

TiE Boston

Talent Ideas Enterprise

Sponsorship Opportunities & Benefits





Boston



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Boston



Some Distinguished Members of TiE

Entrepreneurs



Kiran Mazumdar-Shaw,
Co-founder,
Biocon India Ltd



Kumar Malavalli,
Co-founder,
Brocade
Communication



N R Narayana
Murthy,
Founder, Infosys



Kumar Mahadeva,
Founder, Cognizant
Technology Solutions
Inc.

Venture Capitalists



Promod Haque,
Managing Partner,
Norwest Venture
Partners



Vinod Khosla,
General Partner,
Kleiner, Perkins,
Caufield & Byers



Ram Shriram,
Founder,
Sherpalo Ventures



Izhar Armony,
General Partner
Charles River
Ventures



Rob Soni,
General Partner
Matrix Partners

Executives



K V Kamath,
MD and CEO, ICICI
Ltd.



Lata Krishnan,
President, American
India Foundation



Victor Menezes,
Former Vice-
Chairman,
Citigroup



Vyomesh Joshi
Executive VP, HP



Rajat Gupta,
Former Head
McKinsey and Co.



Padmasree Warrior,
Global CTO
Motorola

Academicians



Dipak Jain, Dean,
Kellogg Graduate
School of Business,
NorthwesternU



C K Prahalad,
Professor,
Ross Schl of Business,
University of Michigan



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TIECON continues to attract top Leaders and Innovators.

EntrepreneursFortune 500 and more Executives



Steve Ballmer, CEO,



Indra Nooyi, CEO, PepsiCo



S. Ramadorai, CEO, TCS



Jay Sidhu, President Sovereign Bank



Ted Turner, Founder, CNN



Ed Zander, CEO, Motorola

Writers and Authors



Thomas Friedman Author



Guy Kawasaki Author



David Lynch, Writer & Producer



Deepak Chopra, Author and Wellness Guru



Ray Kurzweil, Inventor

Policy Makers



Mark Malloch Brown, Deputy Sec. General, UN



Gov. Mitt Romney, Massachusetts



Gov. Arnold Schwarzenegger, California



Shashi Tharoor Under Sec. General for Communications and Public Information, UN

Life Sciences Professionals



Ansbert Gadick Founding General Partner, MPM Group



Frank Douglas, Former CSO, Aventis



Raju Kucherlapati Member, Board Governance Committee, Millennium Pharmaceuticals

Policy Makers



Clayton Christensen Professor, HBS



Mohanbir Sawhney McCormick Tribune Professor Kellogg-Northwestern



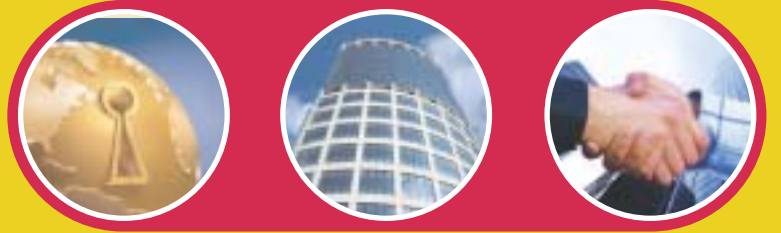
Susan Hockfield, President, MIT



Ray Stata, Founder, MassHighTech Council



Boston



About TiE

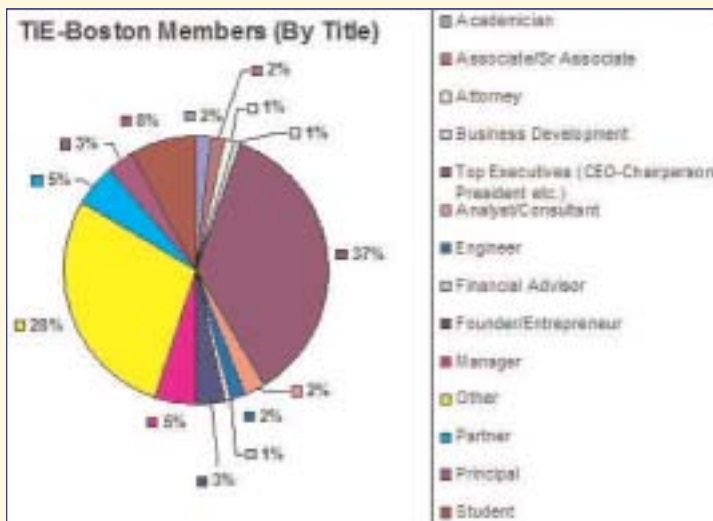
TiE was born in 1992, when a small group of Silicon Valley entrepreneurs of Indus origin felt the need for an organization where they could meet, network and address some common problems they faced.

