

TIECON 2009
Midwest

October 23-24, 2009
The Ritz-Carlton, Dearborn, MI



**THE INNOVATIVE
ENTREPRENEUR**

DARE To Explore ...

Sponsorship Package

SPONSORSHIP PACKAGE

TiE20 Midwest Industry Awards 2009:

The INNOVATIVE Entrepreneur

History tells us that in every economic downturn a new group of corporate giants is born. Microsoft, MTV, HP, Disney, IBM, Proctor & Gamble... in fact 16 of the Dow Jones 30 companies were launched during a recession or depression.

It takes a truly INNOVATIVE entrepreneur to launch and grow a business in the current economic climate. TiECon is just the stimulus needed to jumpstart INNOVATIVE entrepreneurs and pull us out of this recession. On October 23rd and 24th, TiE Detroit presents the state's largest conference on entrepreneurship: TiE20 Midwest Industry Awards 2009 for the INNOVATIVE Entrepreneur. Celebrating the extraordinary person who thinks creatively, innovatively and resourcefully to create his or her own future despite economic downturns and uncertainties. Over 1000 participants will engage in a rich dialogue with entrepreneurs, venture capitalists, industry executives, and thought leaders in two action-packed days at TiE20 Midwest Industry Awards 2009.

"Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth" - Peter Drucker

Will you be INNOVATIVE enough to create the opportunity?

TiE20 Midwest Industry Awards 2009 Highlights

TiE20 Midwest Industry Awards

The 20 hottest startups. This year's TiECon will host the first annual showcase of 20 of the most promising startup companies across five focus segments, namely: Cleantech, Wireless, Software, Life Sciences, and Media. The 20 companies will be selected from hundreds of emerging start-ups after a rigorous screening process that includes reviews from industry experts as well as voting by the wider community segment. Attendees will receive a brief overview of the focus segment, and learn how the TiE20 Midwest Industry Awards company addresses the needs of that industry.

PowerConnect

Power Networking with a Segment Focus. TiE20 Midwest Industry Awards 2009 introduces a premium networking session, PowerConnect, to facilitate meeting with industry experts relevant to your interests. Each day, PowerConnect participants will spend almost two hours over lunch with 20 other relevant entrepreneurs, industry leaders, and VCs with a similar background and interest in their segment area. The sessions will include intense interaction at a small group level, as well as interactive panels with leading industry experts in that segment. PowerConnect attendees will participate in relevant conversations and there by end up with a new found insight on a particular technology area, and gain over 20 relevant connections in their area of interest.

Business Bootcamp

Starting a company? Operating or Managing a company? Would you like to grow and expand your business? All of these require more than technical ingenuity and a bright idea. Even the most innovative entrepreneur needs to consider the practical aspects of managing a company such as funding, legal issues, building teams, scaling sales and creating hype through PR campaigns. This year's TiECon will offer bootcamps focused on these key areas. These interactive bootcamps will require attendee participation and provide hands-on experience. Our workshop leaders are experts in their fields and will offer battle-tested tips to give a venture its greatest chance for success.



Dr. Roger Newton



Jennifer Granholm
Governor of Michigan

BE A SPONSOR AT TiE20 Midwest Industry Awards!

TiE20 Midwest Industry Awards is a once-a-year, high-impact, focused event to highlight your company's products and services to an influential & professional audience.

Top 5 reasons to sponsor TiE20 Midwest Industry Awards:

- Engage with global attendees at TiE20 Midwest Industry Awards – the state's largest conference for entrepreneurs.
- Promote your company's brand, message, products, and services to your target audience.
- Leverage TiE20 Midwest Industry Awards marketing activities to a focused target audience from Detroit and around the globe.
- Attract and recruit the best talent in your industry.
- Interact with world renowned business leaders and entrepreneurs.



Sponsorship Type	Grand	Platinum	Gold	Silver	Bronze
Sponsorship Fee	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Full Conference Passes	20	12	10	5	4
Entertainment Passes	20	12	10	5	4
Entertainment Sponsorship	Opening Reception	Fri or Sat Evening	NA	NA	NA
Booth Space	Best	Premium	Superior	Standard	NA
Stage Logo	Yes	NA	NA	NA	NA
Banner Logo	Yes	Yes	Yes	Yes	Yes
Attendee Badges Logo	Yes	NA	NA	NA	NA
Listing in Program Guide	Yes	Yes	Yes	Yes	Yes
Media Event Logo	Yes	Yes	NA	NA	NA
USB Drive - Logo on URL	Yes	Yes	Yes	NA	NA
Live Stream of TiECon Sponsors	Yes	Yes	Yes	NA	NA
TiE50 Midwest/PowerConnect Event Logo	Yes	Yes	Yes	NA	NA
Attendee Passes to PowerConnect	2	1	1	NA	NA
Logo Placement (TiECon)	Back Cover	Inside Cover	Full Page	Half Page	Qtr. Page
Speaking Opportunity	Yes	Yes	Yes	NA	NA

