



in association with

Dow Jones VentureWire  
Technology Showcase



NOVEMBER 18 - 19, 2008

Sofitel San Francisco Bay | Redwood City, CA

>> PRESENTER'S KIT

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## I. Positioning

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The Euro Tech Showcase, Avise Partners' new business development and fundraising forum, forges profitable links between up-and-coming European technology firms and American technology leaders and investors.

The Euro Tech Showcase features 50 of the best European high-tech private companies as well as key actors from the European Innovation ecosystem that will discuss the latest developments and the status of R&D, Venture Capital and M&A in Europe.

The event is held in association with the Dow Jones VentureWire Technology Showcase, from Tuesday, November 18 to Wednesday, November 19 at the hotel Sofitel San Francisco Bay, in Redwood City, California.

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## II. Value Proposition

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The Euro Tech Showcase is a corporate matchmaking conference focused on bringing promising European tech companies together with the right American partners and clients. A conduit for European IT firms looking to expand or already present in the United States, the Euro Tech Showcase will maximize the probability of success of an American expansion plan. It acts as a launch pad to enter the US market, or as a growth accelerator for European companies that already have US operations.

Each European company will have the opportunity to present before an audience of senior business development and technology executives from large American companies and senior partners from American investment firms. Conference organizers will schedule hundreds of private one-on-one meetings between the European companies and potential American partners, clients and investors. These pre-arranged qualified one-on-one meetings are the *raison d'être* of the Euro Tech Showcase, guaranteeing that the event is productive for every participant.

The Euro Tech Showcase's association with the Dow Jones VentureWire Technology Showcase creates the best American tech venture event this fall, featuring over 100 of the most promising tech companies in the world: 80 from the US, and 50 from Europe. The programs are fully integrated, allowing top American tech players to discover innovative tech companies from around the block or from across the Atlantic at the same time, right at their door step.

- **One-on-One Meetings**

The conference organizer will act as matchmaker by setting up at least five one-on-one meetings between each presenting European company and relevant American technology players and investors. The meetings are held in a private area. Our extensive list of American business contacts allows us to ensure that every meeting is an exceptional business opportunity for the European companies—and an exciting proposition for the larger American partners or investors.

- **Company Presentations**

Each European company has 8 minutes to present itself to the conference attendees and discuss the market opportunity they are addressing. Please refer to section V for details on the audience. Companies are grouped by sector.

- **Showroom**

The showroom gives the opportunity for attendees to easily locate presenting European companies of interest and learn more about them. The cocktail table set-up encourages dynamic high-level networking. It is also the ideal location for journalists to discuss with the presenting company CEOs and discover new technologies. The showroom is accessible to all Dow Jones VentureWire Technology Showcase / Euro Tech Showcase attendees. It is centrally located between the keynote and break-out rooms. Only the European presenting companies will benefit from a showroom demo space.

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### **III. Preliminary Agenda**

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For the most updated agenda, please visit <http://showcase.dowjones.com>

#### **Tuesday, November 18, 2008**

08:00 - Registration  
& Networking Breakfast  
08:45 - Welcoming Remarks  
09:00 - Opening Panel  
09:50 - Keynote Interview  
10:20 - Networking Break  
10:45 - Panel Discussion  
11:30 - Company Presentations  
13:05 - Luncheon & Keynote Interview  
14:05 - Company Presentations  
16:45 - Panel Discussion

#### **Wednesday, November 19, 2008**

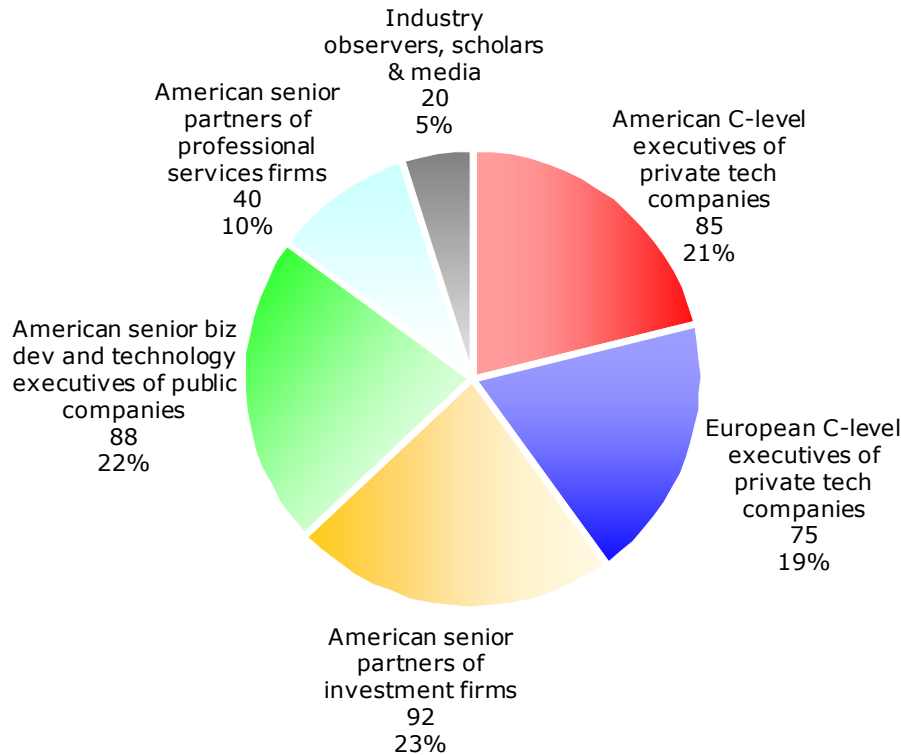
07:45 - Registration  
& Networking Breakfast  
08:30 - Welcome & Introduction  
08:45 - Panel Discussion  
09:35 - Keynote Interview  
10:05 - Networking Break  
10:30 - Company Presentations  
12:00 - Luncheon & Keynote Interview  
13:35 - Company Presentations  
15:10 - Panel Discussion  
16:00 - Conference Conclusion