Since then, TiE has grown to become the world's largest networking organization for Innovators from various fields, which include Business, Academia, Government and Administration, and Non-Profits.

TiE is an **Inclusive** and **Diverse** organization. Although it started out as a forum for entrepreneurs from the Indus region, as it has grown it has attracted many more non-Indus members. Today, TiE is a world-class organization for Innovators and Entrepreneurs-at-Heart.

- TiE has 45 chapters in 10 countries.
- TiE has 10,000+ members globally.
- 100,000 people attend TiE events worldwide, each year.
- TiE boasts 500+ volunteers.
- 135 brand name companies sponsor various TiE chapters and events. These include top VC firms, IT cos. and Fortune 500 corporations.
- Approximately 6% of all Venture Capital raised in the US is raised by TiE Entrepreneurs.
- TiE-Boston was the first chapter formed in the US (after Silicon Valley.)
- TiE Boston is also the second-largest chapter in the world after TiE-Silicon Valley.

Our Members and Charter Members



TiE attracts individuals from all walks of life as members: Top Executives of well known companies, Entrepreneurs, VCs, Academicians, Analysts, Students and Policy Makers. They are all Innovators and they are all definitely **Entrepreneurial**, if not Entrepreneurs. 37% of TiE-Boston members are top

executives. We count amongst our ranks, CEOs, COOs, CFOs, CSOs, CTOs, Chairpersons, Presidents, Managing Directors, Executive Directors and Sr. Vice Presidents. In short, they are Decision Makers. TiE Charter Members have founded co-founded or head some of the best known businesses in the world. Some of their very successful companies include **Sycamore Networks**, **Sun Microsystems**, **Brocade Communication**, **Netezza Corporation** and many more.



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What a TiE-Boston Sponsorship can offer you if you are...

A VC Firm

- Access to start-ups and entrepreneurs seeking funding
- Invitation to the TiE Venture Forum, open to VC Sponsors and TiE Charter Members who are VCs and angel investors
- Chance to network with other successful VCs and Leaders of private equity firms and investment banks, at special by-invitation only events

Sample exits by Indus Entrepreneurs in 2004/2005

Indus Company	Exit	Date	Value (\$ Mn)
ApplQ	HP	5-Sep	200
Ikanos	IPO NYSE	5-Sep	69
iFlex	Oracle	5-Aug	909
Sheer Networks	Cisco	5-Jul	97
AC Technologies	Nortel PEC	4-Aug	50
Matrics	Symbol	4-Jul	230
Intelsat Zeus	Holdings	4-Jun	3,000
DigitalNet	BaE	4-Jun	595

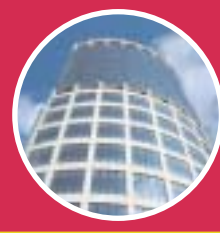
A Small/ Mid-size/ Large Corporation

(Banking and Financial Services companies, Consumer Goods and Services companies, IT and Consultancy majors, Law Firms Pharmaceutical and Life Sciences Companies)

- Access to an Executive Talent Pool
- Participate in a 'By invitation only' Executive Talent Search connections reception at TiECON
- Attend special executive-level talent-sourcing events throughout the year
- Support for your Professional and Diversity hiring goals
- Leverage a substantial Global Entrepreneur Network
- Exposure to leading Entrepreneurial Companies for partnership and/or Acquisition
- Connect with prospects seeking your products and services
- Interact with customers and partners in a stimulating environment



Boston



Common Sponsorship Benefits

- Invitation to Charter Membership
- Panelist/Moderator opportunities
- Facilitated access to Charter Members and General Members
- Exposure is both broad (TiECON) and deep (SIGs, TiE Venture Forum, Venture Mentoring Service and TiE Institute)
- TiE Venture Forum Membership is open to VC Sponsors and TiE Charter Members who are VCs or angel investors
- Significant opportunity to enhance brand awareness and brand positioning
- Excellent opportunities to connect and be connected
- Gain real insight from Global Business Builders
- Access to Innovative companies - identify new promising portfolio companies or clients

The Next Wave at TiE-Boston

A Closer look at Life Sciences

(Includes Pharmaceutical, Biotech, Healthcare, Healthcare IT, Medical Devices and Alternative Therapies)

TiE-Boston leads a special focus on the large New England Life Sciences community. Here are some advantages of partnering with TiE-Boston if you are interested in Life Sciences

- Leverage our large circle of influence in the established Northeastern Life Sciences community
- Learn about the new advances in the various Life Sciences sectors
- Access to VCs looking for new Life Sciences enterprises to fund.

