

ETT Sponsorship Opportunities

2009

”Fast paced and intensive, the European Tech Tours allow me to feel the pulse of the "high tech" landscape very efficiently in selected countries. It's also a terrific way to meet the key and passionate tech actors as well as to identify potential investment opportunities early on.

As such Tech tours are "unique" to me!”

Daniel Borel - Founder and Chairman of Logitech

Mission and Vision



- The European Tech Tour Association is an independent not for profit organization committed to the development of emerging technology companies in Europe.
- Our contribution to the high tech industry is through the development of regional Tech Tours and Vertical Industry Summits that bring together local experts with global players.



- Our strategic vision is to offer the leading independent platform for international investors and corporate executives, giving them direct access to projects and people of high relevance in specific regions or industries.
- The community we build is composed of local and global best practice. We believe in small, high quality and highly interactive events.

The European Tech Tour at a Glance



What is the European Tech Tour (ETT)?

- Founded in 1998 to serve VC's and Tech corporate looking for European start-ups with international potential
- Format designed to maximize exchanges and build relationships
- 3-4 country specific events per year to identify the best emerging companies
- 1-2 vertical industry event per year to capture the most innovative European companies in a specific segment
- Presentations of 25-30 leading start-ups per event (approx. 10% of applicants)

Key figures

- **29** geographic Tech Tours since 1998
- **4** industry Summits since 2006
- **570+** best practice local team members
- **880+** selected companies
- **1'420+** delegates from over 20 countries
- **5'700+** projects evaluated
- **6'650+** guests attended Opening dinners

Delegates

- 40% Top international VC's
- 30% Tech Corporate
- 20% Investment banks & international service providers
- 10% Media representatives

Benefits to attendees:

- **Access** to a privileged high quality deal flow
- **Networking** platform with top international and local VCs
- **Knowledge** about a geography or a vertical industry
- **Insights** in leading European technology poles and networks

The Tech Tour's unique format



- The Tech Tour is a 3-day exclusive event that brings 60 global investors to a specific country; giving them an in-depth insight into the local technology scene, and introducing them to 25 carefully selected rising star companies looking for investors to fuel their expansion.
- In order to facilitate the interactivity and intimacy of the group, attendance is strictly limited to 60 delegates on invitation.
- The program takes participants through a number of different regions where research centers, technology hubs, or technology parks are located.
- The program includes an Opening Gala Dinner which is followed on the second night, with a secret Special Event dinner



Delegates Categories



Partners & senior professionals of leading venture capital & private equity firms



3i, Accel, Amadeus, Apax, Atlas, AXA, Balderton, Baytech, Doughty Hanson, Earlybird, Endeavour Vision, Highland, Index, Northzone, Partech, SEP, Sofinnova, TVM, Wellington

Senior executives from blue-chip technology and related companies



BASF, BT, Cisco, GE, IBM, Intel, Logitech, Microsoft, Motorola, Nokia, Oracle, Siemens, Sony, Swisscom

Investment bankers, advisors and service providers



Jefferies International, Citigroup, Growthpoint, PWC, Regent Associate, Sardis, SVB, RBS

Research organizations



Universities, Research Centers, Incubators, Techno Parks (Fraunhofer, IMEC, EPFL, CERN, CSEM)

PR and media representatives



Alarm Clock, Chili, CNBC, FT, Red Herring, Weber Shandwick

Examples of Delegates



VENTURE CAPITAL FIRMS

CORPORATES



ACCEL

amadeus
Your technology partner



NOBLE

KREOS CAPITAL

balderton capital



Never stop thinking

atlasventure

DOUGHTY
HANSON
& Co



esprit CAPITAL PARTNERS

Innovations
Kapital



sep



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VENTURES

TLCOM Capital LLP



HIGHLAND
CAPITAL PARTNERS



WELLINGTON
MANAGEMENT



SOFINNOVA PARTNERS

TVM

NZ: Northzone Ventures

TeliaSonera

3-4 country events per year



- **Objectives** : To identify 25 of the most promising technology companies in a country
- **Format** : two and a half day event
- **Selection Committee** : Composed by experts from international VC firms, leading tech corporate and successful entrepreneurs
- Sponsors** : 5 international VC firms
3 corporates
6 service providers
4 universities & regional development
3 media & communication
- **Delegates** : top executive split in 40% VC's firms, 30% Corporates 20% service providers and 10% Press & Media



Typical agenda

Day one

- **Tech Tour Workshop**
 - Expert **roundtable and presentations** to local CEO's (reserved to local audience)
- **Opening Gala Dinner**
 - 250+ selected guests representing the local who's who in technology and investment, including corporations, VC's, entrepreneurs.

