



UPSTATE **CAPITAL**
ASSOCIATION OF NEW YORK

2019 12TH ANNUAL

SARATOGA —FORUM—

SPONSOR PACKET



Wednesday, August 7 - Thursday, August 8, 2019

Saratoga Springs, NY
Historic Canfield Casino and Saratoga Race Track

CONTACT:

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—SARATOGA FORUM—

The Saratoga Forum is Upstate Capital's annual gathering for investors, deal-makers and company executives to meet, network and address topics of interest in the venture capital, private equity and business communities, against the backdrop of the vibrant Saratoga summer track season.

Hear from regional and national leaders in venture and private equity.

Connect with executives, investors, service providers, advisors and mentors.

Enjoy Saratoga: the summer place to be for the deal-making community!

NEW THIS YEAR: ACCESS TO THE STRETCH

Enjoy the thrill and excitement of the historic Saratoga Race Course at The Stretch. Located in the Grandstand and offering sweeping views of thoroughbreds rounding the final turn, this exclusive hospitality area features modern and upscale amenities not available anywhere else: a full serve kitchen and bar with gourmet sandwiches and creative cocktails, touchscreen tablets for betting and ordering refreshments, private restrooms and betting windows, and a more private, casual atmosphere.

LIMITED SEATING AVAILABLE ONLY TO FIRST 75 REGISTRANTS. REGISTER NOW!

ATTENDEES

150-200 venture investors, private equity investors, senior debt and mezzanine lenders, investment bankers and transaction professionals, limited partners, angel investors, family office investors, and executives **from startups and established companies.**



WEDNESDAY AUGUST 7, 2019

Location:

Historic Canfield Casino, Congress Park

11:00AM - 1:00PM

Upstate Capital Board of Directors Lunch

1:00PM

Canfield Casino opens for regular registration

Tech-enabled structured networking for attendees

“Made In Saratoga” showcase

2:00PM

Investment Banking Across the Region Panel

Chuck Haviland, Kevin Halpin, Raimundo Archibold,
and Todj Gozdeck, Moderated by Sam Ticknor

3:00PM

Upstate CEOs with Big Exits Panel - featuring Ashok
Subramanian, Vikram Agrawal, and Chip Parmele

4:00PM

FEATURE: KKR’s Initiatives with Ken Mehlman,
Co-Head of KKR Global Impact: **“Populism,
Geopolitics and Smart Investing”**

4:30PM

Investing in NY Panel featuring - Alisa Wood from
KKR, Judith Erwin from Grasshopper Bank, and
David Helgerson from Hamilton Lane

5:30 - 8:00 PM

Reception @ Canfield Casino

THURSDAY AUGUST 8, 2019

Location:

Historic Canfield Casino, Congress Park

7:30 AM

Breakfast

8:00 AM

Opening Remarks

9:00 AM

CEO Roundtable - professional development featuring knowledge and connections related to finance and capital strategies. (More info on next page)

Venture capital track for startups

Private equity track for established companies

Structured networking available in hotel using Brella:
15-minute meetings

11:00 AM

Hugh Johnson's Economic Outlook

12:00 PM

Grandstand admission to Saratoga Race Track, with limited seating available at the track's exclusive hospitality area, **The Stretch**. *Register now to get your seat at The Stretch: limited seating available only to the first 75 registrants.*



—SARATOGA FORUM—
CEO ROUNDTABLE

CEO Roundtable: Thursday, 9:00 AM

Designed for business owners and CEOs to gather in an intimate setting to gain exposure to the dynamics of growing, buying and selling businesses, venture capital, private equity, and hear & share experiences with growth and change. The goal of the program is to provide access to expertise around principles of transactions and best practices in execution, so that executives have more tools for strategic growth and change decision-making.

Background: Since 2003, the Upstate Capital Association of New York has connected the investment community, advancing the mission of increasing access to capital for companies and deal flow for investors across New York State. Upstate Capital hosts events regularly throughout the state for investors, transaction professionals, entrepreneurs and company executives and maintains a robust regional membership network.

—SARATOGA FORUM—
SPONSORSHIP PACKAGES

	Presenting	Trackside	Frontrunner	Dead Heat	Perfecta	Table Sponsor
Event passes included	10	5	3	2	1	10 ON WEDNESDAY
Exclusive - top billing on marketing materials	✓					
Speaking opportunity @ introduction	✓					
Exclusive recognition, Choose 1: Investing in NY panel (Wed) or CEO roundtable (Thu)		✓				
Speaking opportunity during program		✓				
Pre-event sponsor highlight via email	✓	✓				
Exclusive recognition, Choose 1: CEOs with Big Exits panel, or investment banking panel, or Canfield reception			✓			
Speaking opportunity during program			✓			
Exclusive recognition, Choose 1: professional headshots, or Thursday breakfast, raffle sponsor for a helicopter ride				✓		
Sponsor highlight on social media	✓	✓	✓	✓		
Provide corporate giveaways	✓	✓	✓	✓		
Recognition on event website	✓	✓	✓	✓	✓	
Logo on marketing material	✓	✓	✓	✓	✓	
Logo on event signage	✓	✓	✓	✓	✓	
Verbal recognition at event	✓	✓	✓	✓	✓	
Recognition on social media	✓	✓	✓	✓	✓	✓
Branded table at event on Wednesday	✓	✓	✓	✓	✓	✓
Price	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000



SEE YOU THERE!

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