TiE-Boston Life Sciences Speakers



Dr. Una Ryan,
President and CEO,
AVANT Immunotherapeutics



Satish Jindal
Vice President, Schering-
Plough Research Institute

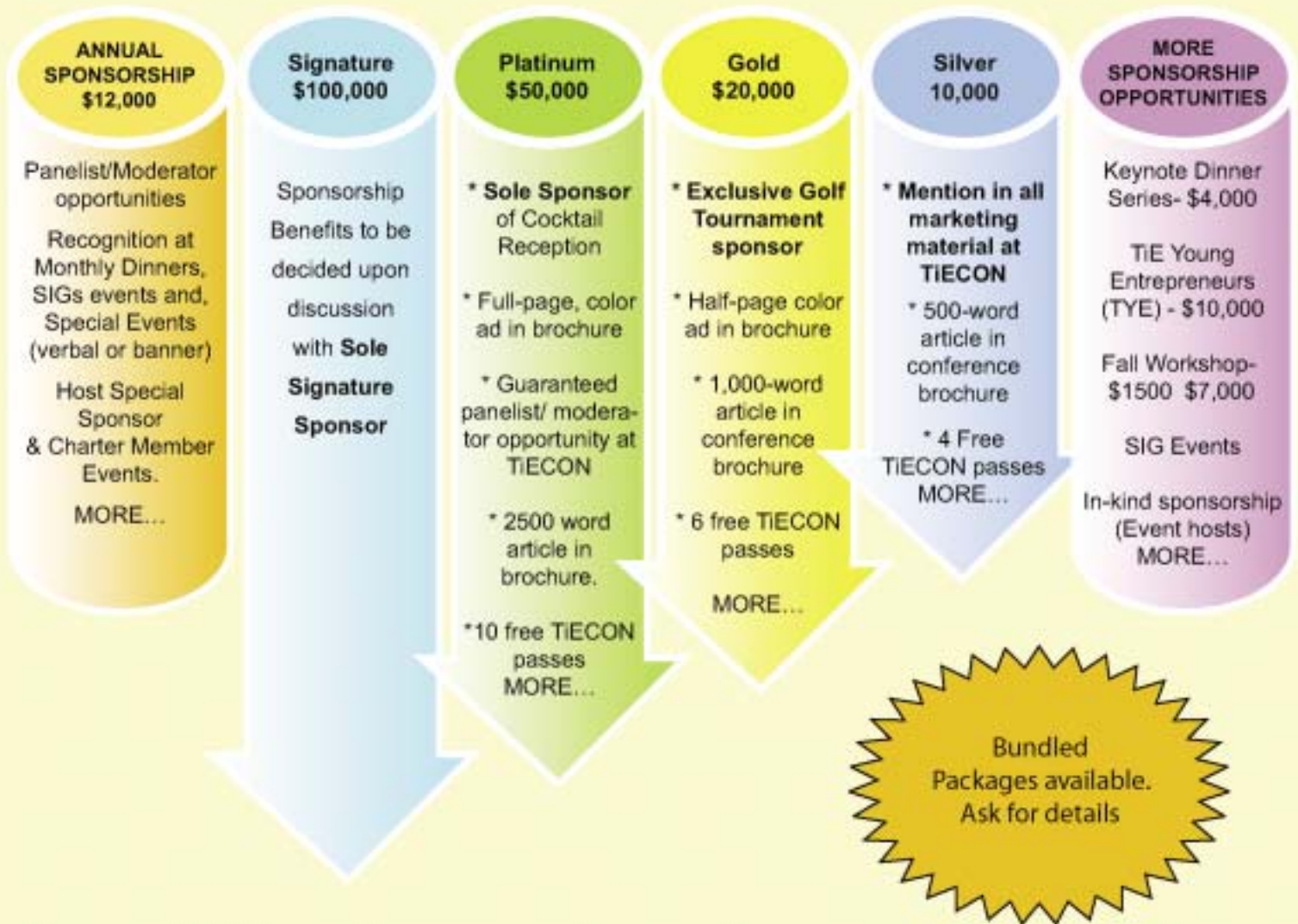


Sundeep Laal,
Vice President, Merck



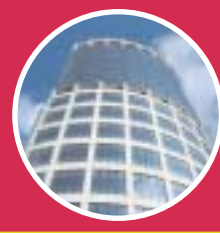
Types of Sponsorship Packages and Benefits

