



# 2018 Sponsorship Package



# About Venture Atlanta

## Where Tech Innovation and Capital Connect

Venture Atlanta, the Southeast's premier technology innovation event, is where the region's fastest growing tech companies meet the country's top-tier investors. As the region's largest showcase of emerging technology companies, Venture Atlanta connects local tech companies with a national audience of venture capitalists, bankers, angel investors and others who can help them raise the capital they need to grow their business.

## Impact of Venture Atlanta's 11 year history:

**400+**

Technology  
Companies on  
Stage

**\$2.3Billion**

Dollars Raised by  
our Presenting  
Companies

**Over \$13Billion**

in Exits

**Over \$3M**

Sponsorship Dollars  
Raised

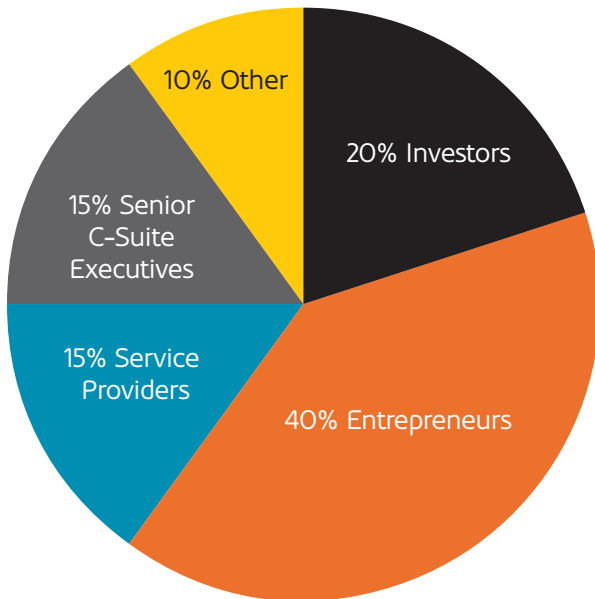
**Help us celebrate by sponsoring the premier investor showcase in the South.**

**Don't miss the perfect opportunity to get your brand front and center with today's rising technology stars and the investors who back them.**



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# Venture Atlanta Attendee Profile



Venture Atlanta celebrated its 10 year anniversary in 2017. With record crowds, the conference was a complete sell out with over 900 attendees.

“The quality of companies presenting continues to go up, and there has been an echo effect of other meetings taking place outside of the conference. Thanks for putting together a rockin’ show — good job!!”

– Venture Atlanta Attendee

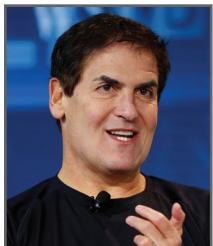


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# Partial List Of Past Speakers

## 2017 Featured Speakers



**Mark Cuban**

One of ABC's "Shark's on Shark Tank"  
Owner of the Dallas Mavericks



**Scott Dorsey**

Managing Partner  
High Alpha



**Brad Feld**

Co-Founder  
Foundry Group



**Ernie Garcia**

President and CEO  
Carvana

## Past Venture Atlanta Speakers



**John Balen**

General Partner  
Canaan Partners



**Jonathan Bush**

CEO & Co-Founder  
athenahealth



**Steve Case**

Chairman  
The Case Foundation



**Alan Dabbieri**

Chairman  
AirWatch



**Lori Greiner**

The Warm Blooded Shark™



**Joan Herbig**

CEO  
ControlScan



**Peter Kight**

Vice Chairman  
FiServ



**Dick Kramlich**

Co-Founder  
NEA



**Bernie Marcus**

Chairman  
The Marcus Foundation



**Thomas E. Noonan**

Partner, TechOperators and General  
Manager, Energy Wise Solutions  
Cisco Systems



**Bill Nussey**

VP, Corporate Strategy  
former CEO of Silverpop  
(sold to IBM)



