

# SPONSORSHIP OPPORTUNITIES

March 17-19, 2020 | Raleigh, NC



Focusing on the Future of Tech and Life Science in North Carolina

## Overview

# MAKE CONNECTIONS THAT MAKE A DIFFERENCE

Venture Connect is a summit that gathers together innovative companies from the technology and life science communities, as well as top investors from across the U.S. -- This powerhouse event is clear evidence of how strong our tech and life science ecosystems really are.

It all began 35 years ago, and CED continues to create connections that make a difference. We hope you will join in supporting entrepreneurs and seasoned experts as they come alongside investors and stakeholders for three days of unrivaled content and connections at the 2020 Venture Connect Summit.

CED recognizes its community partners that come together in support of the entrepreneurial ecosystem to ensure that they receive the resources they need to thrive. This year we would like to recognize our Summit Collaborators who have committed their time to ensure that this event has the highest impact possible on the community we serve. A special thanks to our Summit Collaborators:



**North Carolina  
Biotechnology Center**

## Impact of our events each year:

**1400+  
Participants**

**125+  
Companies on stage and in the  
Connect Area**

**500+  
1:1 meetings scheduled**

**200+ Investors  
From across the nation**





# PAST SPEAKER HIGHLIGHTS



**Dan Ariely**  
Professor of Psychology  
and Behavioral Economics,  
Duke



**Herbert W. Boyer, Ph.D.**  
Founder,  
Genentech



**Dr. Robert Califf**  
Former Commissioner, U.S.  
Food and Drug Administration



**John Carreyrou**  
Pulitzer Prize-Winning  
Journalist & Author



**Steve Case**  
CEO, Revolution LLC;  
Chairman, Startup America  
Partnership



**Clayton Christensen**  
Professor,  
Harvard Business School



**John Doerr**  
Chairman,  
Kleiner Perkins



**Fred Eshelman**  
Former CEO, PPD;  
Founder,  
Eshelman Ventures LLC



**Dennis Gillings, Ph.D.,  
CBE**  
Founder & Former  
Executive Chairman,  
Quintiles



**Jim Goetz**  
Partner,  
Sequoia Capital



**Jim Goodnight**  
CEO,  
SAS Institute



**Alex Gorskey**  
CEO,  
Johnson & Johnson



**Margaret Hamburg, M.D.**  
Former Commissioner, U.S.  
Food and Drug  
Administration



**Rebecca Jacoby**  
Senior VP of Operations,  
Cisco



**John C. Lechleiter, Ph.D.**  
Former Chairman & CEO,  
Eli Lilly & Co.



**Robert J. Lefkowitz, M.D.**  
Professor, Duke University  
Medical Center; Nobel Laureate



**Peter Levine**  
General Partner,  
Andreessen-Horowitz



**Claudia Fan Munce**  
Formerly of IBM



**Todd Olson**  
Founder, CEO,  
Pendo



**Chris Viehbacher**  
Former CEO, Sanofi; Managing  
Partner Gurnet Point Capital



**Jim Whitehurst**  
CEO,  
Red Hat





Past Sponsors

# INVEST IN NORTH CAROLINA'S ENTREPRENEURIAL ECOSYSTEM

You are in good company when you become a sponsor of Venture Connect. This investment will deliver immediate value in front of an audience that suits you, while fueling the entrepreneurial spirit of North Carolina. As a sponsor you have many options, so we invite you to focus on your motivations to find your best fit. Past Sponsors Include:

"It's a great place to hear about all of the entrepreneurial activity going on across the state - to meet top-tier emerging companies and a national crop of investors. It is an important part of the ecosystem here and a powerful tool for communicating the strength of our community to key stakeholders outside the market."

-Ed Paradise, VP Engineering, Cisco







Past Investor Attendees

## STRONG PARTNERS BUILD BETTER COMPANIES

The Summit welcomes all types of capital including venture, corporate, strategic, growth, angel and family offices. Join us and hundreds of investors from around the world, and meet North Carolina's most promising high-growth startups.