The TIE-Boston Sponsorship Landscape





Boston



Annual Sponsorship

Type	Benefits	Cost
Annual	<ul style="list-style-type: none"> • Panelist/Moderator opportunities • Only annual sponsors are recognized and provided speaking as well as content opportunities, in case of a good fit • Recognition at Keynote Dinner Series, SIGs events and, Special Events (verbal or banner) • Suggest a topic and pick a speaker for Monthly Dinner Meetings and SIG events • Host Charter Member/CEO breakfast, the TiE-Boston Venture Forum Event and Special Events (Sponsor & Charter Member Connections Event) • Access to Global Charter Member and General Member Lists 	\$12000 only

Our Annual Sponsors

Advanced Technology Ventures (ATV)
 Atlas Venture
 Bain Capital
 Battery Ventures
 Bessemer Venture Partners
 Charles River Ventures
 Deloitte & Touche
 Deutsche Bank
 Edwards, Angell, Palmer & Dodge LLP

General Catalyst Partners
 Goodwin Procter LLP
 Goulston & Storrs
 Highland Capital Partners
 Intel Capital
 Key Venture Partners
 Kodiak Venture Partners
 Korn/Ferry International
 Matrix Partners
 McDermott, Will & Emery
 Merrill Lynch

North Bridge Venture Partners
 Nair & Co.
 Pequot Ventures
 PriceWaterhouseCoopers
 Prism Venture Partners
 Satyam
 TriNet
 Vesbridge Partners
 Wilmer Cutler Pickering Hale & Dorr LLP



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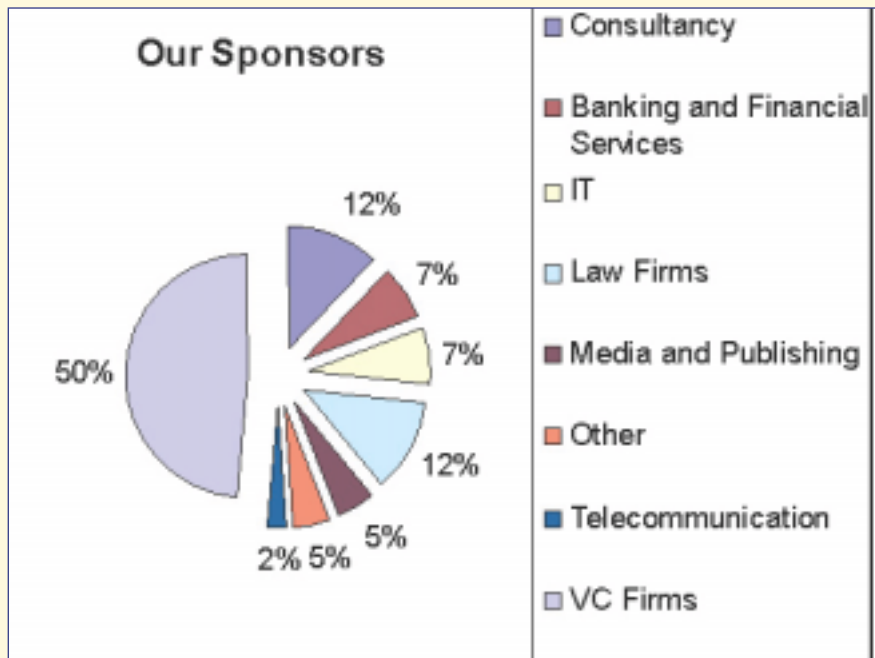
TiECON Supporters and Participants*

TiECON 2006 Sponsors and Media Partners



*The above list comprises only our Platinum and Gold Sponsors and Media Partners. We also have 15 Silver sponsors and 3 Event sponsors. For a complete list of TiECON 2006 Sponsors, please visit www.tieconeast.org

