

## What is DEMO?

DEMO is the launchpad for emerging technologies. Each year over 2,000 people in the United States and Asia attend DEMO to experience innovation at its birth. At each DEMO event, a hand-selected group of the new products are introduced to the world for the very first time to an audience of trade and mainstream media; angel and venture investors; corporate development officers, and other entrepreneurs and technophiles.

Throughout its 20 years of existence, DEMO has earned a reputation for consistently identifying new innovations that are most likely to disrupt the markets they serve and/or change the way we use technology overall.



## Conference Format

The feel you get when you enter the ballroom at DEMO is unlike any other conference. Each company is given just six minutes on the DEMO stage to truly demonstrate how their product will change the world. No PowerPoint or flashy corporate presentations allowed. Just the founders and the technologies many are staking their careers on...



It doesn't get any more straightforward and fast paced than that.

## Demonstrator Pavilion

While the DEMO stage is the place to see each technology unveiled, the Demonstrator Pavilion is where the real action is. It's a perfect environment to network, research, form meaningful and strategic relationships, and—yes—even close some deals. Here, investors and potential partners can get a close up look at the latest trend-setting technologies. It's not just a place for more face time but for more eyes-on-the-product time.



Unlike at tradeshows, no demonstrator can dominate the conference with marketing collateral, signage, whiz-bang graphics, and alluring giveaways. The professionally managed and ergonomic Demonstrator Pavilion is a level playing field. And there is no bad spot on the floor. Everyone has the same visibility keeping the attention laser focused on the products, not on the size of the booth, funding, or corporate backing.

## Networking Events

Opportunities abound to connect and interact with the DEMO audience on a more informal level throughout the show. Each DEMO is packed with a number of fun and rewarding networking events to help facilitate audience interactivity – including cocktail receptions every night; a private dinner for CEOs and Dealmakers; a rockin' late night Jam Session and a special closing dinner and awards program.