**Jay Simons**

President  
Atlassian



**Niraj Shah**

CEO  
Wayfair.com



**Jeff Sprecher**

Founder, Chairman and  
CEO, The Intercontinental  
Exchange (ICE)  
Chairman, New York  
Stock Exchange



**Scott Thompson**

CEO, Shoprunner  
Former CEO, Yahoo  
President, Paypal



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**"It was  
an amazing  
show and has really  
launched us among the venture  
community." – Venture Atlanta Alumni**



# Venture Atlanta Alumni

Since 2002, Venture Atlanta has attracted the top early stage and growth stage companies from across the technology spectrum looking for investments to fuel their businesses. Meet some of the recent companies that chose Venture Atlanta to step onto the stage and pitch their innovative technology.

Achievelt	FINSYNC	MacStadium, Inc.	Rigor
Alii Healthcare	Florence Healthcare	Map Large, Inc.	Rivalry
Ally Commerce	FotoIN Mobile Corporation	Menguin, Inc.	Roadie
Attentive.ly	FSLogix	mLevel	RootsRated
AVOXI	G11	Monsieur	SaaSOptics
Azalea Health	Gimme Vending, LLC	MyLumper	Salesfusion
BlueLeap	GPA LEARN	MySnapCam	Sequir
BuzzBoard, Inc.	GreenPrint, LLC	N2N Services, Inc.	Servosity
CAR360	Gro Solutions	NexDefense, Inc.	SherpaDesk
CentralBOS	Groundfloor Finance Inc.	Niche Video Media LLC	Sifted
Checkd.in	Haste	nuVizz	SIGNiX
ChronicCare IQ	Hirewire	Overgroup Consulting, LLC	Smart Gladiator LLC
Clean Hands Safe Hands	HM Wallace	Oversight Systems	Social123, Inc.
Clockwise MD	Hux	PlayOn! Sports	Springbot
CloudTags	Illuminate360	Pointivo, Inc.	Storj Labs
Cognosos	Inked	Predikto Analytics	StrataCloud, Inc.
Convey Services	Insightpool	PureWRX	Terminus
Crescerance, Inc.	Kanga	QASymphony	TITIN
Cypress.io	Knapsack	Quest Renewables	Unicore Health, Inc.
DDM Systems	LASSO	RacelQ	UserIQ
Deep Fiber Solutions	Logfire	rented.com	Voxa
eCommHub	Lucena Research, Inc.	REscour	Wellview Health
ENGAGE.cx	Lumense, Inc.	RightPatient	Zentila



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**I was incredibly impressed  
with our Venture Atlanta experience.  
It was by far and away the best, most  
thoughtful, and well-run conference I have  
participated in to date."**

**- Venture Atlanta Alumni**

# Partial List of Past Sponsors

Venture Atlanta has become a must attend technology event with strong local, regional and national attendance in large part due to support of our sponsors. More than 85% of Venture Atlanta supporters have been involved since the inception of the conference. We thank you for your continued support and hope we can count on you again in the future.



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With more  
sponsorship options  
than ever, Venture Atlanta  
offers packages for every budget and  
strategy. If you are in the business of working  
with investors, tech leaders and entrepreneurs,  
contact Allyson Eman at [aeman@ventureatlanta.org](mailto:aeman@ventureatlanta.org)  
today to discuss a package that is right for your brand.

# Our Founding Partners



The Atlanta CEO Council is an exclusive organization for C-Level and senior business executives and entrepreneurs that facilitates professional networking, promotes entrepreneurship and encourages community activism. In today's business environment, knowing the right people is critical in developing valuable partnerships, joint ventures and relationships necessary for your business. Attending the Atlanta CEO Council events will put you where you need to be - in good company. Visit [AtlantaCEO.org](http://AtlantaCEO.org) to learn more.