Past Investors include:

*"There is not a better conference than CED.  
You had stimulating presentations, a good number of interesting companies,  
and it all was compact and investor-friendly!  
Good use of time."*

*-Martin R. Tilson, Jr., Chairman, Southeast Investor Group*

# WHAT MOTIVATES YOU TO BECOME A SPONSOR?

	PREMIUM VISIBILITY Maximize your brand	CONTENT-CENTRIC Captivate your audience	FACE-TIME Connect to your customer
Headline   \$50,000	✓	✓	✓
Track   \$20,000	✓	✓	✓
Premium Featured Content   \$10,000	✓	✓	
Featured Content   \$5,000		✓	
Education   \$10,000	✓	✓	
Networking   \$5,000		✓	
Dinner   \$15,000	✓		✓
Breakfast   \$7,500	✓		✓
Reception   \$3,000			✓
Reception with Upgrade   \$6,000	✓		✓

# VISIBILITY CONTENT-CENTRIC FACE-TIME

## VENTURE CONNECT HEADLINE SPONSOR

Own the top sponsorship of the Summit! The Venture Connect Partner Sponsorship level will ensure you the most prominent visibility and premium branding throughout the Venture Connect Summit.

### BENEFITS:

- Industry Exclusive.
- Most prominent logo placement throughout all summit spaces.
- Premium logo placement in conjunction with Venture Connect logo.
- Company branding on summit mobile app, utilized by over 80% of our attendees, and where our meetings are set up. Your logo will appear on the main splash page, as well as on the mobile app itself.
- Branded full size digital ad 1920x1080 pixels.
- 15 - three day passes to the summit.
- Tickets to ancillary events:
  - Tech Investor Dinner (2) • Tech CEO Breakfast (2)
  - LS Investor Dinner (2) • LS CEO Breakfast (2)
- Wi-fi log-in screen will be uniquely branded for you and you will have the ability to create the password.
- Co-branding with CED on all participant lanyards for Venture Connect attendees (approx 1500 pp).
- Main stage time once per day (timing and placement to be determined in conjunction with sponsor and CED).
- Pitch Scrub and Selection committees participation (skill alignment required).
- Private Meeting Space near company partnering.
- Exhibit space up to 24' x 24'; depending on need.
- Link to website and profile on the CED website.
- Featured content for the CED blog, shareable through the CED Newsletter.
- Social media call-outs utilizing CED's powerful social media network.
- Early access to attendee list.
- \$50 off each additional general admission pass.

**\$50,000 | SOLD**

J.P.Morgan



# VISIBILITY CONTENT-CENTRIC FACE-TIME

## TRACK SPONSORS

Receive prominent visibility and premium branding throughout the Venture Connect Summit as a Track Sponsor. Venture Connect features three tracks that span the Summit with specific content related to that track's theme.

### BENEFITS:

- Logo placement during selected track throughout all summit meeting spaces.
- Present a pre-selected announcement on the main stage one time during a sponsored track.
- Pitch Scrub and Selection committees participation in specified track (skill alignment required).
- Company logo appearance in Summit mobile app.
- Branded full size digital ad 1920x1080 pixels.
- 8 - three day passes to the summit.
- Tickets to ancillary events:
  - Tech Investor Dinner (1) • Tech CEO Breakfast (1)
  - LS Investor Dinner (1) • LS CEO Breakfast (1)
- Exhibit space up to 8'x8', pre-select location on Connect floor with multiple layout options.
- Link to website and profile on the CED website.
- Featured content for the CED blog, shareable through the CED Newsletter.
- Social media call-outs utilizing CED's powerful social media network.
- Early access to attendee list.
- \$50 off each additional general admission pass.

**\$20,000 | 1 of 3 Available (Business Optimized Track)**

**Deloitte.**

**WILSON  
SONSINI**



# VISIBILITY CONTENT-CENTRIC

## FEATURED CONTENT SPONSORS

Venture Connect showcases high-growth companies on main stage every year. As the Summit's most highly anticipated content you will receive premium visibility during one designated segment over the course of three days. Content blocks will be assigned on a first come, first serve basis and premium sponsors will have industry exclusivity during their block. Each content block can have a maximum of one premium sponsor and two standard featured content sponsors.

### PREMIUM BENEFITS:

- Premier Logo placement in the Present area during your sponsored content block.
- Deliver a sponsor message on main stage one time during a sponsored content block. Option to pre-record message with CED vendor.
- Pitch Selection Committee participation for specific track (skill alignment required).
- Company logo listed in Summit mobile app.
- Branded half-size digital ad 960x540 pixels.
- 4 - three day passes to the Summit.
- 8' x 8' Exhibit Space, pre-select space location on the Connect Floor with multiple layout options.
- Link to website through profile on CED's website.
- Social media recognition in tandem with content block promotion.
- Early access to the attendee list.
- \$50 off each additional general admission pass.