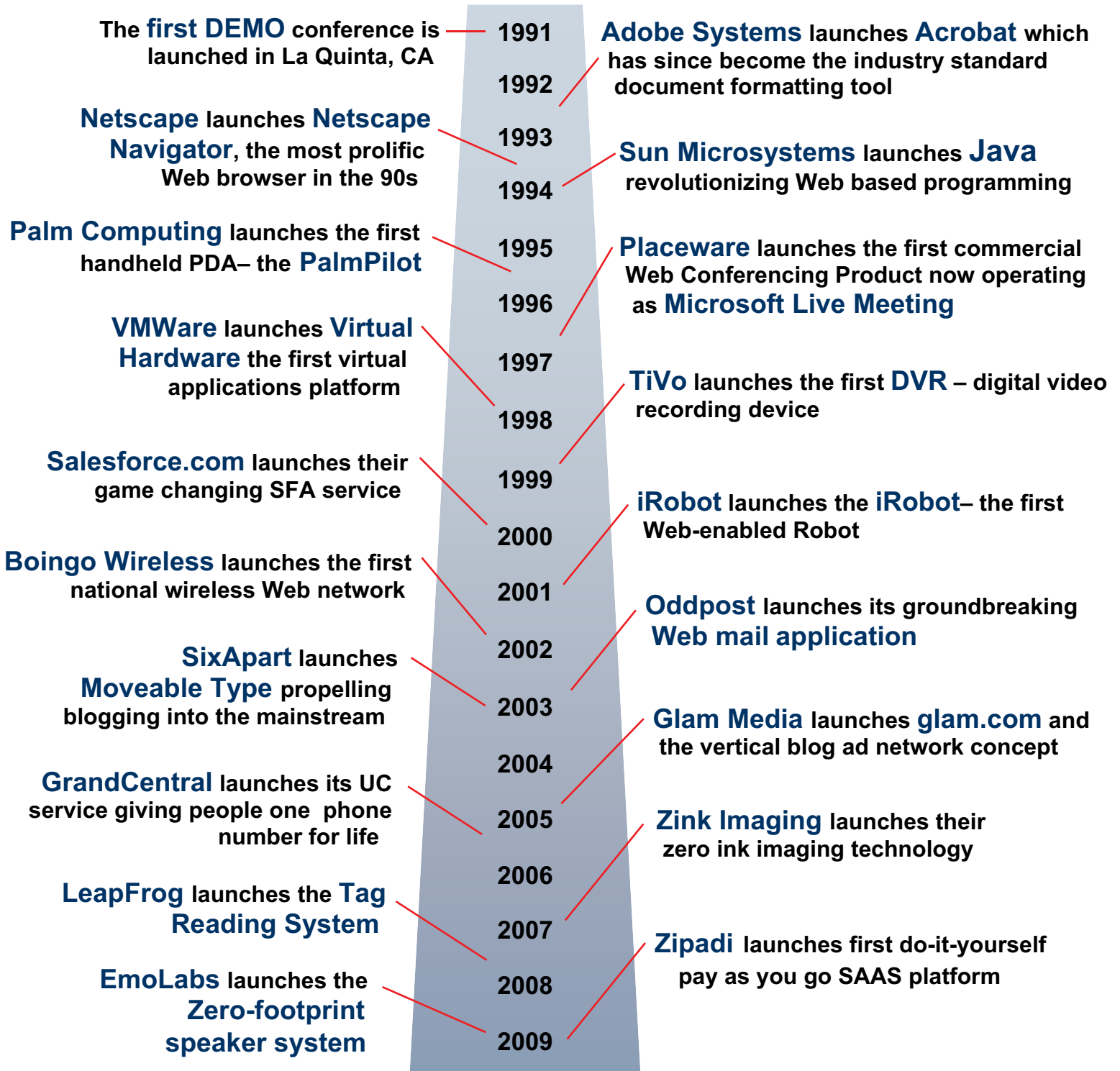


For more information contact:

Neal Silverman, Senior Vice President, DEMO at 508-766-5463, 781-956-7991 or [neal@demo.com](mailto:neal@demo.com).

Matt Marshall, Executive Producer, DEMO at [mmarshall@venturebeat.com](mailto:mmarshall@venturebeat.com).

## Groundbreaking Innovation Launched on the DEMO Stage

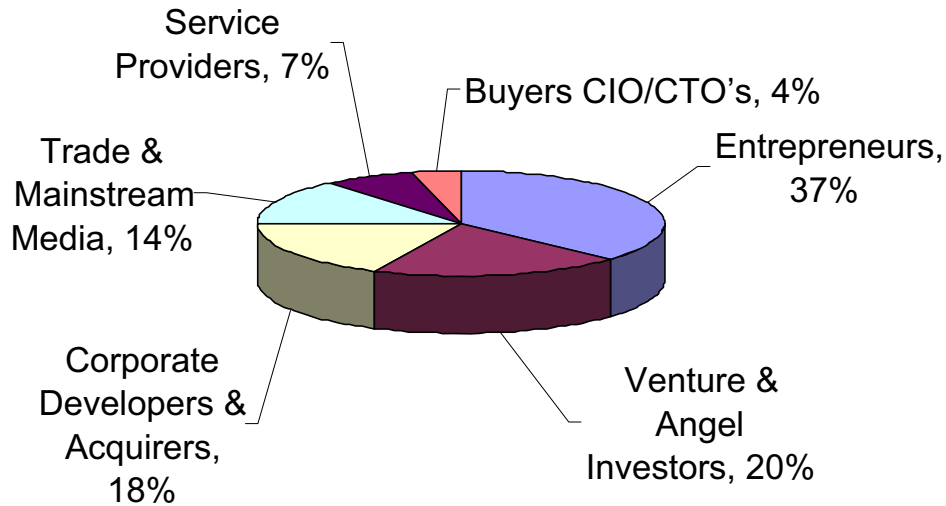


For more information contact:

Neal Silverman, Senior Vice President, DEMO at 508-766-5463, 781-956-7991 or [neal@demo.com](mailto:neal@demo.com).  
Matt Marshall, Executive Producer, DEMO at [mmarshall@venturebeat.com](mailto:mmarshall@venturebeat.com).

## Who Attends DEMO?

### Audience Profile



#### Corporate Developers & Acquirers

Large enterprise corporate buyers attend DEMO seeking acquisition and partner candidates from the companies launching on stage. And, they find them! Since the class of 2004, there have been over 40 acquisition transactions.

#### Entrepreneurs

90% of the demonstrators at DEMO are from start up organizations. Each company typically brings their CEOs & Founders, CFOs, COOs, CMOs and CTOs to the show.

#### Service Providers

DEMO attracts service organizations seeking new clients from the emerging technology space. This includes PR and marketing firms, lawyers and accountants and professional services.

#### Trade & Mainstream Media

Press attend DEMO for one simple reason, it's the best place to break technology news. DEMO attract 100+ media professionals from major publications like the Wall Street Journal, Forbes and USA Today to key Trade publications like PCweek, Computerworld, CNet and ZDnet to the top tech bloggers like VentureBeat, ReadWriteWeb, Mashable and GigaOm

#### Venture & Angel Investors

Whether it is early, mid or late stage investment, the well vetted companies launching at DEMO are ripe for investment. Demonstrators over the past five years have generated over \$3.5 billion in funding after their launch at DEMO.

