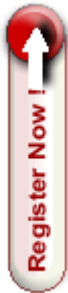




PlugandPlayEXPO

Presented by PlugandPlayTechCenter



May 7th, 2009

Plug and Play EXPO is the premier Silicon Valley showcase for introducing best-of-breed emerging Internet, Media, Software, Mobile, Wireless, Cleantech companies that are introducing their product and services and pitching for funding from Angel Investors and VCs.



EXPO President: Jupe Tan
jupe@pluginandplaytechcenter.com

Keynote Address by COO of Qualcomm,
Len Lauer



Len J. Lauer

Executive Vice President and
Chief Operating Officer
QUALCOMM

Keynote Address by President of Intel Capital,
Arvind Sodhani
(with Matt Marshall, VentureBeat)



Arvind Sodhani

President, Intel Capital and
Executive Vice President

INTEL CORPORATION

Venture Capital and Angel Investors confirmed include:

- Accel Partners
- Altos Ventures
- Blue Run Ventures
- California Technology Ventures
- Canaan Partners
- CMEA Capital
- Draper Fisher Jurvetson
- Foxconn Technology Group
- Global Catalyst Partners
- Globespan Capital Partners
- Greylock Partners
- Hummer Winblad Venture Partners
- Intel Capital
- K9 Ventures
- Khosla Ventures
- Lightspeed Venture Partners
- Menlo Ventures
- New Enterprise Associates
- Neocarta Ventures
- Norwest Venture Partners
- ONSET Ventures
- Opus Capital
- Qualcomm Ventures
- Saban Ventures
- Sierra Ventures
- Sequoia Capital
- Storm Ventures
- SVB Capital
- TransLink Capital
- Triplepoint Ventures
- True Ventures
- Wavepoint Ventures
- Wellington Partners
- WI Harper Group
- Woodside Capital Partners
- XG Ventures

Sponsors:

Microsoft BizSpark

Microsoft

IsThmus
bring IT closer

Silicon Valley Bank

A Member of SVB Financial Group

 **HansonBridgett**
Inspired


ORRICK
 **NATIONWIDE**
HUMAN RESOURCES

GT GreenbergTraurig

 **corefino**
Filling the GAAP

Plug and Play EXPO is the premier Silicon Valley showcase for introducing "best of the breed" emerging ICT, Media and CleanTech that are introducing their product and service offerings in the current year.

The event brings together Silicon Valley executives, entrepreneurs, key venture capitalists and angel investors and the media. The one day Expo is a unique blend of presentation sessions, one-on-one demonstrations, and networking in a highly interactive, intimate, relaxed atmosphere.

Why Present at Plug and Play EXPO?

Plug and Play EXPO provides a unique presentation and networking opportunity for entrepreneurs with the investment community, key business experts crucial to success, potential clients and partners as well as the media. The presenting companies are selected from over 200 applicants. The screening is based on what technologies will have the biggest impact on people's lives in 2009 and beyond. Each company is given the opportunity to present to a panel of "who's who" in the venture capital community then demonstrate their products, and services during the exhibit.

Why Attend Plug and Play EXPO?

Join us on May 7th, 2009 at the Plug and Play Tech Center in Sunnyvale to meet the creators of globally revolutionary products and technology trends.

Plug and Play EXPO brings together the investment community, key and influential executives, entrepreneurs as well as business and technology media. The event provides an exclusive peek at emerging technologies that are screened for innovation, product uniqueness and potential impact on the market and people's lives - all in a one-to-one environment.

Presenting Companies

Plug and Play EXPO is the perfect platform for launching your new product in front of key investors, industry decision makers and influencers, and building awareness. Attendees include key representatives from top Venture Capital firms and Angel investors who are selected for their interest in the ICT, Media and CleanTech sectors represented by your products, and their high penchant for investing in those products. You also get the opportunity to present your products to representatives of corporations that are highly influential in new technologies investment decisions - not to mention being able to show your new product first hand to the valley's leading technology media.

The costs for the presenting companies will be

\$750 - Companies that are tenants of Plug and Play

\$1500 - Companies that are based outside of Plug and Play

Registration Fees Include:

- Lunch / Dinner Reception
- 2 Minute "Elevator Pitch" to the Audience
- Use of Cocktail Table to pass out Marketing Material, Demo Product, Share Information
- Featured in Expo Brochure
- 3 tickets to the event

The Selection Process

A selection committee consisting of representatives from top Venture Capital firms, Corporate executives and the Media will select 30 companies to present to a VC panel. Selection will be based on product innovation, uniqueness, potential impact in its sector and most promising technology application.

The Pitching Competition and Process

Presenting companies will have the opportunity to do a 2 minute elevator pitch in front of a panel of top VCs. The panel will then choose the top 3 companies they would like to hear more from. These 3 companies will then be given 10 minutes to present and answer questions. Awards will be given for:

- Most Innovative
- Most Promising
- New Market Innovator

The EXPO Exhibit

Not only do you get the opportunity to pitch your product but you will also have a chance to demonstrate your product in front of VCs, Valley influencers and the media during the Plug and Play EXPO Networking Reception and Exhibit. This will be your time to talk more about your products and company and answer questions in an intimate and relaxed one-on-one environment.



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