Day two and three

- **Opening remarks**: setting the stage for the two days tour, highlight of the country's investment climate for VC's
- **Presentations and elevator pitches** of 25 companies from a specific region in the country
- **Networking & visits** : delegates and presenting companies at several locations
- **Closing remarks & cocktail**

1-2 vertical industry events per year

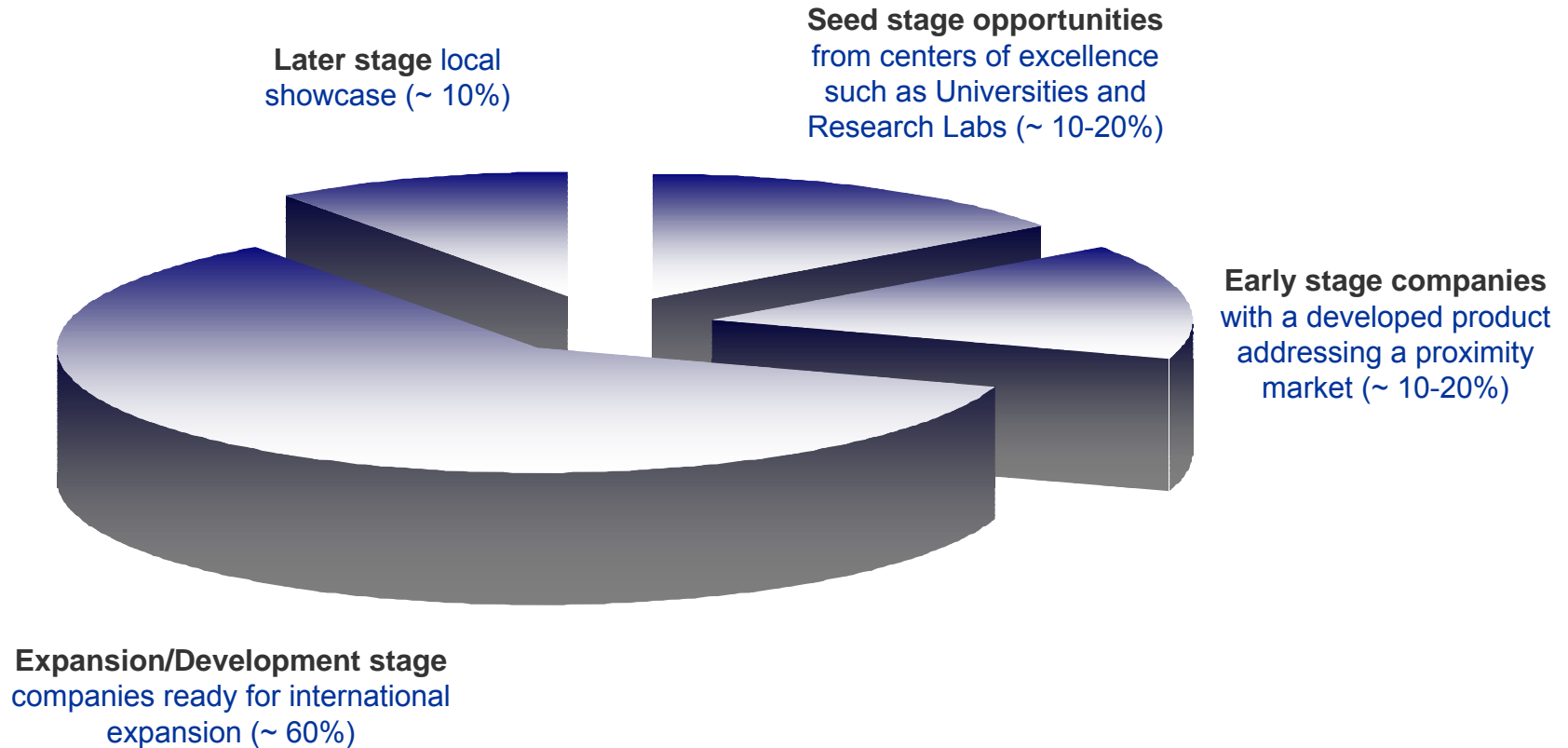
- **Objectives** : To identify the top 25 high growth companies in a specific vertical industry segment
- **Format** : One and half days event
- **Selection Committee** : Composed by experts in the vertical industry from international VC firms, leading tech corporate and successful entrepreneurs
- **Sponsors** : 5 international VC firms
4 corporates
4 service providers
4 media & communication
- **Delegates** : 120 top executive split in 40%VC's firms, 30% Corporates 20% service providers and 10% Press & Media