**\$10,000 | 2 of 7 Available (One Life Digitized, One Life Improved)**

### STANDARD BENEFITS:

- Logo placement in the Present area during your sponsored content block.
- Company logo listed in mobile app.
- Branded quarter-size digital ad 480x270 pixels.
- 2 - three day passes to the Summit.
- 8' x 8' Exhibit Space. With multiple layout options.
- Link to website through profile on CED's website.
- Social media recognition in tandem with content block promotion.
- Early access to the attendee list.
- \$50 off each additional general admission pass.

**\$5,000 | 10 of 14 Available**

Featured Content  
Sponsors



Standard Content  
Sponsors

Cambrex  
Nuventra  
PwC  
Red Hat

# VISIBILITY CONTENT-CENTRIC

Learn  
Sponsor

## LEARN SPONSOR

Entrepreneurs and other summit attendees enjoy specialized content that supports their growth. As an Learn sponsor you will have premier visibility to this audience with the opportunity to facilitate one of the designated workshops.

### BENEFITS:

- Company branding at workshops and ability to facilitate one 45 minute session. Topic to be approved by CED team.
- Logo placement in the Learn area during your track.
- Company logo listed in Summit mobile app.
- Branded half-size digital ad 960x540 pixels.
- 4 - three day passes to the Summit.
- 8' x 8' Exhibit Space. Pre-select space location on the Connect Floor with multiple layout options.
- Link to website through profile on CED's website.
- Featured social media promotion in tandem with Learn related promotion.
- Early access to the attendee list.
- \$50 off each additional general admission pass.

**\$10,000 | 1 Available**

## PITCH SPONSORS

Venture Connect showcases high-growth companies across multiple stages each year. As a Pitch sponsor you will receive visibility in the Pitch Room with 20+ companies presenting each day. Limit one per day.

### BENEFITS:

- Deliver one sponsor message in the Pitch Room (timing to be determined in conjunction with the sponsor and CED)
- Company logo listed in Summit mobile app.
- Branded quarter-size digital ad 480x270 pixels.
- 2 - three day passes to the Summit.
- 8' x 8' Exhibit Space. With multiple layout options.
- Link to website through profile on CED's website.
- Featured social media promotion in tandem with networking related promotion.
- Early access to the attendee list.
- \$50 off each additional general admission pass.

**\$7,500 | 3 Available**

Pitch  
Sponsors



# RECEPTION SPONSORS

Come celebrate the entrepreneurial ecosystem at Venture Connect’s evening reception held on day one or day two of the Summit. Each sponsorship purchased will give visibility at a single event. If you are looking for a little extra visibility, you can name our signature drink!

## Reception - Day One

Tuesday, March 17  
\$3,000 | 8 of 10 Available

## Reception - Day Two

Wednesday, March 18  
\$3,000 | 5 of 10 Available

### STANDARD BENEFITS:

- Logo placement in the Relax area during your sponsored event.
- Company logo listed in Summit mobile app.
- Branded eighth-size digital ad 240x135 pixels.
- 1 - three day pass to the Summit.
- Link to website through profile on CED’s website.
- Social media recognition in tandem with Summit promotion.
- Early access to the attendee list.

### UPGRADED BENEFITS:

- 8’ x 8’ Exhibit Space. With multiple layout options.
- Branded quarter-size digital ad 480x270 pixels.
- Option to name cocktail. Limit 1 per event.

\$3,000 | 5 of 6 Available

# NETWORKING SPONSORS

Venture Connect focuses on catalyzing connections that make a difference. As a Networking sponsor you will receive visibility in the primary networking area along with other benefits listed below.

### BENEFITS:

- Logo projection in Connect area during networking breaks.
- Company logo listed in Summit mobile app.
- Branded quarter-size digital ad 480x270 pixels.
- 2 - three day passes to the Summit.
- 8’ x 8’ Exhibit Space. With multiple layout options.
- Link to website through profile on CED’s website.
- Featured social media promotion in tandem with networking related promotion.
- Early access to the attendee list.
- \$50 off each additional general admission pass.