The Metro Atlanta Chamber (MAC) serves as a catalyst for a more prosperous and vibrant region. To advance economic growth and improve metro Atlanta's quality of place, MAC is focused on starting, growing and recruiting companies to the 29-county metro Atlanta region. The Chamber is also focused on growing the region's innovation economy by promoting and strengthening connections to drive Atlanta's innovation and entrepreneurial culture. MAC is committed to being an active voice for the business community, serving as an advocate for a competitive business climate and telling Atlanta's story. For more information, visit [www.metroatlantachamber.com](http://www.metroatlantachamber.com).



The Technology Association of Georgia (TAG) is the leading technology industry association in the state, serving more than 30,000 members and hosting over 200 events each year. TAG serves as an umbrella organization for 34 industry societies, each of which provides rich content for TAG constituents. TAG's mission is to educate, promote, influence and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances a tech-based economy. The association provides members with access to networking and educational programs; recognizes and promotes Georgia's technology leaders and companies; and advocates for legislative action that enhances the state's economic climate for technology. For more information, visit [TAGonline.org](http://TAGonline.org).



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# 2018 Sponsorship Opportunities



Venture Atlanta is an annual conference that creates opportunities for top tier investors to connect with and fund the region's most promising technology companies. If you work with or support technology companies and want your brand front and center at one of largest venture conferences in the country, then you need to be a Venture Atlanta 2018 Sponsor! Now in its 11th year, we have moved to a NEW larger venue that will offer additional sponsorship opportunities. Last year, we had to turn away many sponsors and attendees who signed up too late. Don't let that be you this year! If you don't see exactly what you want in terms of sponsorship (package type, budget, etc.), we are happy to discuss a custom opportunity for you.

***If you plan on sponsoring Venture Atlanta, please act quickly and contact Allyson Eman at [aeman@ventureatlanta.org](mailto:aeman@ventureatlanta.org) or 770-298-4202 for more information.***

## NEW THIS YEAR!!

- **Networking Area Sponsor - \$15K**
- **Tech Bar Sponsor - \$15K**
- **Water Bottle Sponsor - \$12K**
- **Grab N' Go Snack Sponsor - \$12K**
- **Booth Add-On's and Half-Page Ad Add-On's Available**
- **Premier Sponsorship - \$35K, SOLD**
- **Headline Sponsorship - \$25K, SOLD**  
Industry Exclusive
- **Lanyard - \$18K**
- **Water Bottle - \$18K, SOLD**
- **Showcase Sponsorship - \$18K, SOLD**  
1 available
- **Platinum Sponsorship - \$15K,**  
12 available (own an event or opportunity)
- **Gold Sponsorship- \$12K,**  
5 available (own an opportunity)
- **Recruiting and Screening Committee Sponsorship- \$8.5K,** multiple available
- **Investor Sponsorship - \$5K**  
(only open to accredited investors)
- **Silver Sponsorship - \$4K**  
(And Silver Plus), multiple available
- **VA Alumni Sponsorship - \$1,500K**  
(And Alumni Plus), multiple available



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## Premier Sponsorship - \$35,000 – SOLD

Top sponsor of the event! Prominent visibility and premium branding throughout the Venture Atlanta conference.

### Benefits:

- Industry Exclusive
- Most prominent logo placement in all media
- Inside back cover ad placement in conference book
- Logo inclusion on all email blasts (week in review, conference announcements, etc.)
- Logo placement on podium and staging at the conference and other prominent locations including outside Marquee facing Peachtree Street, wrapped columns in the presentation room and MORE!
- 10x10 Exhibit Booth
- VIP Sponsor room access – drinks, snacks, bring your customers
- Stage time both days
- 10 tickets to the conference
- 2 tickets to Investor Dinner and Alumni Dinner
- Multiple presenting company engagement opportunities – spot on the recruiting/screening committee, voting and coaching committee and attendance to Presenting Companies Reception.
- Exclusive logo on VA conference t-shirts
- Ability to write multiple pieces for the VA blog
- Ability to place an item on everyone's seats at the event
- First right of refusal for VA2019

## Headline Sponsorship - \$25,000 – SOLD

Prominent visibility and premium branding throughout the Venture Atlanta conference.

