



Austin Technology Council

2009 Beta Summit Overview October 29, 2009

InnoTech Austin and the Austin Technology Council are excited to present the Beta Summit to the 6th annual InnoTech Austin Innovation Conference & Expo on October 29, 2009:

The Beta Summit.

This year the Beta Summit Committee will be selecting 6, Central Texas based, beta or new to market products to present to an audience of technologist, investors and executives. They will have 8 minutes to demo their product live in front of an interested audience.

The Beta Summit is an ideal opportunity for social media, Securities, Green IT and related technology companies to showcase the latest technologies to a qualified audience of decision makers.

Attendees will include IT Executives and Technology Managers from both public and private organizations in Austin and surrounding regions.

All selected Beta Summit participants will receive:

- 8 minute live product demo to Beta Summit Audience (part of general InnoTech Conference)
- 10x10 exhibit space at the InnoTech Exposition
- Opportunity for brief company description in InnoTech Austin conference guide
- Investment or cost is \$800

For consideration, please complete the attached application and return via email to Bryan Menell at bmenell@gmail.com. This information is considered confidential when returned to Bryan Menell and/or Prospera Events (producers of InnoTech Austin) under an implied Non-Disclosure Agreement. Information is provided for the sole purpose of consideration for participation in the Beta Summit, unless otherwise explicitly stated by the submitting company.

Thank you,

Bryan Menell
Beta Summit Chair
InnoTech Conference

Sean Lowery
Executive Director
InnoTech Conference



Austin Technology Council

2009 Beta Summit Application

October 29, 2009

Applications are due by midnight Friday, September 25, 2009

Company Name _____

Contact _____ Title _____

Corporate Address _____

Phone _____ Email _____

Website _____

Company Background _____

Corporate Founders/CEO _____

Product Name _____

Product Description (50 words)

Market Opportunity & Product Use

Selection Criteria: Products demonstrated at the Beta Summit will come from multiple industries of companies large and small. Each company will receive the same time and opportunity to demonstrate their product to the audience. The Beta Summit Advisory Council will consider each application and make final selections for this opportunity.

Thank you for your consideration and interest.

Bryan Menell
Beta Summit Chair
InnoTech Conference

Sean Lowery
Executive Director
InnoTech Conference