



AlwaysOn & Morgan Stanley

Co-Present:



AlwaysOn

Venture Summit Silicon Valley

December 8th–9th, 2009
Rosewood Sand Hill, Menlo Park, CA

CONFERENCE OVERVIEW

Venture Summit Silicon Valley is a two-day executive gathering that highlights the significant economic, political, and technology trends impacting the global growth investor. **VSSV** features the most influential institutional investors, venture capitalists, corporate buyers, investment bankers, and research analysts in engaging keynote presentations and panel discussions.

VSSV's purpose is to match growth company buyers and sellers and identify the most promising innovation-driven growth investment opportunities. Like its sister event in Boston, **VSSV** is the top business-development and thought-leadership event for venture-backed companies.

VSSV will also feature CEO Showcase presentations by up to 50 top companies seeking later-stage capital or potential acquirers.

PRODUCER

Venture Summit Silicon Valley is produced and hosted by AlwaysOn, founded by technology and new media luminary Tony Perkins. AlwaysOn ignited the open-media revolution in early 2003 as the first media brand to launch an advertising-based blog network. In 2004, AlwaysOn continued to lead the new media industry by introducing the first social network attached to an editorial brand. AlwaysOn also applies its open-media principles to its executive event series (Stanford Summit, OnHollywood, OnMedia, GoingGreen, OnDC and Venture Summit) by empowering members of the AlwaysOn community to influence editorial content and programming. AlwaysOn is committed to a participatory and merit-driven approach to reporting and event programming. No other media brand has dared to foster such open interaction amongst its editors, readers, and event participants.

WHO ATTENDS

Five hundred attendees will be at **VSSV**, all looking to identify and debate emerging trends, build high-level relationships, and create new business opportunities. The event will be webcast live to viewers from around the world, who will have the opportunity to interact with the program. Below is a breakdown of the audience profile:

- Prominent technology and greentech CEOs and Entrepreneurs
- Venture capitalists, corporate investors, institutional investors, angel investors, research analysts
- Corporate business development officers
- Media: Trade press, top-tier tech/greentech press, influential bloggers
- Service providers: legal, financial, marketing, and more

PROGRAM SCHEDULE

Opening Night, December 7th: Event pre-party, co-hosted by AlwaysOn Founder Tony Perkins

Main Program, December 8th-9th: Panels, Keynotes, CEO Showcase Presentations, and Networking Sessions



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CEO SHOWCASE PROGRAM

An exclusive group of top CEOs will present to the audience their company's technologies and strategies as part of the CEO Showcase program. A panel of domain experts will lead an engaging on-stage Q&A session following each presentation, and attendees and press will have the opportunity for focused discussion with CEOs following the presentations. CEO Showcase companies will represent the following sectors:

- Saas and Enterprise
- Cloud and Infrastructure
- Wireless
- Consumer Internet
- Digital Media
- Greentech
- Enabling Tools and Devices
- Digital Education

CEO Showcase presentations occur on one of two stages (main stage or showcase stage), and presenting companies choose from the following packages, the pricing and benefits of which are broken down below:

Main Stage CEO Showcase Presentation and Brand Sponsorship: \$12,500

- 6-minute presentation on main stage
- 40-minute demo station following presentation
- Opportunity to consult and participate in conference program, to be determined by AO editorial team
- Logo and video commercial on live webcast window, on-demand webcast of the conference, and big screen of the main stage
- Logo prominently displayed on all pre-event promotional and marketing materials
- Logo on all conference materials and onsite signage
- Profile and ad in conference program
- Rotating ad and logo on the AO Network Home and Events pages
- Promotional literature, sponsored giveaways, or premium per guest gifts at display and registration tables
- Invitations to conference kick-off VIP cocktail reception
- Digital copy of list of attendees and CEO Showcase companies (including contact information), to allow continued dialogue after the conference
- Five complimentary attendee passes (a \$12,500 value)

Main Stage CEO Showcase Presentation: \$10,000

- 6-minute presentation on main stage
- 40-minute demo station following presentation
- Profile in conference program
- Digital copy of list of attendees and CEO Showcase companies
- Four complimentary attendee passes (a \$10,000 value)



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CEO Showcase Presentation: \$5,950

- 6-minute presentation on showcase stage
- 40-minute demo station following presentation
- Digital copy of list of attendees and CEO Showcase companies
- Three complimentary attendee passes (a \$7,500 value)