### Benefits:

- Industry Exclusive
- Prominent logo placement on all media
- Logo placement on podium and staging at the conference and outside Marquee facing Peachtree Street, wrapped columns in the presentation room and MORE!
- Full page ad with prominent placement in conference book
- Stage time introducing Presenting Companies
- 10 tickets to entire conference
- 2 tickets to Investor Dinner
- 2 tickets to VIP Breakfast
- Concierge for 1:1 meetings
- Multiple presenting company engagement opportunities – spot on the recruiting/screening committee, voting and coaching committee and attendance to Presenting Companies Reception.
- 10x10 Exhibit Booth
- VIP Sponsor room access – drinks, snacks, bring your customers
- Option to host a coaching session at your office
- First right of refusal for VA 2019



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## Lanyard Sponsorship - \$18,000

Everyone at this year's event will be showcasing your logo around their necks! With a newly designed nametag, all attendees will need to wear a Lanyard! This is a highly visible sponsorship.

### Benefits:

- 8 tickets to entire two day event
- Lanyard with your company branding for all Venture Atlanta attendees to wear with their name tags.
- 1 slot on the Venture Atlanta Recruiting/Screening Committee (you can have more than 1 person participate in a tag-team type format)
- Full page color ad in the conference book
- 1 Invitation to the presenting company reception - event is a meet and greet for companies chosen to present at Venture Atlanta.
- Lanyard sponsor listing on all conference materials, print, web, mobile app, conference sponsor loop Power Point and tri-fold brochure
- Exhibit booth



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## Startup Showcase Sponsorship - \$18,000 – SOLD

The Startup Showcase began in 2017 at Venture Atlanta and we intend to grow this opportunity in 2018. We will recruit more great young companies giving them additional visibility before, during and after the event. The showcase will take place prominently during the cocktail party at the event which will be attended by all guests.

### Benefits:

- 8 tickets to entire two day event
- 1 slot on the Venture Atlanta Recruiting/Screening Committee (you can have more than 1 person participate in a tag-team type format)
- 1 slot to help select the Startup Showcase companies
- Full page color ad that would be put directly in front of the paragraph write-ups about each company selected.
- Press Release announcing the Startup Showcase companies. Sponsor would be quoted in this and boilerplate can be added to the release. It will be cross promoted on our social media channels, sent out on the Business Wire and posted on our website.
- 1 Invitation to the presenting company reception - event is a meet and greet for companies chosen to present at Venture Atlanta.
- Startup Showcase sponsor listing on all conference materials, print, web, mobile app, conference sponsor loop Power Point and tri-fold brochure
- VIP Sponsor room access – drinks, snacks, bring your customers
- Exhibit booth
- Access to information on all the companies selected in our back end database



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Prominent visibility and key branding opportunities. The Platinum level sponsorships give your firm the ability to OWN something at Venture Atlanta. All Platinum sponsors receive the basic benefits outlined below as well as the additional benefits for each event opportunity.

#### Benefits:

- Prominent logo placement on all conference media
- Full page ad with premier placement
- 6 tickets to the conference
- Presenting Companies Engagement Opportunities – seat on the Recruiting/Screening Committee
- Ticket to the Presenting Companies Reception
- VIP Sponsor room access – drinks, snacks, bring your customers
- Exhibit Space at the Conference – 6 foot skirted table, set up the entire duration of the event

#### EVENT OPPORTUNITIES:

**Investor Dinner (held Tuesday, October 16 at Ponce City Market)** – 1 of 5 available, industry exclusive.

Attended by more than 250 investors and entrepreneurs. You will have the exclusive ability to network with this esteemed group. Event to be held on the rooftop of Ponce City Market overlooking the entire skyline of Atlanta. This group of sponsors will be able to send out invitations to all investors with their branding on them, there will be additional branding at the event. You will receive 6 tickets for your team to attend this dinner.