Sponsors by Industry





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Reach those who matter at TiECON

- TiECON is TiE's annual flagship conference
- It is one of the world's largest gatherings of Innovators, Business Executives, Professionals and Entrepreneurs.
- Attended by close to 6000 individuals each year, TiECON is held on the both coasts of the United States as well as in India.
- On the East Coast it is organized by TiE-East, a consortium of TiE's east coast chapters headed by the world's second largest chapter, TiE-Boston.
- On the West Coast it is the world's largest TiE Chapter, TiE-Silicon Valley which does the honors.
- It is also held in Delhi, India, and is organized by TiE-Delhi.
- Participants at the conference include successful VCs, investment bankers, policy makers, leading law firms, entrepreneurs and industry professionals from the Information Technology, Life Sciences, and Communications industries.
- 37% of TiE-Boston members are Top Executives from high-profile companies across these industries.
- TiECON is a meeting ground for people of diverse backgrounds and industries
- TiECON attendees are the Decision Makers in their respective organizations.

TiECON East Focus Areas

TiECON has always showcased topical Trends and Opportunities in various 'hot' sectors such as-

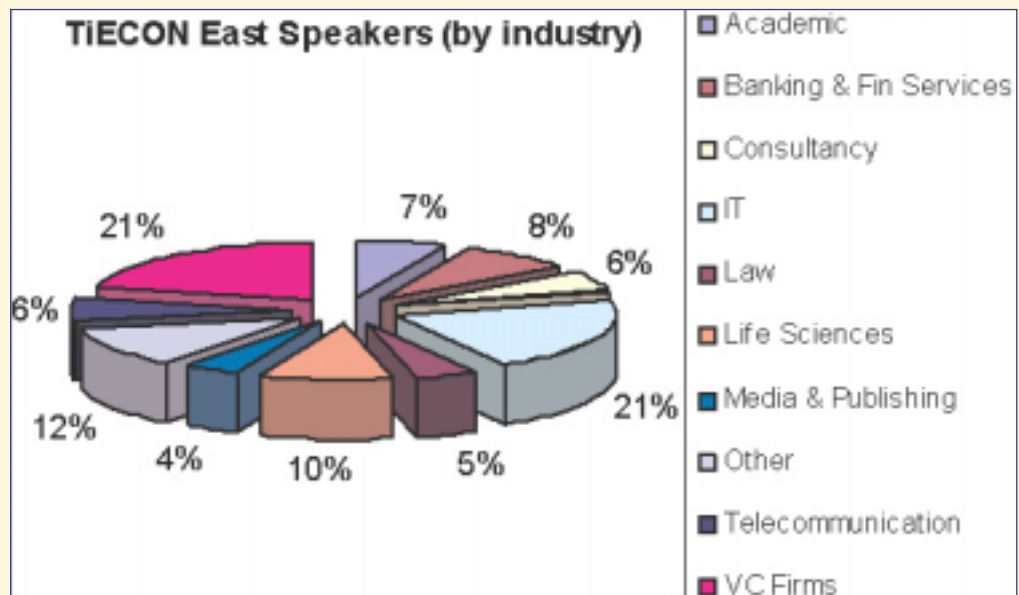
Technology

Energy ITMaterial
(Nano-technology/
fuel cells etc.)

Life Sciences

Drug Discovery
Medical Devices
Healthcare IT

Business Enterprises
Products
Process
Talent
Markets
Infrastructure





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TiECON Sponsorship Details - Packages

Signature Sponsorship Package

Benefits: "Design your own!"

A TiECON Signature Sponsorship offers benefits customized as per Sponsor needs.

Cost: \$ 100,000

Platinum Sponsor Package

Type	Benefits	Cost
Platinum Sponsorship Package- 'Cocktail Reception and Networking Sponsor'	<ul style="list-style-type: none"> • Sole Sponsor for TiECON eve for by-invitation only Cocktail Reception, to connect and be connected • Customized exposure and involvement at TiECON. • Guaranteed panelist/ moderator opportunity at TiECON. • Tremendous visual exposure (at the conference, on the website and in all related email communication.) • Complimentary full-page, color advertisement in conference brochure. • Highlighted in all other marketing material for TiECON. • Sponsor literature included in conference welcome package. • Prime exhibit location at conference for facilitated networking, promotional materials and information. • Article placement (2,500 words) in conference brochure. • Ten complimentary passes (a saving of \$3,000.) 	\$50,000

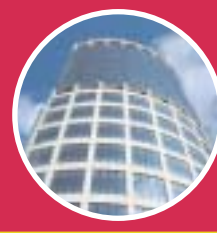
Our Platinum Sponsor:



We are proud to be associated with Merrill Lynch as our Platinum Sponsors for the last 5 years. We thank them for and look forward to their unstinting support for years to come.



