



TechConnect Summit™

Connecting Technology Innovators, Investors & Corporations

Media Guide

June 3-5, 2008

Hynes Convention Center

Boston, MA, USA

www.TechConnect.org/Summit2008

Co-located with:



Introduction to TechConnect and the TechConnect Summit

TechConnect is a global technology outreach organization, dedicated to identifying and bringing together the world's most promising IP and start-up companies across all industries and technology focus areas. The mission of the TechConnect organization is to create a community in which prescreened innovators and corporate business developers match high value emerging technologies with investors and enterprises looking to bring these ideas to market.

The annual Tech Connect Summit provides a comprehensive global snapshot of peer-reviewed emerging technology opportunities, licensing and early stage opportunities.

The conference and exposition will be held at the John B. Hynes Veterans Memorial Convention Center, Boston, Massachusetts, U.S.A. Situated right in the heart of Boston's beautiful and historic Back Bay, the Hynes is also connected to the Sheraton Boston Hotel, and the Prudential Center with shopping malls, restaurants, theaters and more.

All Summit presentations will be pre-vetted by the TechConnect Advisory Board, which includes more than 40 individuals representing leading universities, companies, and investment firms worldwide.

TechConnect 2008 Advisory Board

- Air Products & Chemicals
- Analog Devices
- Atomic Venture Partners
- BASF
- Boston University
- Cabot Corporation
- Council of Scientific Research, India
- Eastman Kodak Company
- ExxonMobil
- Ford Motor Company
- Genzyme
- Georgia Tech
- Goodrich
- Honda
- Honeywell
- Imperial College-London
- In-Q-Tel
- Intel
- Johns Hopkins University
- Massachusetts Technology Development Corporation (MTDC)
- Massachusetts Tech Transfer Center
- Medtronic
- Merck
- Motorola
- MSBi Capital
- New York University
- Northwestern University
- Novartis
- Oklahoma State University
- Palo Alto Research Center (PARC)
- Pfizer
- Philips
- Procter & Gamble
- Rice University
- Sanyo
- Simon Fraser University
- TIAX LLC
- Tufts University
- Univalor LP
- University of California-San Diego
- University of Hawaii
- University of California
- University of California-Los Angeles
- University of Florida
- University of Geneva, CH
- University of Illinois
- University of Minnesota
- University of North Carolina-Chapel Hill
- University of Pittsburgh
- University of Washington
- University of Wisconsin-Madison
- Yale University