**Alumni Dinner (held Monday, October 15, location TBD)** – 1 of 2 available, industry exclusive.

Venture Atlanta Alumni companies continue to grow. It's great to reconnect with companies that have grown significantly since presenting on stage. You will have the exclusive ability to network with this group. This year this event will be held immediately after Techstar's DEMO DAY at Terminus 300 on Marietta Street. This sponsorship includes 3 tickets to the dinner and the ability to send out invitations to the group with the sponsors logos.



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## **EVENT OPPORTUNITIES:** *continued*

### **Mobile App** – 1 available.

Venture Atlanta's mobile app is downloaded by more than 70% of our attendees, this exceeds the industry average for all conferences. All meetings are set up through the app. You will have your logo on the main splash page (what opens when you download the app) and every email that goes out with communications about downloading the app has your logo on it. This is amazing branding! Multiple emails go out before the conference with your logo.

### **Tech Bar – NEW THIS YEAR!** 1 available,

Want attendees to be surrounded by your branding? The Tech Bar is an interactive spot with (2) technology experts providing hands-on guidance to attendees on how to use their phones, digital marketing, and mobile app support. This sponsorship includes a prezi presentation creation showcasing 5 featured apps, social media and marketing copy, and assets to help promote this new offering and the sponsor. This has been done at other conferences and was the biggest hit of the event! Your branding would be integrated throughout the tech bar and you can have your team interacting with the guests.

### **Cocktail Party** – 1 of 2 available .

THE Networking event at Venture Atlanta! Think great food, entertainment, maybe some giveaways. The event will be earlier this year and everyone will be there! We will also host the start-up showcase during the cocktail party. Your logo will be on the cocktail napkins, perhaps we have a great mixologist making signature drinks. Own this awesome event. Last year folks had to be pushed out of the Hall of Fame, they didn't want to leave! The event this year will NOT overlap with the investor dinner so attendance will be much larger.

### **Networking Area – NEW THIS YEAR!** 1 available.

200 Peachtree offers prominent networking space. The entire balcony area will be set up for our private meeting rooms and there is a lot of space for couches and tables and chairs for all attendees to utilize for meetings. This area will also be stocked with snacks, cold water and our gourmet coffee bar. Sponsor the Networking Area and you will have exclusive branding in this area (you can make it your own think branded pillows on the couches, or anything you'd like), and ONE of the meeting rooms solely used for investors and entrepreneurs will be yours. You can invite potential customers in to have a more private space, or you can allow your customers to use the space whenever they would like. This room will not be available to book through the mobile app. It will be branded for you.



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Prominent visibility and key branding opportunities. The Gold level sponsorships give your firm the ability to OWN something at Venture Atlanta. All Gold sponsors receive the basic benefits outlined below PLUS additional benefits for each event opportunity.

#### Benefits:

- Prominent logo placement on all conference media
- Full page ad with premier placement
- 4 tickets to the conference
- Presenting Companies Engagement Opportunities – seat on the Recruiting/Screening Committee
- Ticket to the Presenting Companies Reception

#### EVENT OPPORTUNITIES:

##### Back Cover of Conference Book, **SOLD**

Premier Ad space on the back cover of our VA Conference Book. Our attendees keep these books year over year. Great visibility for your company.

##### Presenting Companies Reception, **SOLD**

Own the event where our committee and selected companies meet. This is a small event with very exclusive networking. Event is marketed throughout the selection process to all participating companies. Sponsor can make this event whatever they wish and handle all arrangements and invitations.

##### Grab N' Go/Snack Sponsor -,1 available. **NEW this year!**

With new space comes new sponsorship opportunities. We will have snack areas in multiple spots at the event and would love a sponsor to get some visibility. Think gourmet popcorn with logoed popcorn bags. Or some great chocolates with your logo on it.

##### Water Bottle Sponsor - **SOLD** **NEW this year!**

Everyone drinks water the entire conference. Why shouldn't they walk around holding your brand? We will handle ordering the water for the sponsor!

##### Charging Stations - 1 available,

This is one of the most sought after sponsorships at the event. Custom designed branding on charging stations will be placed in multiple locations at the event. While everyone stands around charging their phone, let them think of your company.