Typical agenda

- **Launch Dinner**
 - Informal dinner regrouping all the delegates, the selected CEO's and a few chosen guests relevant for the vertical industry segment.
- **Full day session:**
 - Opening session about the industry status
 - Company presentations sessions with 20 min per company, including Q&A
 - Networking lunch
 - Company presentations sessions
 - Closing remarks

Typical development stage mix



Note: When visiting a university or a research center, the Tech Tour offers to showcase some of their best projects. Those are not counted in the above split

Industry Segment Focus

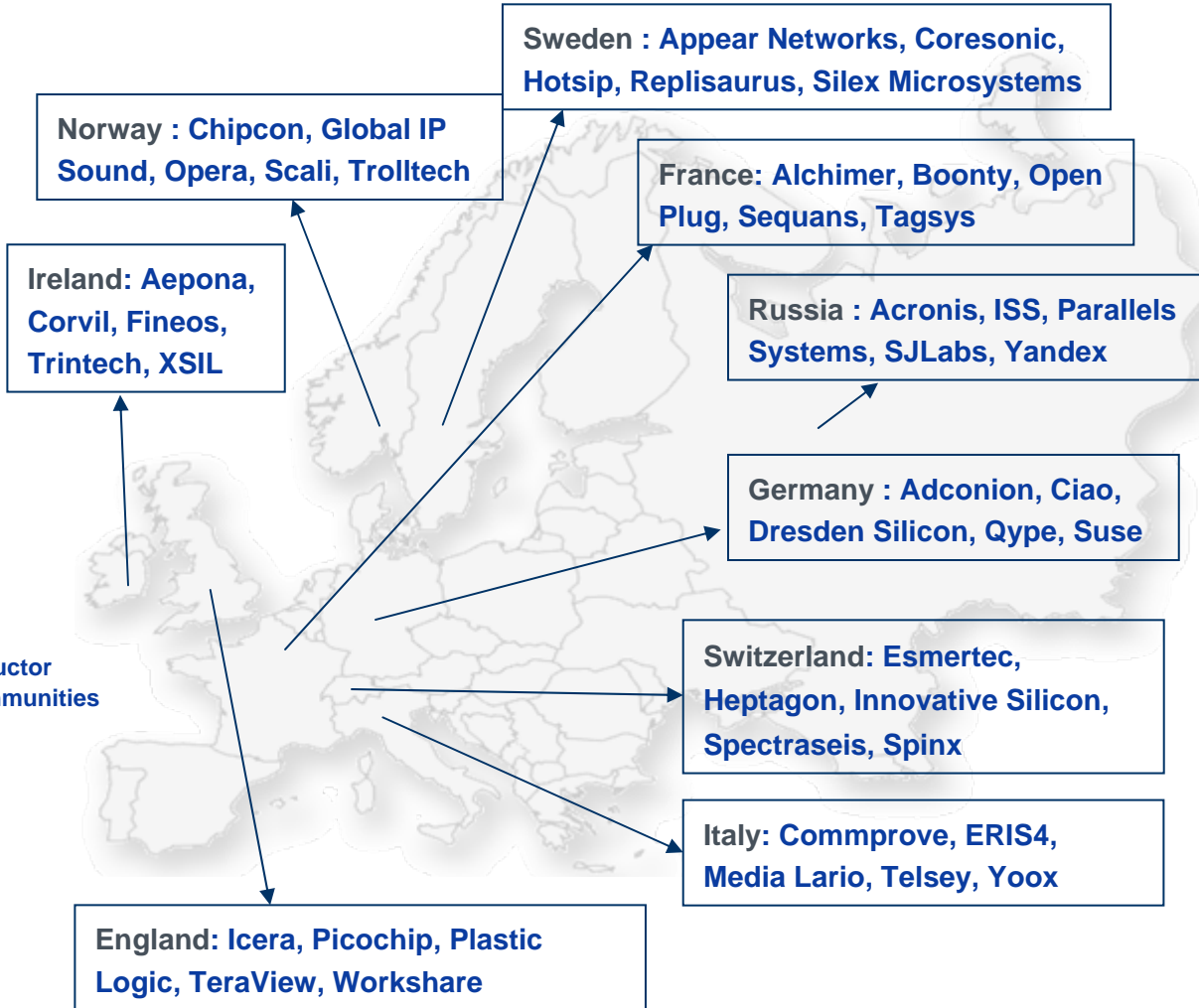


- Electronic Systems & Optical Components
- Terminals and peripherals
- Networking
 - Fixed
 - Wireless
 - Management & services
- Software Applications
 - Enterprises
 - Consumers
- New Materials & Processes
 - Nanotech
 - Capital Equipment
- Platform & Infrastructure
 - Computer-human interface
 - Search & navigation
 - Content delivery
 - Infrastructure management
 - Security
 - Storage & database management
 - Middleware
 - OS & Development tools
 - Medical instrumentation
 - Renewable Energy/Cleantech

Example of Showcased Companies



- 1998,2003, 2007 Switzerland
- 1999,2005 Ireland
- 1999,2005 Sweden
- 2000,2005 Finland
- 2000,2005,2008 Germany
- 2000,2007 Spain
- 2001,2005 France
- 2001,2006 Scotland
- 2002 Holland
- 2002,2008 Norway
- 2003 Italy
- 2003 Denmark
- 2004 Israel
- 2004,2007 England
- 2004 Russia
- 2006 Benelux
- 2006 India
- 2006,2008 Semi Conductor
- 2007 Web & Communities
- 2008 MedTech



The Tech Tour has a long track record for early identification of great European tech start-ups

Why Sponsor the Tech Tour?



➤ Visibility

- Your company will be exposed to a very select group of “who’s who” in the international & local investment and entrepreneurial community.
- During the gala dinner, as a sponsor you will be seen to be supporting the promotion of innovation and new company creation by senior figures in industry, finance and government.
- Before, during, and after the event, your company will also be exposed to a larger audience through a presence on the [ETT website](#) and in all promotional materials.

➤ Networking

- Efficient networking to a carefully targeted group of senior investors and advisors
- On-the-move format ensures you are always meeting new people .