#### Buyers

CIO's/CTO's from large retail companies who can purchase your products and bring them to market.

For more information contact:

Neal Silverman, Senior Vice President, DEMO at 508-766-5463, 781-956-7991 or [neal@demo.com](mailto:neal@demo.com).

Matt Marshall, Executive Producer, DEMO at [mmarshall@venturebeat.com](mailto:mmarshall@venturebeat.com).

## What People Are Saying...

*"DEMOfall 09 was everything we expected and a lot more. We left with solid partnership opportunities and contacts that made launching at DEMO one of the best decisions we've made."*

- Steve Tingiris, CEO Prospect Smarter, Inc., enthusem.com

*"DEMO was absolutely one of the greatest venues I've ever participated in. Classy, Intellectual, and just down right legit. You'd be silly to launch anywhere else."*

- Tom Serres, Founder and CEO of Piryx.

*"DEMO is a great brand for launching new technology. We are extremely happy with the PR exposure that DEMO made possible. The AlphaPitch was the perfect opportunity for a bootstrapping company like ours to stand out without stretching our budget."*

- Ringful.com Team

*"DEMO has been a valuable and delightful experience. A chance to make deep connections with influencers, active investors and other presenters. A better place to announce for an early stage enterprise company than just another tradeshow."*

- Vitaly M. Golomb, CEO, Keen Systems, Inc

*"Top to bottom this conference rocked. The group of presenters and attendees were great, the events were incredibly fun and the DEMO staff works harder than a one-legged man in an ass-kicking contest to deliver a great experience. I will definitely be making it back to DEMO in the future."*

- Chase Garbarino, Co-founder and CEO, Pinyadda Inc.



## There's No Place Like DEMO

With more than 20,000 technologies reviewed and 1,500 companies selected to launch on the DEMO stage over the past 20 years, DEMO has continually searched the globe to find innovation where it lives. And the results have been astounding. From the first launch of **Palm, Java, TiVo, E\*TRADE** in mid/late 90s to **Salesforce.com, VMware, Six Apart, OddPost, IronPort, GrandCentral and Glam Media** in more recent years, DEMO delivers real products ready for market—regardless of their geography.

Past participants such as WebEx, VMware, iRobot, Linden Labs, Six Apart, and Roku have single-handedly redefined their industry's market.

---

For more information contact:

Neal Silverman, Senior Vice President, DEMO at 508-766-5463, 781-956-7991 or [neal@demo.com](mailto:neal@demo.com).  
Matt Marshall, Executive Producer, DEMO at [mmarshall@venturebeat.com](mailto:mmarshall@venturebeat.com).

## Why Launch?

Its time to launch your product. But where? Choosing the right platform to make your product's first public appearance is critical. Sure, you have lots of choices, but none offer the access, interaction and validation of DEMO.

For nearly 20 years we have built an unmatched track record of selecting, coaching, promoting and making successful some of the most game-changing products the world has ever seen. Will your vision make the cut? Submit your application today to find out. There is no fee to apply.

You get one shot – make it count, launch at DEMO.

### DEMO Facts:

In a recent survey of demonstrators over DEMO's 20 year history, here are some key findings illustrating the long-extending benefits, a DEMO launch can have on your business:



- 22% of past demonstrators received funding
    - 62% received over \$1 million in funding- mostly from venture and angel
    - 92% who secured funding, did so within 9 months of DEMO
    - 93% of DEMO companies are still in business or have been acquired
  - 92% said DEMO's press coverage was "excellent/good"
- Source: 2009 DEMO demonstrator research study. Conducted by BluePoint Ventures

In just the past five years, **DEMO companies have raised well over \$4.5 billion dollars** in the months/years following their debut at DEMO. **More than 50 companies have been acquired by tech giants**, such as Adobe, Cisco, Google, Microsoft, Motorola, Nokia, Symantec, Viacom, Yahoo!, and more.

### What do our demonstrators have to say:

*"DEMO has been a valuable and delightful experience. A chance to make deep connections with influencers, active investors and other presenters. A better place to announce for an early stage enterprise company than just another tradeshow."* - Vitaly M. Golomb, CEO, Keen Systems, Inc.