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## IV. Audience

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The Dow Jones VentureWire Technology Showcase / Euro Tech Showcase 2008 is expected to gather over 400 high-level delegates, distributed as follows:



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## V. Selection Process

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- **Presenters' Profile**

Privately-owned companies matching the following criteria are eligible to apply:

- **Geography:** Headquarters in a country from the European Union (27 countries), Switzerland or Norway.
- **Industry Sector:** Sectors from across the high-tech industry including Security, Enterprise Applications, Telecom & Wireless, Computing/Networking/Hardware, Entertainment & Media, Internet & Services and Clean-tech.
- **Development Stage:** Early Stage, Growth/Expansion Stage, Late Stage  
The event presents fundraising, partnership and business deal opportunities. It is relevant for early stage companies looking for VC funding or partners/clients, as well as later stage companies possibly looking for an exit through acquisition by a large American tech player.
- **US Market Status:** From no presence to a fully operational branch.  
The event gathers a diverse group of key technology players that can help a European company launch in the US market or significantly accelerate their US revenue growth.

- **Selection Committee**

To ensure that only the most promising European companies are presenting, a selection committee is in place to review the companies' applications and choose those that have strong potential in the US market.

The selection committee is composed of senior technology and business development executives from large American corporations, as well as venture capitalists.

- **Application Process**

To apply, please fill out the 7 page PowerPoint application form downloadable at [www.eurotechshowcase.com/apply](http://www.eurotechshowcase.com/apply) and send it by email to [jbrazier@avisepartners.com](mailto:jbrazier@avisepartners.com). Upon receipt, the application will be sent to the selection committee for review. The applicant will receive an answer within 10 days. Upon approval, the applicant will have 10 days to register. Applications are reviewed and approved on an on-going basis. Only 50 applicants will be retained. Applicants are encouraged to send their applications early as availability might run out quickly.

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## **VI. Participation Benefits & Fees**

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The package presenting European companies is designed to maximize their interaction with the right American delegates who can concretely help them expand or accelerate their business in the US. This format has proven to be productive in similar events in generating tangible business deals, partnerships and investments. The participation benefits are the following:

- Minimum of 5 pre-arranged qualified one-on-one meetings with American investors, potential clients or partners
- 8 min presentation in front of the audience
- Demo space in the Euro Tech Showcase showroom
- 2 conference passes for the company's CEO and another member of the executive team

The participation fee for presenting company including all the above benefits is **5000 EUR**.

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## **VII. About the Organizer**

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Avise Partners is a consulting firm that, for 17 years, has been helping private technology companies from Europe and the US to start or accelerate their business on the other side of the Atlantic. Through events, market studies, business development, interim management, VC fund raising and acquisitions advisory, it supported the transatlantic expansion of over 100 European and American technology companies. Avise Partners is currently raising a venture capital fund called EuroStart to invest in the European expansion of promising US tech companies. The fund is expected to be closed by the end of 2008.

Over the years, Avise Partners has built a strong network with leading business and technology executives on both sides of the Atlantic. Using its networks in a collective fashion, Avise Partners already has a good track record of producing successful strategic events including the 2005 French Tech Showcase in California and the California Tech Showcase in La Baule, France. Going into its third year, the California Tech Showcase is the Euro Tech Showcase's counterpart, an annual event featuring some of the most promising US tech companies to meet and develop contacts with major European technology players.

For more information about Avise Partners, please visit: [www.avisepartners.com](http://www.avisepartners.com)