\$5,000 | SOLD OUT

### Reception Sponsors

Bashyam Shah LLP  
Blue Cross Blue Shield  
Calvert Labs  
Elliott Davis  
EY  
Veracity Logic

### Networking Sponsors

Adesis  
Alcami  
Biogen  
Bradley  
Cisco  
McGriff Insurance  
Mispro Biotech  
NCBio  
Pappas Capital  
Parexel  
Pfizer  
Precision BioSciences  
Quality Back Office  
RTP Foundation

# VISIBILITY FACE-TIME

## DINNER SPONSORS

Venture Connect hosts two exclusive dinners off-site, on separate evenings for Tech and Life Science Investors. This is an excellent opportunity for those sponsors who are interested in cultivating relationships with local and out-of-region investors in addition to attending the Summit. As a sponsor you will receive industry exclusivity at your dinner, among other benefits listed here.

### Tech Investor Dinner

Tuesday, March 17

**\$15,000** | 2 of 4 Available

### Life Science Investor Dinner

Wednesday, March 18

**\$15,000** | 3 of 4 Available

### BENEFITS:

- Industry exclusive
- Inclusion in the welcoming remarks at the dinner.
- 3 dinner tickets.
- Ability to provide company branded swag to attendees. Swag must be pre-packaged and ready for distribution before the event begins.
- Company logo listed in Summit mobile app.
- Branded half-size digital ad 960x540 pixels.
- 6 - three day passes to the Summit.
- 8' x 8' Exhibit Space, pre-select space location on the Connect Floor with multiple layout options.
- Link to website through profile on CED's website.
- Social media recognition in tandem with Summit promotion.
- Early access to the attendee list.
- \$50 off each additional general admission pass.

Tech Investor  
Dinner Sponsors



LS Investor  
Dinner Sponsors





# VISIBILITY FACE-TIME

Tech CEO  
Breakfast Sponsors

## BREAKFAST SPONSORS

Venture Connect brings together CEOs from high-growth companies and investors for an exclusive breakfast on two separate mornings depending on their industry. As a sponsor you will receive the benefits listed here.

Option to purchase both available sponsorships (Tech or Life Science) for \$15,000, and receive industry exclusivity.

### Tech CEO Breakfast

Wednesday, March 18

**\$7,500** | 2 Available

### Life Science CEO Breakfast

Thursday, March 19

**\$7,500** | 1 Available

#### BENEFITS:

- Inclusion in the welcoming remarks at the breakfast.
- 2 breakfast tickets.
- Company logo listed in mobile app utilized by all attendees.
- Branded quarter-size digital ad 480x270 pixels.
- 2 - three day passes to the Summit.
- 8' x 8' Exhibit Space. With multiple layout options.
- Link to website through profile on CED's website.
- Social media recognition in tandem with Summit promotion.
- Early access to the attendee list.
- \$50 off each additional general admission pass.

LS CEO Breakfast  
Sponsors



ALEXANDRIA

# WHEN WILL YOUR CONTENT APPEAR ON MAIN STAGE?

TUESDAY				WEDNESDAY				THURSDAY					
VENTURE CONNECT HEADLINE SPONSOR (1)													
TRACK SPONSOR (3) BUSINESS OPTIMIZED   LIFE DIGITIZED   LIFE IMPROVED													
Premium Featured Content (1)		Premium Featured Content (1)		Premium Featured Content (1)		Premium Featured Content (1)		Premium Featured Content (1)		Premium Featured Content (1)		Premium Featured Content (1)	
Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content	Standard Content

**BUSINESS OPTIMIZED**  
Companies that offer solutions to increase productivity and efficiency in business.  
Artificial Intelligence | Augmented Reality | Big Data | Cyber Security

**LIFE DIGITIZED**  
Companies that integrate digital technology with the intent to streamline everyday life.  
E-Commerce | Smart devices | Digital health

**LIFE IMPROVED**  
Companies creating solutions that improve the quality of life and well being of the human race.  
Healthy Consumer | Therapeutics | Advanced Diagnostics