*"DEMO is a great brand for launching new technology. We are extremely happy with the PR exposure that DEMO made possible. The AlphaPitch was the perfect opportunity for a bootstrapping company like ours to stand out without stretching our budget."* - Ringful.com Team

For more information contact:

Neal Silverman, Senior Vice President, DEMO at 508-766-5463, 781-956-7991 or neal@demo.com.  
Matt Marshall, Executive Producer, DEMO at mmarshall@venturebeat.com.

## Launch Benefits:

Experience more than 6 minutes onstage. Demonstrators at DEMO receive the following benefits:

### Pre-DEMO Conference:

- ✔ PR support and communications training with Porter Novelli public relations agency
- ✔ Demonstrator presentation review with professional coach
- ✔ Dedicated event manager
- ✔ Script review with DEMO Executive Producer



### During the DEMO Conference:

- ✔ Supplied display in the DEMO pavilion for 3 days
- ✔ Signage
- ✔ Internet Connectivity
- ✔ Technical rehearsals with DEMO production team
- ✔ On-stage rehearsal and feedback
- ✔ On-site demonstration coach
- ✔ Company profile and product description in DEMO handout program guide
- ✔ Online microsite with video presentation
- ✔ 3 full conference passes to the event
- ✔ Invitation to NVCA Dealmakers Dinner
- ✔ Rehearsal Room
- ✔ Complimentary 2nd or 3rd night hotel room stay
- ✔ Complimentary press release through PR News Service



### Post-DEMO Conference:

- ✔ Unlimited hosting of demonstrator microsite on DEMO.com
- ✔ Post-event promotion of launch video across IDG global website network
- ✔ Demonstrator receives complimentary listing in Angelsoft investor network
- ✔ Invitation to all DEMO alumni regional events
- ✔ Discount on sponsorship and advertising across all IDG media properties: Macworld, PCWorld, Network World, CIO, CSO, Computerworld, Industry Standard, Infoworld

The fee for companies to participate is \$18,500. Companies interested in taking advantage of the launch opportunity must apply before January 18th.

---

For more information contact:

Neal Silverman, Senior Vice President, DEMO at 508-766-5463, 781-956-7991 or [neal@demo.com](mailto:neal@demo.com).  
Matt Marshall, Executive Producer, DEMO at [mmarshall@venturebeat.com](mailto:mmarshall@venturebeat.com).



The Launchpad for Emerging Technology

---

## Why Pitch?





You have a great idea. You have received enough funding to get your team started. You are not quite ready to go to market, but it is time to announce yourselves to the world - and what better place to do it than DEMOSpring 2010. Our history of identifying and helping to launch groundbreaking technologies, coupled with our incredible mix of investors, journalists and major technology partners make DEMO the optimal springboard for announcing your product. Whether your goal is to secure your next round of funding or a strategic partnership, talk to us about our new "AlphaPitch" option. You'll be glad that you did.

## What is AlphaPitch?

DEMO is making its exceptional promotional and networking platform available for early stage entrepreneurs who may not be quite ready for a commercial launch. If you have an amazing innovation currently in alpha stage, apply to pitch at DEMO to reach an audience of top investors and potential customers who can catapult you to the next development stage and beyond.

DEMOSpring 2010 will host up to thirty companies still currently in the prototype or development stage of their product lifecycle. Each company must be pre-revenue, and have received no more than a seed round of funding (<\$500k).

The DEMO Team and Matt Marshall's VentureBeat will evaluate each applicant in order to find the most compelling new ideas to be unveiled at DEMOSpring 2010. Companies selected to participate will be given:

-  ninety second pitch to the entire DEMO audience in the general session ballroom,
-  kiosk space in the DEMO pavilion,
-  two passes to attend DEMO, and
-  extensive promotional support on site and after the event on demo.com.

The fee for companies to participate is \$5,000. Companies interested in taking advantage of this opportunity must apply before January 18th.

---

For more information contact:

Neal Silverman, Senior Vice President, DEMO at 508-766-5463, 781-956-7991 or [neal@demo.com](mailto:neal@demo.com).  
Matt Marshall, Executive Producer, DEMO at [mmarshall@venturebeat.com](mailto:mmarshall@venturebeat.com).

A business unit of  
  
INTERNATIONAL DATA GROUP

## Demo Mentor Program

DEMO is also excited to announce the DEMO Mentor Program that will connect six winning teams of students with members of the DEMO Alumni community. Teams will be chosen based on the quality of their business plan and character of the team. The winning team will be invited to the DEMO conference and provided the opportunity to showcase their plan in the DEMO Pavilion and participate in the conference at no charge. The conference producers will also facilitate official introductions to DEMO Alumni who will be available to advise each team as they evolve their plans into real business.

