



PRESENTING COMPANY KIT FOR THE 2008 CALIFORNIA TECHNOLOGY SHOWCASE

I. POSITION OF THE EVENT

The California Technology Showcase, Euro-Start's annual partnership and investment forum, forges profitable links between the best and brightest California technology firms and Europe's premier technology leaders, venture capitalists and other investment partners.

The last edition of the California Tech Showcase in La Baule France last June was a success. The 36 selected US high tech and clean tech companies were able to establish profitable contacts with over 400 European clients. The participation of numerous top executives and dignitaries attracted over 50 journalists from the international press and made it a very visible event.

The 2008 edition of the California Technology Showcase will be held in France , June 4th, 5th and 6th at the Hotel Hermitage in La Baule.

II. VALUE PROPOSITION TO THE INDUSTRY

Why Is California Tech Showcase Different from other Conferences?

The **California Tech Showcase** is designed to be a corporate matchmaking conference, focused on bringing emerging California technology companies with real European ambitions together with the right European investors and technology leaders. The **California Tech Showcase** is a conduit for California IT companies expanding into Europe, and the conference aims to maximize their probability of success. The conference organizers will schedule over 200 private meetings between Californian companies, potential European investors and strategic partners during the two day conference. These negotiation meetings are the "raison d'etre" of the **California Tech Showcase**. The keynotes, panels and roundtables are designed to attract the relevant delegates, and allow for lucrative deals to be negotiated. The **California Tech Showcase** also encourages all CEOs who attend the event to invite their senior executive team, with representatives in the areas of Business development, R&D, and IT.

California Tech Showcase is unique in its size and format. We expect the involvement of Governor Arnold Schwarzenegger's administration and that of Jose Manuel Barroso, President of the European Commission, driving extensive media coverage.



III. ONE-ON-ONE MEETINGS

These one-on-one meetings are the “raison d’etre” of the **California Tech Showcase**. Over 200 private meetings will be arranged between the Silicon Valley attendees and major EU partners. Euro-Start will act as matchmaker and ensure that every Silicon Valley company has at least 5 meetings during the conference.

Euro-Start will be drawing upon its extensive list of European business contacts to ensure that every one-on-one meeting is an exceptional business opportunity for the Silicon Valley companies - and an exciting proposition for the larger EU partners.

IV. COMPANY PRESENTATIONS

Each Silicon Valley company will have 15 minutes to present to the conference attendees and talk about the market opportunity that they are addressing. They will be grouped with four companies that are addressing similar but not overlapping markets. In addition to the individual company presentations, each group will benefit from a roundtable discussion with experts about where their sector is heading. More information on the company presentations will be available as the conference approaches.

V. MIXERS

There will be a full schedule of networking events including breakfasts, lunches, a cocktail reception, gala dinner and Award Banquet. All conference events are designed to maximize conversations and the potential for matchmaking.

VI. AGENDA

The preliminary schedule is as follows **WEDNESDAY JUNE 4, 2008**

6:00 pm 7:30 pm	Check in and Welcome Reception
7:30 pm 10:00 pm	DINNER RECEPTION

THURSDAY JUNE 5, 2008

8:00 am 9:00 am	Opening Session
9:00 am 10:30am	Keynote: ATTRACTIVENESS OF EUROPE FDI WITHIN EUROPE
10:30am 11:00am	COFFEE BREAK
	Company Presentations
11:00am 12:00 pm	■ Session 1 : SECURITY
12:00 pm 1:00 pm	■ Session 2 : ENTREPRISE APPLICATIONS
1:00 pm 2:45 pm	LUNCH



	Company Presentations
2:45 pm 4:00pm	■ Session 3: TELECOM & WIRELESS
4:00 pm 5:00pm	■ Session 4: ENTERTAINMENT & MEDIA
5:00 pm 6:00pm	■ Session 5: COMPUTING
6:00 pm 7:00pm	■ Session 6: INTERNET & WEB SERVICES
7:00 pm 10:00 pm	COCKTAIL & GALA DINNER

