre-conference promotional materials, which are mailed to thousands of key decision-makers and industry leaders. Promotional announcements will feature the corporate logo of the

sponsoring organization, along with the speaker representing the firm. Multiple channels of distribution include four-color brochures, e-mail announcements, press releases, endorsement letters from market leaders, and direct mail campaigns with updated program details. On-site advertising includes corporate advertising space inside the conference program binder, and banner placement inside general session room.

### EXHIBITING

One six-foot draped table located in the premier networking gallery is offered to maximize on-site exposure (electrical and communications extra). Literature and materials are distributed and a representative from the organization is able to meet-and-greet attendees first hand for business development and relationship cultivation.

### COMPLIMENTARY REGISTRATIONS

Depending on the package, multiple guest registrations are extended. Guests are welcome to network, attend all panel discussions/keynote presentations, and enjoy multiple gourmet dining functions (sit down luncheons, cocktail receptions, espresso and dessert bars, etc.)

## Levels of Sponsorship

### PREMIUM PACKAGES

#### Co-Presenting Cornerstone Sponsorship

Commitment: \$25,000

#### Prestige, Platinum Level/Co-Sponsor Brand Recognition

Commitment: \$10,000

### INNOVATION PACKAGES

#### Diamond Level/Luncheon Sponsor

Commitment: \$6,000

#### Gold Level/DOE Poster Innovation Sponsor

Commitment: \$5,000

#### Silver Level/Promotional Sponsor

Commitment: \$4,000

#### Bronze Level/Refreshment Break Sponsor

Commitment: \$3,000

#### Archangel Level/Sponsorship Affiliation

Commitment: \$2,500

#### Angel Level/Sponsorship Affiliation

Commitment: \$1,500

#### Venturer Level/Sponsorship Affiliation

Commitment: \$750

## PREMIUM PACKAGES

### Co-Presenting, Cornerstone Sponsorship

*Sponsorship commitment: \$25,000*

- Exclusive naming rights: TVC's Deal Stream Summit "Co-Presented By SPONSOR NAME"
- Opportunity to host Cocktail Reception (all F&B costs are covered under the sponsorship)
- Submission of two-page spread (full-page, four color ad plus opportunity to write full-page entrepreneurial/corporate piece) in *Innovation Magazine* (subject to approval)
- Premium placement of ad plus entrepreneurial/corporate story in special TVC workbook (under a dedicated section referencing the Cornerstone Level Sponsor)
- Ten full conference package tickets
- Speaking opportunity on panel discussion of choice (subject to approval)
- Dedicated signage by the stage
- VIP Reserved Table during the luncheon for guests and target attendees
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Sponsorship literature inserted into attendee totebag
- Full page advertisement on back cover of attendee workbook
- On-site literature distribution inside general session room
- Exhibit table display for material distribution and a "meet-and-greet" location
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Hospitality suite space to conduct on-site meetings
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Dedicated press release highlighting the participation of the Cornerstone Level sponsor with specific reference to program involvement – sent to 10,000 industry professionals nationwide and internationally
- Opportunity to have pre-scheduled meeting coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to "wish list" attendees

### Prestige, Platinum Level / Co-Sponsor Brand Recognition

*Sponsorship Commitment: \$10,000*

- Premium placement of ad plus entrepreneurial/corporate story in special TVC workbook (under a dedicated section referencing the Platinum Level Sponsor)
- Corporate Brand Recognition: Name and/or logo recognition on event signage
- Sponsorship Recognition on program and promotional materials
- Ten full conference registrations
- Dedicated signage by the stage
- VIP Reserved Table during the luncheon for guests and target attendees
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Sponsorship literature inserted into attendee totebag
- Full page advertisement inserted into attendee workbook
- On-site literature distribution inside general session room
- Exhibit table display for material distribution and a "meet-and-greet" location
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Hospitality suite space to conduct on-site meetings
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Dedicated press release highlighting the participation of the Platinum Level sponsor with specific reference to program involvement – sent to 10,000 industry professionals nationwide and internationally
- Opportunity to have pre-scheduled meeting coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to "wish list" attendees



## INNOVATION PACKAGES

### Diamond Level / Luncheon Sponsor

#### (Package 1)

*Sponsorship Commitment: \$6,000*

- Innovation Sponsor: Co-Presented By SPONSOR NAME (Diamond Level)
- Premium placement and host of the April 4<sup>th</sup> Luncheon Reception for all attendees
- Corporate Brand Recognition: Name and/or logo recognition on event signage
- Sponsorship Recognition on program and promotional materials
- Eight full conference registrations
- Dedicated signage by the stage
- VIP Reserved Table during the luncheon for guests and target attendees
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Sponsorship literature inserted into attendee totebag
- Full-page advertisement inserted into attendee workbook
- On-site literature distribution inside general session room
- Exhibit table display for material distribution and a ‘meet-and-greet’ location
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Hospitality suite space to conduct on-site meetings
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Dedicated press release highlighting the participation of the Diamond Level sponsor with specific reference to program involvement – sent to 10,000 industry professionals nationwide and internationally
- Opportunity to have pre-scheduled meeting coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to ‘wish list’ attendees