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Gold Sponsorship Package

Type	Benefits	Cost
Gold Sponsorship Package- 'Executive Golf Tournament Sponsor'	<ul style="list-style-type: none"> • Exclusive sponsor of 'Executive Golf Tournament'. • Significant exposure and involvement at TIECON. • Possible Panelist/Moderator opportunity at TIECON • Complimentary half-page advertisement in brochure • Mentioned in all TIECON marketing material. • Inclusion of sponsor literature in conference welcome package • Upper exhibit location at conference for networking, promotional materials and information. • Article placement (1,000 words) in conference brochure • Six complimentary passes (savings of \$1,800) 	\$20,000 Only

Our Gold Sponsors:



Sponsor TIECON East 2001 - TIECON East 2006



Sponsor TIECON East 2005 and TIECON East 2006



Sponsor TIECON East 2006



Sponsor TIECON East 2006



Sponsor TIECON East 2006



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Gold Sponsorship Package

Type	Benefits	Cost
Silver Sponsorship Package	<ul style="list-style-type: none"> Enhanced recognition at TiECON Preferential panelist/moderator opportunity at TiECON Mentioned in all marketing material at TiECON Lower level exhibit location at conference for networking, promotional materials and Information Opportunity for 500-word article submission in conference brochure Four complimentary passes (savings of \$1,200) 	\$10,000 only

Our Silver Sponsors:

- American Capital Technologies
- British Consulate General
- Grey Lock
- High Street Partners
- InfoCom
- Key Venture Partners
- Korn/Ferry International
- Matrix Partners
- McDermott, Will & Emery
- NDTV
- Nair & Co.
- Office Tiger
- PriceWaterhouseCoopers
- Trident Capital
- VSNL International



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Events and other Sponsorship Opportunities

I. Special Interest Groups (SIGs)-

Grassroots connections

TiE-Boston Special Interest Groups (SIGs) were formed so members could focus on specific industry and business sectors, which appeal to them the most. SIGs create a forum for members to exchange and explore new ideas for their business or profession.

SIGs provide:

- Entrepreneurial counseling
- Updates on market and technology trends
- Opportunities to Connect and Be Connected

TiE-Boston currently offers the following Special Interest Groups:

- Capital Markets Forum (CMF)
- Business Case Communication Forum (BCCF)
- Life Sciences Forum (LS)
- Social Entrepreneurship (SE)
- Software and Services Business Forum (SSBF)
- Broadband Forum
- TiE Young Entrepreneurs (TYE)
- TiE-Women's Initiative (TiE-Win)
- Wireless Technology Business Forum (WTBF)
- TiE Finance Forum
- CleanTech and Energy

SIG events offer an opportunity to target a particular industry vertical. It is a more focused approach. They feature current topics and attract some very distinguished panelists and audiences.

Cost- \$1000-\$2500

II. Keynote Dinner Series

Celebrating Leadership

- There are 4 Keynote Dinners each year
- Each Keynote Dinner so far has been packed to capacity! We attract more than 200 guests per event
- The TiE-Boston Keynote Dinner Series presents outstanding innovators in various fields
- The Dinner and Keynote address is preceded by an hour to connect and be connected with the people who matter most

Past speakers have included Dr.Una Ryan, President and CEO, AVANT Immunotherapeutics, Padmasree Warrior, Global CTO, Motorola and Promod Haque, Managing Partner, Norwest Venture Partners.