# 2020 VENTURE CONNECT

## VENUE MAP

GET TO KNOW THE SUMMIT FLOOR

PITCH

PARTNER

LEARN

300 level

MEET

402



CONNECT

^MAIN ENTRANCE^

PRESENT

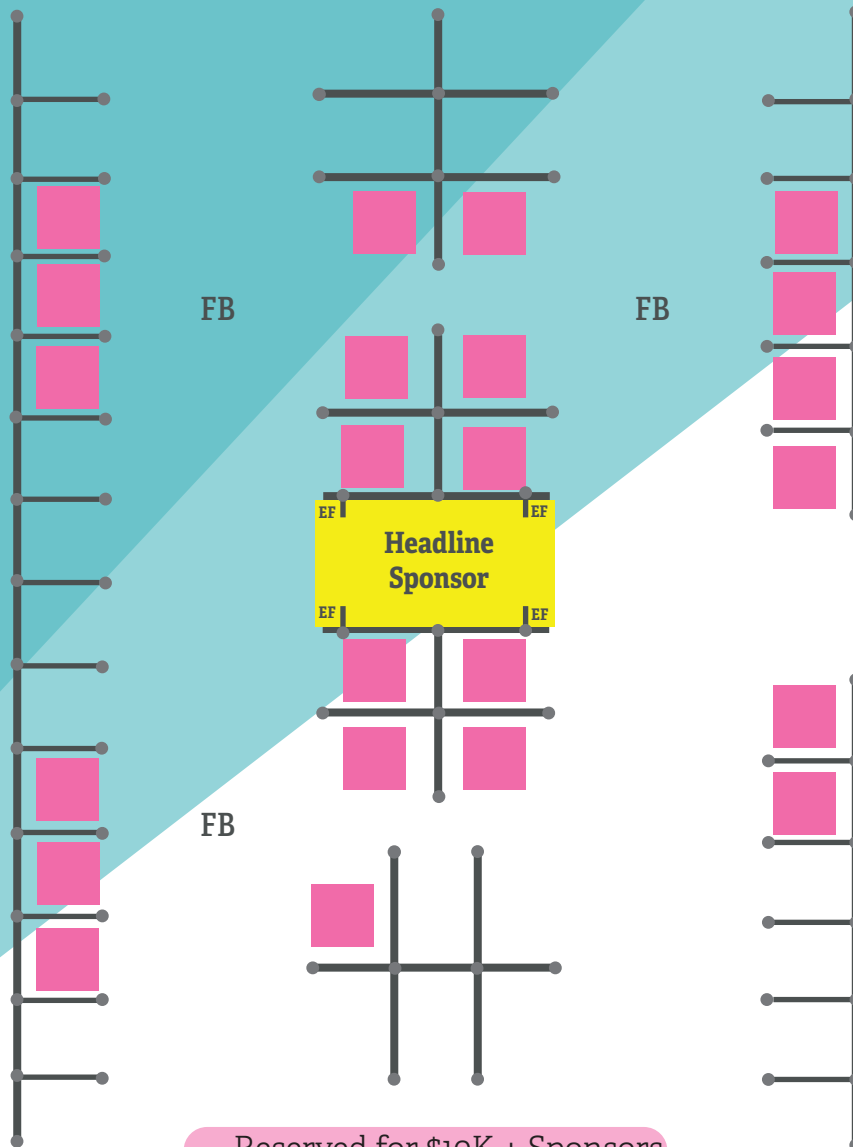
STAGE

CUSTOMER EXPERIENCE

RELAX

# 2020 VENTURE CONNECT FLOOR LAYOUTS

SPONSOR SPACES - CONNECT FLOOR



Reserved for \$10K + Sponsors

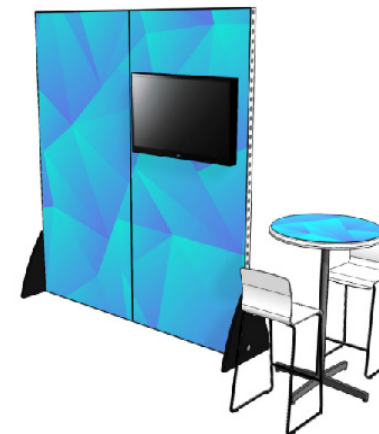
## EXHIBIT SPACE OPTIONS



Exhibitor Table:  
Table | tablecloth | 2 chairs



Silver Exhibitor Package:  
4x8 graphic back wall | 42" screen  
graphic hightop and 2 chairs



Gold Exhibitor Package:  
8x8 graphic back wall | 42" screen  
graphic hightop and 2 chairs



