

## INTRODUCTION

- Do you have products, services, or expertise that will help newly launched and early stage companies grow their business?
- Do you hold expert knowledge which will assist investors in selecting and managing their portfolio companies?
- Can you demonstrate strategies or products to ensure success for small business owners in today's tough economic climate?

Become a sponsor of **Start FasTrack**, a fast paced, jam packed conference giving entrepreneurs and investors all the information they need to launch and succeed. We provide a dynamic forum to share innovative ideas and create lasting business opportunities.

Our top-of-the-line speakers offer fresh ideas, real-world strategies, and practical hands on tools to succeed. Our morning sessions are held jointly for entrepreneurs and investors in the morning; and in the afternoon divide into separate tracks with programs specifically designed for each category.

## TOPICS WE COVER:

- Creating the perfect pitch for funding and attracting investors
- Developing sales and marketing strategies for growth
- Knowing best practices for growth management
- Learning to efficiently manage growth and profit
- Maximizing networking to find and identify customers or partners
- Negotiating deal terms for term sheets with investors
- Obtaining press exposure from clever public relations
- Planning and achieving your exit strategy
- Taking steps to bring a product to market
- Using digital technologies and social media to seek new market opportunities
- Understanding legal aspects of managing your business

## WHY SPONSOR THIS EVENT?

- Obtain exposure for your executives on panel or keynote
- Receive attendee list for follow up leads for business development and clients
- Increase press exposure with advance press list and onsite interviews
- Improve your company image and enhance your brand to new markets and clients

## BENEFITS YOU WILL RECEIVE:

- Speaking on panel or keynote for general session; or specific session for entrepreneurs or investors
- Attendee list for business development
- Press list and listing in press release
- Advance promotion in emails
- Exhibitor table to meet clients
- Private meetings arranged in advance with attendees or speakers
- Opportunity to host an entire 60 minute session with your partners
- Logo placement on website, emails and program guide



## VENTURE PITCH:

We hold a Venture Pitch where several pre-selected companies can pitch to the audience and before a panel of investors. The judges evaluate the pitches and investment prospects for the company. Qualified sponsors can request to be a judge when space available. You can view more details and tracks on our website.

## THE VENUE:

We are considering venues in LA and the Bay area which we will announce soon. There will be a general session room for the conference; breakout room; and exhibit area. The event will include snacks, lunch, exhibit hall, and an evening reception. Each table will have WiFi, table cloth, trash can, electrical outlet and two chairs.

## SPEAKING OPPORTUNITIES:

Sponsorship is not required to be considered for speaking positions, but sponsors receive preferential consideration if they are otherwise qualified to select their session. Speakers are selected based on past speaking experience, expertise, innovation, and appeal to our audience. A confirmed speaker is provided one comp ticket. The submission deadline is Feb. 20, however speakers are accepted on an ongoing basis until all speaking spots are filled.

To apply to speak; send an email with your bio, contact information, proposed topics, and specific areas of expertise or past PowerPoint slides to: [speakers@techsupperclub.com](mailto:speakers@techsupperclub.com).

### We welcome your submissions for the following:

- **Keynote:** Nationally recognized executives or official leaders for keynote presentations to general sessions.
- **Demo and Case Study Presenters:** Product demos or case studies with partners.
- **Panelist:** Panelists for keynote roundtables or breakouts, led by a moderator.
- **Moderator:** Journalists, analysts, business consultants and associations.



## ABOUT iHOLLYWOOD FORUM AND TECH SUPPER CLUB:

iHollywood Forum, founded nine years ago, has been the leading producer of business summits for executives, investors and entrepreneurs involved in digital entertainment, media, telecom, mobile, and emerging technologies. Due to the huge interest in our events from companies not engaged in the entertainment sector, we launched the Tech Supper Club which is not specific to entertainment, but produces seminars and conference on issues relevant to all types of entrepreneurs seeking to grow their business. Tech Supper Club focuses on issues relevant to startups such as sales, marketing, attracting funding, exit strategies, forming partnerships, and management, with a focus on tech based industries. View our past events at [www.ihollywoodforum.com](http://www.ihollywoodforum.com) and [www.techsupperclub.com](http://www.techsupperclub.com).

## MARKETING PLAN:

Our goal is to attract 200 attendees to this conference. We have a database of over 300,000 executives for our marketing. We use emails, direct mail, telemarketing and word-of-mouth to drive attendance. We also partner with media outlets, trade associations, and print and online newsletters for cross promotional marketing and advertising.

### We attract these industries:

- **Entertainment and Media:** Film studios, broadcast networks, games, home entertainment, TV, cable, broadband, radio, music, record labels; media and other content companies.
- **Computer hardware and software:** Leading manufacturers of computers, media center and living room PCs, software, middle ware and enabling technology.
- **Consumer electronics:** Manufacturers of HDTV sets, set top boxes, audio streaming and download devices, CE firmware, wireless and wired networking equipment.
- **Semiconductor and component makers:** Architects of next-generation chipsets and hardware; engineers; business development.
- **Networking and IP Communications:** Telecom, cable, satellite, IPTV, mobile and networking companies.
- **Financial Institutions, banks and Investors:** CEOs and CFOs, venture capitalists, institutional investors, analysts, investment bankers, incubators, private investors, consulting firms.
- **Small Business Owners:** Retail, consumer goods, storefront, home based business, service providers, web based services.

## SPONSORSHIP RATES AND BENEFITS

### Title Sponsorship: \$9995

Company will be recognized as title sponsor in all event headlines, ads, emails, website and press releases.

- 30 minute keynote or 50 minute general session panel on topic and speakers you select with our approval.
- Speaker on panel
- Two Exhibitor Tables
- Speaker bio and photo on web site
- Logo/link on web page and email announcements
- Speaker bio and photo on web site
- 200 word company description in program
- 10 deluxe passes, 10 basic passes.
- Attendee list (full contact info, opt-in)
- Press list

### Gold Sponsorship: \$3995

- 15 minute keynote or presentation
- One speaker on panel
- Exhibitor Table
- Logo/link on web page
- Speaker bio and photo on web site
- 200 word company description in program
- 6 deluxe passes, 4 basic passes
- Attendee list (full contact info, opt-in)
- Press list

### Exhibitor Table: \$495

- Exhibitor table
- 100 word company description and logo in program
- 2 deluxe passes

### Other Sponsorship Opportunities

- Cocktail reception sponsor \$2995; with signage, remarks, napkins
- Lunch sponsor: \$4995
- Lanyard sponsor: \$1995
- Badge insert: \$1995
- Attendee Bag sponsor with logo: \$2495
- Advertising in program b/w:  
\$495 half page; \$895 full page

### Platinum Sponsorship: \$7995

- 20 minute presentation
- One speaker on panel
- Exhibitor Table
- Logo/link on web page andn emails
- Speaker bio and photo on web site
- 200 word company description in program
- 8 deluxe passes, 8 basic passes
- Attendee list (full contact info, opt-in)
- Press list

### Silver Sponsorship: \$1995

- 10 minute presentation
- One speaker on panel
- Exhibitor table
- 100 word company description in program
- Logo/link on web page
- Speaker bio and photo on web site
- 4 deluxe passes, 2 basic passes
- Attendee list (full contact info, opt-in)
- Press list

### Bronze Sponsorship: \$995

- 5 minute presentation to entire audience
- One speaker on panel
- Exhibitor table
- 100 word company description in program
- Logo/link on web page
- Speaker bio and photo on web site
- 3 deluxe passes, 2 basic passes
- Attendee list
- Press list