- At your request, we will arrange private meetings with one or more personalities of your choice on the tour list or with the presenting companies.

➤ Business opportunities

- You get access to the Tech Tour database of “rising star” companies.
- Access to a seat on the selection committee (limited availability).
- Opportunity to animate a pre-tour workshop attended by a select audience of high growth company CEOs (limited availability).

Personalities that have joined a Tech Tour



Key Note Speakers

- Daniel Borel, Chairman Logitech, CH
- James Collier, CTO CSR, UK
- Bernard Liautaud, CEO Business Objects, FRA
- Sven-Christer Nilsson, CEO Ericsson, SWE
- Jorma Ollila, CEO Nokia, FIN
- Sir Robin Saxby, Chairman ARM, UK



Daniel Borel, Chairman Logitech, CH

Some of the guest officials

- Wendy Alexander, Minister for Enterprise, Scotland
- Lord Sainsbury, former Under Secretary of State for Science and Innovation, England
- Helle Hammer, State Secretary, Ministry of Trade and Industry, Norway
- Leonid Rejman, Minister for Communication and Information Technologies, Russian Federation
- Michael Martin, Minister for Trade and Employment, Ireland



Helle Hammer, State Secretary,
Ministry of Trade & Industry, Norway

Overview of Sponsorship Packages



	GOLD	SILVER	BRONZE	Local support
Visibility				
Opening Gala Dinner lead sponsor and keynote speaker - 250 prominent guests	■			
Company logo on banners and signage throughout the event.	■	■	■	■
Co-sponsorship of one Lunch with signage and short speech	■	■		
Co-sponsorship of one Breakfast or coffee break with signage and short speech			■	■
Co-sponsorship of one Travel leg with short speech		■	■	
Company logo on published advertisement and press release	■	■	■	
Company presentation on European Tech Tour Website (permanent)	■	■	■	■
One full-page ad in the binder distributed to all delegates.	■	■	■	■
Company brochure or giveaway in Tech Tour bag	■	■	■	
Networking / Deal Flow				
One seat on the Selection Committee	■	■	■	
Access to the European Tech Tour Database of companies and delegates	■	■		
One waived delegate to the Tech Tour '09	■			
One delegate to the Tech Tour '09 at a 40% discount rate		■	■	
Animate a Workshop at conference opening for 50 CEO's of startups	■	■		■
One opening dinner table with waived guests of your choice (# guests)	10	5	3	1
Sponsorship €	25'000	15'000	10'000	5'000

Sponsorship "à la carte"	Price €
Opening Dinner	30'000
Special Event	20'000
Delegate bag	15'000