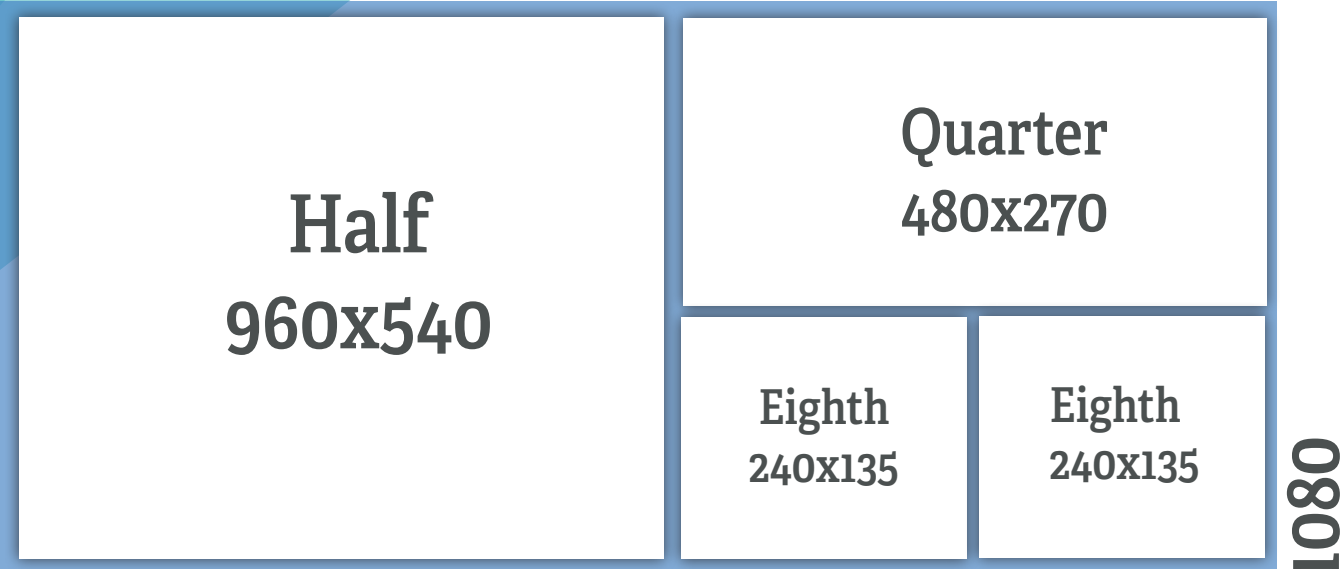
Platinum Exhibitor Package:  
8x8 graphic back wall | 42" screen  
6' bar table with graphic & charging port



# 2020 VENTURE CONNECT

## DIGITAL AD SPEC SHEET

Use the following guide for creating your digital ad. The size and specs for your ad is based on the sponsor package you purchase and any upgrades you select. Please follow the details outlined in your package and submit your digital ad in accordance to specified size. You will submit your ad in EPS format at the set pixel ratio by February 21, 2020, to Lindsay Rivera at [lriviera@cednc.org](mailto:lriviera@cednc.org).



### Featured Content Digital Ad

premium (half)	standard (qtr)	
	standard (qtr)	

### Breakfasts/Networking Digital Ad

qtr	qtr
qtr	qtr

### Full 1920x

### Headline/Track Digital Ad

full
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### Reception Digital Ad

upgrade (qtr)		upgrade (qtr)	
reg. (1/8)	reg. (1/8)	reg. (1/8)	reg. (1/8)

### Dinners/Education Digital Ad

half	half
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# {The Fine Print}

**Payments** - Once your sponsorship is confirmed, you will receive an invoice. Payment can be made by check or credit card. All credit card payments will have a 5% surcharge to cover processing fees. In order to receive full benefits, payments must be received 30 days prior to event.

**Sponsor Information** - CED is a non-profit 501 (c) 3. Funds from the conference are used to provide services and programs to connect our companies with high-value resources to accelerate business growth.

**Logos** - All new and returning sponsors should send an updated high resolution logo in .eps and .jpg formats to Lindsay Rivera at [lriviera@cednc.org](mailto:lriviera@cednc.org). If your logo changes, it is your responsibility to send CED an updated file.

**Booth Information**- Electricity is standard at all booths. Premium booths are for sponsorship levels over \$10K. All other booth spaces are on a first come first serve basis. Booths must remain set-up over the length of the Summit.

**Event Passes** - All packages include 3-day passes to Venture Connect. You will receive \$50 off each additional general admission pass.

Questions? Email Lindsay Rivera at [lriviera@cednc.org](mailto:lriviera@cednc.org).