Exhibitor Package: \$1,500

- Listing in Program
- 2 Conference Passes
- Standard Booth (6x10)
- Raffle (every hour)
- Website Summary
- Listing in Brochure

TiE Global Exchange: \$10,000

- Unique sponsorship package for government bodies promoting entrepreneurship
- For more details contact nicole.raymond@detroit.tie.org

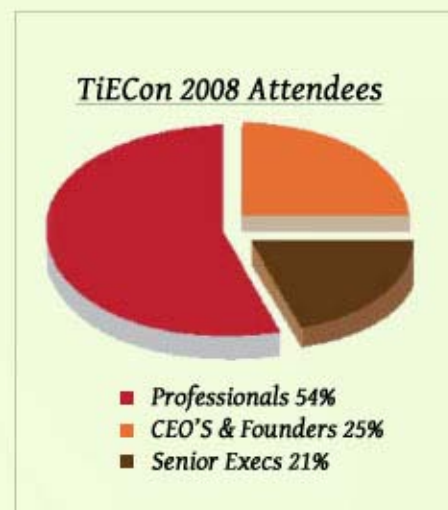
The number of sponsorships available is limited, so please contact us soon if you would like to join the elite group of companies sponsoring TiE20 Midwest Industry Awards. Suites are available at The Ritz-Carlton, Dearborn for our Annual Sponsors to rent during TiE20 Midwest Industry Awards 2009.

Who will attend TiE20 Midwest Industry Awards 2009?

TiE20 Midwest Industry Awards 2009 attendees will include more than 1,000 intellectuals from across the world bringing together a complete ecosystem for accelerating the full cycle of a company's development from funding to launch, growth and success. Attendees span the spectrum from entrepreneurs creating new companies to financial market experts to government policy makers to eminent personalities from academics and media.

TiE20 Midwest Industry Awards is ideal for:

- The ENTREPRENEUR, Who just had a flash of a billion dollar idea
- INTRAPRENEURS in multinationals, focused on new corporate initiatives
- STARTUPS & EARLY STAGE COMPANIES developing a viable business model
- INVESTORS and CORPORATE EXECUTIVES
- PROFESSIONALS offering legal, financial, marketing, engineering services
- SOCIAL ENTREPRENEURS looking to make a world of difference



In Short, TiE20 Midwest Industry Awards is ideal for the ENTIRE ENTREPRENEURIAL ECOSYSTEM.

About TiE

TiE is a global, not-for-profit, non-political, and non-religious organization dedicated to fostering entrepreneurs across its international network. Since its founding in 1992, TiE has grown to become the world's largest organization for entrepreneurs and professionals, with membership spread across 53 chapters in 12 countries. Membership includes over 1,800 experienced entrepreneurs and business executives as Charter Members, and over 12,000 aspiring entrepreneurs and professionals as Members. Top Venture Capital firms, Fortune 500 corporations, and professional service providers are among TiE sponsors.

"TiE is a global network that embraces innovative thinkers from all industries. The depth of entrepreneurial and management talent is immense. This networking group has been the feeding ground for numerous tech ventures and the starting point for teams to come together to launch new ventures. The group has aligned itself with the changing business environment and has always found resources to help re-invent and re-create businesses and talent. TiE is reaching out across regional and global lines to take their message of believing in talent, ideas and entrepreneurship. A true embodiment of the American spirit."

Sonali Vijayavargiya

Managing Director, Augment Capital, LLC, Ann Arbor, Michigan

"Given the exceptional quality of industry experts and leadership, TiE has provided me a platform for one of my acquisitions. A powerhouse of talent, ideas and business skills, the quality of entrepreneurship is at its high. I highly encourage all entrepreneurial fraternity to consider utilizing TiE for all their future networking avenues. If you wish to grow or expand your business thinking and practice, TiE is beneficial and valuable. A "must" for the entrepreneur in you!"

Tel K. Ganesan

President & CEO, Vision Tech Solutions, Farmington Hills, MI

"The Alley has shared many programming activities with TiE and has found them to be a valued partner. Our shared programming has provided mutual benefits to the members of both organizations."

Ken Rogers

Executive Director, Automation Alley-Troy, Michigan

"Through the sharing of programmatic events, TechTown and TiE are forging a collaborative relationship that provides TechTown with access to a larger, international audience of entrepreneurs. TiE's broad global reach is an excellent resource for TechTown's Soft Landings program, established to provide small and mid-sized companies with opportunities for business exploration in North America."

Nancy Cappola

Director, TechTown's Soft Landing Program

"TiE is a great platform for budding and established entrepreneurs. Paul and I met at the TiECon Midwest 2008 in Detroit and since then have gone on to form a company in renewable energy generation. We look forward to TiECon Midwest 2009. This will truly be a rewarding experience!"

Dr. Chirinjeev Kathuria

Chairman, Planetspace

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