Cost- \$4000



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Events and other Sponsorship Opportunities - Continued

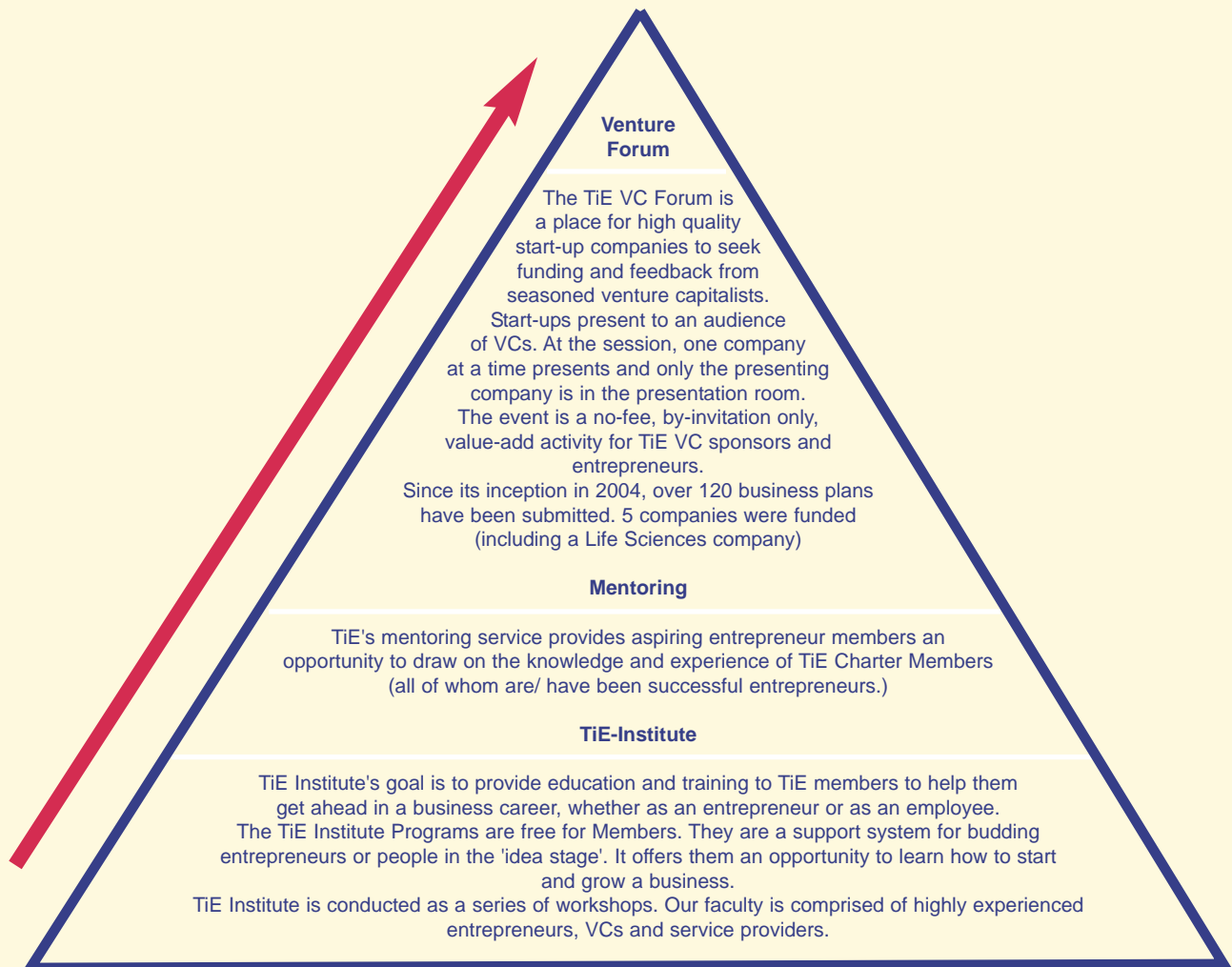
III. Fall Workshop

Designed to introduce current trends

TiE-Boston's 3rd Annual Fall Workshop, on **"Innovating to Achieve Outsourcing Success"**, is presented in association with The International Association of Outsourcing Professionals (IAOP.) The workshop will be held on November 18, 2006 at Northeastern University.

Cost- \$1500- \$7000

The TiE-Boston Entrepreneurship Learning Curve





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TiE-Boston Executive Committee

TiE-Boston Executive Committee

Chairman Emeritus

Desh Deshpande

Chairman of the Board

Shikhar Ghosh

Board of Directors

Raj Alur (President)

Hemang Dave

Ashok Kalelkar

Santhana Krishnan

Vinit Nijhawan

Board Observers

Treasurer

Venkat Srinivasan

Secretary

John Chory

Executive Director

Geetha Ramamurthy



Boston



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