Quotes & Testimonials



« The German TT 2005 was an excellent opportunity for me to get an overview of key local emerging technology companies, highlighting the innovation power that exists in Europe. It also gave me the chance to network with some of the best international venture capitalists, and to share Microsoft's programs for helping many of these young companies grow. Well done! » **Dan Lewin, Corporate Vice President, Microsoft**

« An exceptionally efficient use of valuable VC Partner time. How else could I get to see 29 of the best companies in Switzerland in just two days. » **Nigel Grierson, Managing Director, Doughty Hanson Technology Ventures**

« I believe strongly that the Tech Tours offer an unparalleled way to have a high-quality snapshot of what is happening in the high-tech start-up scene in the countries where it is happening! » **Bart Markus, General Partner, Wellington Partners**



« This Tech Tour was always great in terms of networking with other VCs and great in terms of update and discovery of companies; missing it would be a mistake. » **Jean Schmitt, Managing Partner, Sofinnova Partners**



« Within 2 days the Russian Tech Tour offered: a rich blend of business ideas, technologies, interpersonal informal contacts in a cultural context. In Russia, it was particularly impressive to see the quality of education and of research & development, which have resulted in flourishing start-ups. I personally also most appreciate the opportunity to have discussions with VC's, which have in depth understanding of the industry we are in.» **Adrienne Corboud, Executive Vice President, Kudelski**

Sponsorship opportunities



- **Gala Dinner (1st night):** you will be highly visible to the over 250 guests that represent the who's who of the local technology scene and be seen supporting the promotion of innovation and new company creation by senior figures in the Spanish industry, finance, and government.
- **Banner & signage:** Your company logo will be prominently displayed at each step on the tour, giving you the chance to clearly align your brand with the best in class of the local emerging technology companies. You will have the opportunity to reach out to an audience of investors and innovators with a full page advertisement and company description in the delegates' pack. In addition, a permanent reference point within the context of a specific locality will be assured through your presence on the Tech Tour website.
- **Breakfast/Coffee Break/Travel leg:** You will have the opportunity to address the delegation through a short speech detailing your company and services, therefore placing your name and brand firmly at the forefront of the local technology landscape and making the link to the attendees present.
- **PR coverage:** Throughout the communication of the event, you can benefit from your company's visibility in press conferences and releases; allowing you to potentially comment on each of the issues and themes that will be highlighted in the press, both prior to and post event. Thereby associating your brand with thought leadership, vision and insight.

Event Highlights



<p>EUROPEAN TECH TOUR Semiconductor Summit November 4-5, 2008</p>	<p>THE NORWEGIAN TECH TOUR August 27-29, 2008</p>	<p>THE GERMAN TECH TOUR June 4-6, 2008</p>
<p>AUDEMARS PIGUET CHANGING TIMES AWARD</p>	<p>European Tech Tour Web & Communities Summit November 14-15, 2007</p>	<p>The English Tech Tour October 17-19, 2007</p>
<p>The Spanish Tech Tour May 23-25, 2007</p>	<p>The Swiss Tech Tour March 7-9, 2007</p>	<p>THE SCOTTISH TECH TOUR December 6-8, 2006</p>
<p>European Tech Tour Semiconductor Summit October, 24-25, 2006 In collaboration with IMEC</p>	<p>the indian TECH TOUR Delhi, Bangalore, Mumbai October 11-14, 2006</p>	<p>THE BENELUX TECH TOUR May 30 - June 1, 2006</p>
<p>THE FRENCH TECH TOUR 2005 NOVEMBER 16-18</p>	<p>The Finnish Tech Tour 2005 August 31 - September 2</p>	<p>The Swedish Tech Tour 2005 June 1-3, 2005</p>
<p>The German Tech Tour 2005 April 20-22, 2005</p>	<p>The Irish Tech Tour 2004 November 10-12, 2004</p>	<p>The Russian Tech Tour 2004 September, 21-23, 2004</p>
<p>The English Tech Tour 2004 June 30-July 2, 2004</p>	<p>The Israeli Tech Tour 2004 March 28-30, 2004</p>	<p>The Danish Tech Tour 2003 August 27-29, 2003</p>
<p>The Swiss Tech Tour 2003 March 5-7, 2003</p>	<p>NORWEGIAN TECH TOUR AUGUST 28-30, 2002</p>	<p>The Dutch Tech Tour 2002 Amsterdam - The Netherlands May 22-24, 2002</p>

Contact us



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