##### Gourmet Coffee Bar - 1 available,

We will have a gourmet coffee bar set up in multiple locations. You will have branded coffee cups that everyone will be walking around with. We know everyone needs their coffee!



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## Recruiting/Screening Committee - \$8,500

High level of company engagement! Terrific interaction with others who support the tech community. Members of this committee will recruit companies to participate at Venture Atlanta. You will have access to our proprietary database and back end system which gives you access to all company information.

### Benefits:

- 3 tickets to the conference
- Significant logo exposure on all conference media
- One company representative on the VA Recruiting/Screening Committee – You can tag-team in that multiple folks from your company can be involved, but only one should attend the meetings and give feedback on the companies.
- Ability to place collateral or promo items on a shared sponsor table
- Half page ad in conference book
- Invitation to presenting companies reception

## Investor - \$5,000

(only offered to accredited investors, angel firms, venture funds and private equity funds)

Show your support of our technology community!

### Benefits:

- 2 tickets to the conference
- Logo exposure on all conference media
- One company representative on the VA Investor/Voting Committee
- Tickets to the Investor dinner – per attending investor, space is limited and RSVP is required
- Tickets to the Alumni dinner – space is limited and requires an RSVP
- Tickets to VIP Breakfast
- Half page ad in conference book
- Invitation to Presenting Companies Reception
- Access to set up 1:1 meetings with all presenting companies and private meeting space



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## Silver - \$4,000

Support innovation and gain visibility at Venture Atlanta!

### Benefits:

- A great way to support the community and gain visibility at Venture Atlanta!
- Benefits:
- 2 tickets to the conference
- Logo exposure on all conference media
- Company listing in the conference book (name, email, website and phone number)
- Ability to place collateral or promo items on a shared sponsor table

## Silver Plus Add-Ons!

**Exhibit Space - \$1,500** (space is limited and available on a first come, first served basis, act quickly) – If you want an exhibit table set up during the entire conference, upgrade your sponsorship and add on a booth. Additional benefits above still included.

**Ad - \$350** – Put a half page ad in our conference book rather than just the company listing.

**If you want the exhibitor space and a half page ad, total price is \$5500 (that's a \$350 discount )**

## VA Alumni - \$1,500

(only offered to **PAST PRESENTERS** of Venture Atlanta)

A great way to show your support to Venture Atlanta and the community.

### Benefits:

- 2 tickets to entire event
- Logo exposure on all conference media
- Invite to Alumni Dinner on 10/15 and VIP Breakfast on 10/17
- Ability to set up meetings with all attending investors through our mobile app

## Alumni Plus Add-Ons!

**Exhibit Space - \$1,500** (space is limited and available on a first come, first served basis, act quickly) – If you want an exhibit table set up during the entire conference, upgrade your sponsorship and add on a booth. Additional benefits above still included.

**Ad - \$350** – Put a half page ad in our conference book rather than just the company listing.

**If you want the exhibitor space and a half page ad, total price is \$3200 (that's a \$150 discount )**



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## Lock in your package NOW!

**Credit Card Payments** - All payments can be processed through Square. There will be a 5% surcharge for all credit card payments.

**Sponsor Information** - Venture Atlanta is a 501c-6 non-profit. We will send you an invoice and expect payment within 60 days. All payments MUST be made prior to the event. Please be sure Allyson Eman has a contact at your firm to coordinate all deadlines with. Payments should be sent to:

**Venture Atlanta**

Allyson Eman  
3605 Sandy Plains Road, Suite 240-107  
Marietta, GA 30066

**Logos** - All new sponsors should send logos in .eps format to Allyson Eman at [aeman@ventureatlanta.org](mailto:aeman@ventureatlanta.org). If your firm's logo changes, it is your responsibility to send Venture Atlanta an updated file.



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**We are flexible!**  
**If you don't see exactly**  
**what you want, please allow**  
**us to customize a package for you!**