FRIDAY JUNE 6, 2008

7:30 am 8:30 am	BREAKFAST
8:45 am 9:30 am	Official Opening
	RISING UP A TRANSATLANTIC INNOVATION PLATFORM by the Governor of California (TBC)
9:30 am 1:15 pm	Global Company Presentations
	Company Presentations
1:15 pm 3:00 pm	AWARDS LUNCH

Throughout the **California Tech Showcase**, over 200 private one-on-one meetings between the Silicon Valley companies and potential EU partners will be scheduled to facilitate concrete sales, partnerships, and alliances.

VII. SELECTION CRITERIA FOR PARTICIPATING COMPANIES

Euro-Start has assembled the following recruitment committee of high-level executives to review the application of all participating companies:

- Jean-Marc Frangos • *Head of Innovation and CTO, British Telecom*
- Paul Bromley • *Managing Director Innovation, ST Microelectronics*
- Sebastian Blum • *Managing Director, T-Mobile Ventures*
- Gerd Goette • *Managing Director, Siemens Ventures*
- Richard Hababou • *Managing Director, Societe Generale*
- Francois Bergasse • *Managing Director, Easenergy (Electricite de France)*
- Nino Marakovic • *Managing Director, SAP Ventures*
- Rob Trice • *Managing Director, Nokia Ventures*
- Akhtar Jameel • *Head of Innovation, Daimler*
- Sebastian Wossagk • *Managing Director, Burda Ventures*
- Vincent Maret • *Head of Strategic Alliances & Innovation, Bouygues Telecom*



Euro-Start's methodology for assessing the potential of California technology companies in the European market include:

Situational criteria to assess market and context:

- European market potential
- Competitive landscape
- European investors appetite
- Technology hype
- Timing
- Relevance to the conference

Organizational criteria to assess company's strengths and strategy:

- Development stage
- IP strength and vulnerability
- Ability to ramp up revenues in Europe
- Current financial resources
- Team
- Existing customers/partners
- Ability to execute
- Coherence of European development roadmap
- Risk tolerance

We use the aggregate average scores to map each company relative to others based on this weighed list of criteria. The format of the conference allows for a maximum of 40 companies to present. In order to keep the **California Tech Showcase** as focused as possible, many applicants will unfortunately not be chosen this year, but please get your application in as early as possible to maximize your chances.

VIII. SUMMARY OF THE PROPOSITION TO YOUR COMPANY

- Networking event with partners in Palo Alto (January)
- One half-day training session in Silicon Valley (April)
- 15 minute presentation to targeted executives of EU Fortune 500
- 2 day demo table at the event
- 5 pre-arranged one-on-one meetings with potential partners and clients
- 2 lunches and 1 Gala dinner

IX. PRICING

€6,000 per company - 2 representatives allowed



X. ADVERTISING OPPORTUNITIES

The **California Tech Showcase** official program guide is an on-site, year round resource that gives your customers and prospects a comprehensive overview of the highlights and activities of the conference. Customers will refer to the official program and attendees list for pertinent information and contacts they are considering for future business.

Official Program Guide Advertising Opportunities

Center Spread
Full Page Back Cover
Full Page Inside Back Cover
Full Page Inside Front Cover
Full Page Ad

Conference CD-Rom

Sponsorship of the conference provides a high level of visibility for your organization, both on site and long after the event has concluded. Your logo will be featured on the front of the CD-Rom and a link to your corporate home page will be included on the CD-Rom itself.

Official Pocket Guide Sponsor

The pocket guide is a popular attendee reference that contains key information about the conference. It contains an exhibitor list, floor plan and conference agenda. Your exclusive full page ad will be on the back cover.

XI. CONTACT INFORMATION

Euro-Start

555 California Street
San Francisco, CA 94104
+1. 415.227.2000
www.californiatechshowcase.com
jbguerree@euro-start.com