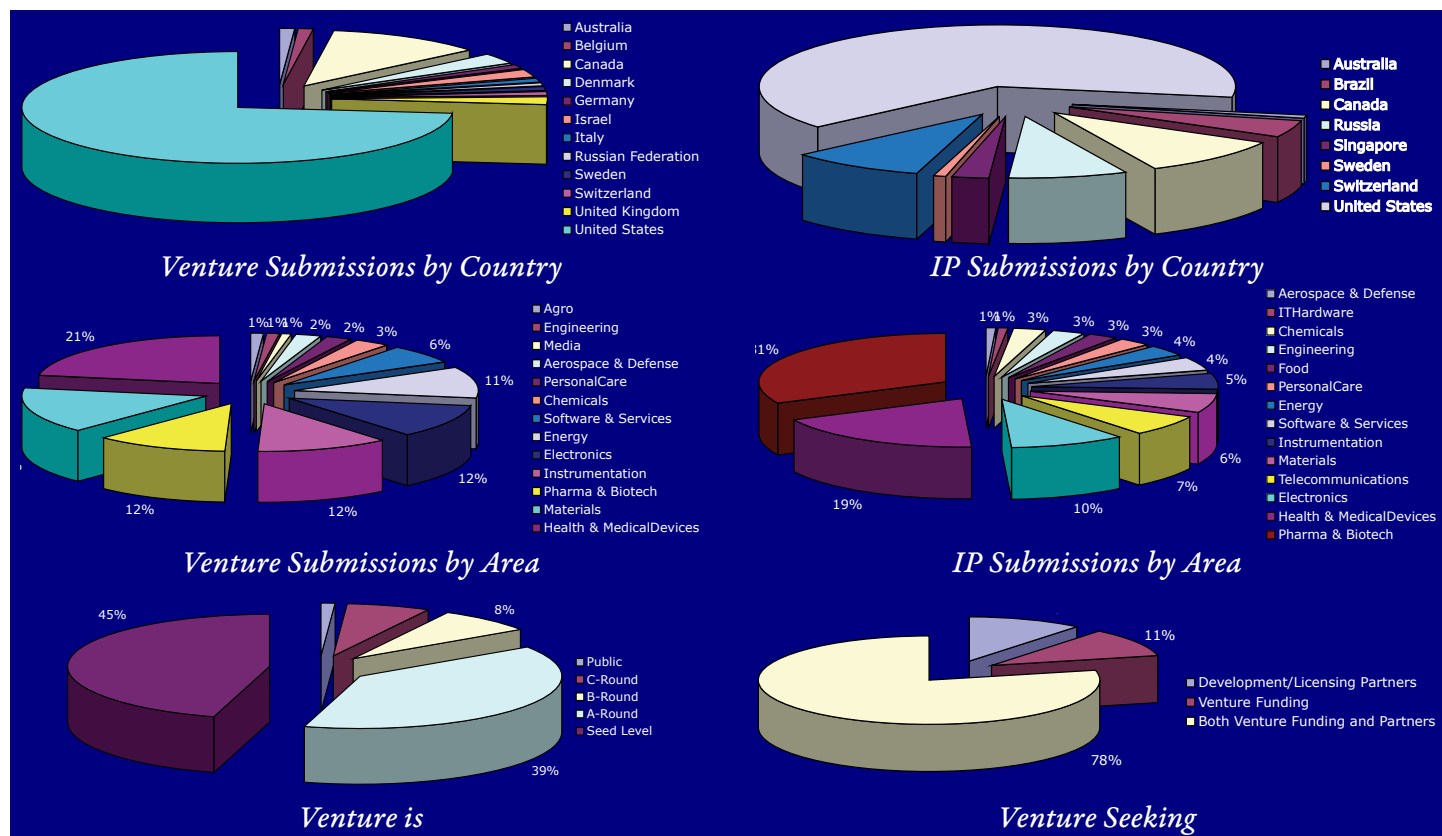
Highlights from the 2007 TechConnect Summit

The 2007 Summit was held at the Santa Clara Convention Center in Santa Clara, California where more than 250 IP and Early Stage Venture presentations, representing 15 countries, were submitted. For 2008, the event will be even larger, and focused on major emerging technology and industry sectors, including life sciences, nanotechnology, and cleantechology.

By bringing together technology developers with the world's top technology corporations and investors, we believe TechConnect has created a forum for all sides to interact and explore future possibilities for innovation.

The 2007 Summit also featured multiple sessions on Corporate Models & Needs. Executives from leading technology companies gave presentations that focused on the "solutions" and "technologies" that large companies are seeking with regards to technical problems and product interest areas. It was an opportunity for the attendees to learn more about what technology companies are looking to have addressed by the research community. Some of the participating corporations in these sessions included: Air Products & Chemicals, BASF, Eastman Kodak Company, Genzyme, Hewlett Packard, Honda, Medtronic, Merck, and Sanyo.

The Corporate Models & Needs Sessions will be expanded in 2008. Merck has already committed to hosting a Corporate Symposium focused on their technology needs at next year's conference in Boston..



Benefits of Sponsoring the TechConnect Summit 2008

Our Conference Provides:

→ *Licensing Opportunities for Large Corporations*

Corporate Technology Solutions for Current & Future Needs

"I found the format excellent, and precisely the forum that fits with my specific interests."

Philips Oral Healthcare

"The TechConnect process allows only polished and relevant presentations to go forward, enhancing the effectiveness of the conference for receiving parties. The growth of the conference over the past few years certainly speaks to its success."

Honeywell

→ *Investment Opportunities for Investors*

Only Pre-Screened Early Stage Companies Present

"It was a real pleasure to participate. Thank you very much for making this a successful event."

BASF Ventures

"It is a great opportunity to see and meet many companies. You all run a great conference."

