

Innovation Showcase Application

The Innovation Showcase provides companies (no service providers), seeking equity funding or strategic alliances, with two registrations, and a pipe-and-drape exhibit space with draped table in a designated area at the Gateway to Innovation Conference held in St. Louis in April (www.g2iconference.com). This area will provide the participants an opportunity to showcase their company to panelists, other companies (medium to large-sized), and investors throughout the conference. All breaks and receptions will be held in the designated Innovation Showcase area. We anticipate 15-20 companies to exhibit at the G21 2010 Showcase. The Application Form the non-confidential Executive Summary, and the \$250 refundable deposit are due to Meredith Turk by **March 5, 2010**.

To be eligible for consideration, applicants must, at a minimum,

- Have a completed business plan with either well-defined capital need and clear use of proceeds, or identifiable strategic relationship sought.
- Have the critical members of the management team in place (or identified) and available for the conference.
- Have available a one-page description of the business, or similar mar/com material
- Prepare a presentation that explains the elements of the business opportunity and business plan that will exploit that opportunity.
- Revenue generating, up to \$25 million, and are likely to be headquartered in the Midwest, particularly in the St. Louis region.

Once a company has been accepted by the G21 Committee as a Showcase participant, they will work directly with the conference Showcase manager:

- Your company will receive one table in the Innovation Showcase for \$750. G21 will assign your table on a "first come, first served" basis. No stand-alone trade show booths or additional space can be permitted.
- Your company will receive two complimentary conference registrations. Additional attendees are eligible for discounted rate.
- Your company will assigned a Mentor to prepare for and maximize the Showcase opportunity.
- Showcase hours will be: April 20, 7:30 AM to 6PM (TBD), the same hours as the conference.
- Special Workshop on April 19, 2010 (prior to IS set-up) for all IS participants. The workshop will have helpful information on how to put your best foot forward with investors, how to prepare to meet and talk with investors, term sheet information and much more.
- Your company name will be featured wherever Innovation Showcase advertising appears.
- Your company name will be listed in the Innovation Showcase section of the conference binder.
- Your company will receive a full-page ad in the conference binder for your company profile and description, company logo and contact information (template form will be provided). Company descriptions in conference binder will appear alphabetically.

Contact Information:

Meredith Turk
St. Louis RCGA
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INNOVATION SHOWCASE APPLICATION FORM

Number	Items	Amount
	Innovation Showcase (\$750 total – includes registration for 2 persons) Deposit \$250	\$250
	<i>Please indicate your needs for these additional materials and you will be notified of any additional charges for these materials:</i>	
	Electrical Outlet 120V.20 AMPS (If power needs exceed this, please contact Showcase Manager for arrangements.) (Y/N)	
	Power Strip (Y/N)	
	Phone Line (\$125/day)	
	T1 Line (Y/N)	
	Connection to the Internet (1-\$175/per connection, 2-5 \$105, 6-10 \$95)	
	TOTAL	

*The \$250 deposit is fully refundable and must accompany application. Upon notification that your application has been accepted, the remainder of your total (minus deposit) will be due within two weeks. If your application is not accepted, you will be refunded your entire deposit.

Organization Name _____

Contact Name/Title _____

President/CEO Name _____

Mailing Address _____

City _____ State _____ Zip code _____

Phone _____ Fax _____

E-mail: _____ WebSite _____

Payment: [] Check [] Credit Card

Credit Card (MC/VS) _____ CVVS _____ Exp. Date _____

Name as it appears on Card: _____ Signature _____

Please fill out form and fax to the RCGA (314) 206 - 3244, along with a **non-confidential Executive Summary**. If faxing your application, please mail in your \$250 deposit check to St. Louis RCGA , New Ventures and Capital Formation, 1 Metropolitan Square, Suite 1300 St. Louis MO 63102.

- The Application Form, non-confidential Executive Summary, and \$250 deposit are due to Meredith Turk by **March 5, 2010**.
- No applications will be accepted or reviewed until deposit has been received.
- If you are not chosen to participate in the G2I Conference Innovation Showcase your \$250 deposit will be reimbursed. However, if you decline to participate, your \$250 will be withheld.
- Once your application has been reviewed, you will receive notice within three days about your submission and the necessary steps that you will need to follow for participation.

(G2I reserves the right to accept or reject any application.)