### Gold Level / DOE Poster Innovation Sponsor

#### (Package 2)

*Sponsorship Commitment: \$5,000*

- Innovation Sponsor: SPONSOR NAME (Gold Level)
- Opportunity to be affiliated as the premier host of the DOE Posters on April 3rd (signage and banner placement)
- Corporate Brand Recognition: Name and/or logo

recognition on event signage

- Sponsorship Recognition on program & promotional materials
- Six full conference registrations
- Dedicated signage by the stage
- VIP Reserved Table during the luncheon for guests and target attendees
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Sponsorship literature inserted into attendee totebag
- Full-page advertisement inserted into attendee workbook
- On-site literature distribution inside general session room
- Exhibit table display for material distribution and a ‘meet-and-greet’ location
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Hospitality suite space to conduct on-site meetings
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Dedicated press release highlighting the participation of the Gold Level sponsor with specific reference to program involvement – sent to 10,000 industry professionals nationwide and internationally
- Opportunity to have pre-scheduled meeting coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to ‘wish list’ attendees

### Silver Level / Promotional Sponsor

#### (Package 3)

*Sponsorship Commitment: \$4,000*

- Sponsorship Positioning: SPONSOR NAME (Silver Level)
- Corporate Brand Recognition: Name and/or logo recognition on event signage
- Sponsorship Recognition on program and promotional materials
- Five full conference registrations
- Dedicated signage by the stage
- VIP Reserved Table during the luncheon for guests and target attendees
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature



- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Sponsorship literature inserted into attendee totebag
- Full-page advertisement inserted into attendee workbook
- On-site literature distribution inside general session room
- Exhibit table display for material distribution and a “meet-and-greet” location
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Opportunity to have pre-scheduled meeting coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to ‘wish list’ attendees

### **Bronze Level / Refreshment Break Sponsor**

#### **(Package 4)**

*Sponsorship Commitment: \$3,000*

- Sponsorship Positioning: SPONSOR NAME (Bronze Level)
- Premium placement and host of the April 4<sup>th</sup> Morning Refreshment Break Reception for all attendees
- Corporate Brand Recognition: Name and/or logo recognition on event signage
- Sponsorship Recognition on program and promotional materials
- Four full conference registrations
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Full page advertisement included into attendee workbook
- On-site literature distribution inside general session room
- Exhibit table display for material distribution and a “meet-and-greet” location
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Opportunity to have pre-scheduled meeting coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to ‘wish list’ attendees

### **Archangel Level / Sponsorship Affiliation**

#### **(Package 5)**

*Sponsorship Commitment: \$2,500*

- Sponsorship Positioning: SPONSOR NAME (Archangel)
- Corporate Brand Recognition: Name and/or logo recognition on event signage
- Sponsorship Recognition on program and promotional materials
- Three full conference registrations
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Full-page advertisement within attendee workbook
- On-site literature distribution inside general session room
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Opportunity to have pre-scheduled meetings coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to “wish list” attendees

### **Angel Level / Sponsorship Affiliation**

#### **(Package 6)**

*Sponsorship Commitment: \$1,500*

- Sponsorship Positioning: SPONSOR NAME (Angel Investor)
- Corporate Brand Recognition: Name and/or logo recognition on event signage
- Sponsorship Recognition on program and promotional materials
- Two full conference registrations
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Full-page advertisement within attendee workbook
- On-site literature distribution inside general session room
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization



- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Opportunity to have pre-scheduled meetings coordinated to maximize on-site networking
- Personal invitation with discount offer to be sent to “wish list” attendees

### **Venturer Level / Sponsorship Affiliation**

#### **(Package 7)**

*Sponsorship Commitment: \$750*

- Sponsorship Positioning: SPONSOR NAME (Venturer)
- Corporate Brand Recognition: Name and/or logo recognition on event signage
- Sponsorship Recognition on program and promotional materials
- One full conference registration
- Recognition of the sponsor from the podium
- Corporate brand affiliation in accordance with TVC event materials including workbook, signage, slides, and on-site literature
- Corporate brand affiliation on all promotional marketing materials including website, emails, invitations, and brochures
- Full-page advertisement within attendee workbook
- On-site literature distribution inside general session room
- Post-event conference marketing, referencing the sponsor and highlighting information about the organization
- Access to the confidential attendee listing with full contact information – provided before and after the conference
- Opportunity to have pre-scheduled meetings coordinated to maximize on-site networking

#### **Sponsorship Contacts:**

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