Harris & Harris Group

→ *Corporate Partners for Emerging Companies*

Matchmaking Between Large Companies and Early Stage Ventures

"Through Tech Connect, my company was able to present our start-up to Fortune 100 companies, top investors and other potential customers that we may never have gotten an audience with otherwise. Tech Connect is more than cutting edge, it's leading edge!"

Inventis Group

"Standing room only with people sitting in the aisles. After I was done, VCs were shoving each other to hand me their business card. Great job."

Prism Solar Technologies

"<The conference> provided Sopogy unique exposure across different sectors, including Nanotech and Cleantech, and to investors, manufacturers and customers who would not attend other venues."

Sopogy

→ *Corporate and Investment Partners for Universities*

Hear About Latest Licensing Opportunities from Universities

"Our participation was a big success, with many new leads established for the technologies we presented there."

University of Hawaii

"We were delighted with our participation and plan to participate again next year."

University of Cadiz, Spain

TechConnect Summit Sponsor Opportunities

GLOBAL LEADER (\$15,000; Limit 1)

- Business & Investment Welcome Reception Sponsor (evening before TechConnect program begins)
- Speaker or Session Moderator
- Acknowledgement at Opening
- Slot on the Advisory Board for 1 year
- Build out meeting space (10'x10') + ability to set up meetings in advance with conference attendees
- Eight (8) complimentary registrations
- Logo and link on website
- Full page color advertisement in Program Guide
- Press release mentioning sponsorship (Business Wire)
- Acknowledgement in "Welcome letter" in the program book
- Logo on screens in session rooms
- Post-conference email blast to all attendees with information about your company, table top to display materials

CORPORATE INNOVATION SYMPOSIUM SPONSOR

This program is designed specifically to provide corporations with solutions to their strategic technical needs. This program allows for corporations to access the global nanotechnology, cleantech and biotechnology communities represented by the combined Nanotech, Cleantech and BioNano events. Researchers, companies and universities around the world participate in solving your specific needs. Including:

- Special Symposium - program and chair - on your Company Needs
- Global Call for Submissions into your Company Needs
- Review Board Membership on Nanotech, Cleantech, TechConnect
- On-site symposium specific on your Company Needs
- Global PR program to scientific and business communities
- Pre-Conference articles and webcase generating exposure and solutions

To Participate

Programs range from On-site to Full-year initiatives to help your corporation find and vet solutions (experts, technology, ip, partners) to your technical needs. The pro-

grams are custom designed and range from \$10k - \$35k depending upon the package.

Past Participants

Past participants include organizations such as:

- Merck
- DARPA
- Toyota
- NIH
- University of Hawaii
- Australia
- etc.

How to Contact TechConnect:

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<http://www.techconnect.org/Summit2008>

TECHNOLOGY LEADER (Universities or Research Institutions, \$10,000; limit 2)

- Dedicated Session in program to your institution's IP or Early Stage Ventures
- Build out meeting space (10'×10') + ability to set up meetings in advance with conference attendees
- Slot on the Advisory Board for 1 year
- Six (6) complimentary registrations
- Logo and link on website
- Full page color advertisement in Program Guide
- Acknowledgement at Opening
- Press release mentioning sponsorship (Business Wire)
- Acknowledgement in "Welcome letter" in the program book
- Logo on screens in session rooms
- Post-conference email blast to all attendees with information about your institution
- Table top to display materials

PARTNER (\$7,000)

- Speaker or Session Moderator
- Four (4) complimentary registrations
- Logo and link on website
- ½ page color advertisement in Program Guide
- Acknowledgement in "Welcome letter" in the program book
- Logo on screens in session rooms
- Press release mentioning sponsorship (Business Wire)
- Mention in Opening Remarks
- Table top to display materials

EXECUTIVE SPONSOR (\$5,000)

- Speaker or Session Moderator
- Three (3) complimentary registrations
- Logo and link on website
- ¼ page color advertisement in Program Guide
- Table top to display materials
- Press release mentioning sponsorship (Business Wire)

SPONSOR (\$3,000}

- Two (2) complimentary registrations
- Logo and link on website
- Listing in Program Guide
- Table top to display materials

BREAK SPONSOR \$2,000

LUNCH SPONSOR \$5,000

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