web 2.0 EXPO

2010
MAY 3–6
SAN FRANCISCO
[MOSCONE WEST]

the platform of growth

That's Right, It's Time to Build

The web is **the innovation engine of our economy**, and it's values and principles are the cure for what ails us…economically, socially, and culturally. Companies who want a piece of the future of the Internet need to articulate where they fit in a fast-evolving ecosystem. Waiting for the end of this economic storm could mean giving away your place at the table.

Web 2.0 Expo is the event that defined this movement as not just a consumer phenomenon, but **as an enormous business opportunity**. Now we know that future business growth is centered around the web as a platform. This downturn has brought to a head the forces of disruption that have been brewing for the past four years. Change is no longer an option; it's a requirement. Web 2.0 is the recession diet for businesses.

If you're marketing strategy involves selling value, agility, openness, user empowerment, and a new way of doing business, come to the show where every attendee is in search of just that. The qualified, professional audience you'll find will help you build your business and meet your goals.

Web 2.0 Expo, co-produced by O'Reilly Media and TechWeb, features three major components: a five-track educational conference, including both traditional session formats and peer-to-peer learning programs; a major tradeshow showcasing Web 2.0 tools, trends, and technologies; and strategic networking events that foster dialogue between internet entrepreneurs, venture capitalists, and business development executives.

WHO ATTENDS

» Business Strategists
» CXOs
» Technologists and Entrepreneurs
» Line of Business and IT Managers
» VCs and Analysts
» Web Developers
» Web and Graphic Designers
» User Experience Designers
» Application Developers
» Marketing Professionals
» Web Strategists
» Product Managers

WEB 2.0 EXPO 2009 CONFERENCE TRACKS INCLUDED:

» Strategy and Business Models
» Marketing and Community
» Design and User Experience
» Web 2.0 Fundamentals
» Web 2.0 Development
» Focus on Web Operations
» Focus on Mobile
» Focus on Security
» Focus on Web 2.0 at Work
» Focus on Government 2.0

SAMPLING OF PREVIOUS CONFERENCE TOPICS:

» Web Operations, the "Web as Platform"
» Search and Vertical Search
» Social Networks and Identity
» Experience-driven Product Strategy
» Simplicity and Incremental Complexity
» Tagging, Ranking, and User-generated Content
» Revenue Models for Web 2.0: Beyond the Long Tail
» Community Building: Good, Bad, and Ugly
» Mobile Ajax and the Future of the Web
» Web 2.0 Design Patterns

For exhibitor and sponsor opportunities, contact: **Kelly Stewart at 415.947.6236 or kstewart@techweb.com**

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DIAMOND SPONSORSHIP

PRE-EVENT BENEFITS

» Pre-marketing exposure includes designation in print ads and email blasts, and a 100-word description and logo on Web 2.0 Expo website
» Mention in a Web 2.0 Expo pre-event press release
» 90-day banner ad on Web 2.0 Expo website
» Access to press and analyst list, approximately 30 days prior to event

ONSITE BENEFITS

» 30x30 exhibit space
» 12 full conference passes
» 3 sponsored sessions
» Full-page ad in Event Guide, with premium placement
» 20-second digital signage ad
» Two (2) 1-sided kiosks/meterboards
» Premier banner location onsite
» Sponsorship of lunch, one (1) day (food and beverage included)
» Logo on conference bag
» Conference bag insert in the official conference bag or virtual attendee gift*
» Premium banner ad on Official Online Guide during event
» 100-word description and logo included in Event Guide
» Five (5) retweets from the Web 2.0 Expo Twitter account (must be event-related and subject to show management approval)

POST–EVENT BENEFITS

» Two-time use of attendee postal mailing list, within 6 months of the event*

PLATINUM SPONSORSHIP

PRE–EVENT BENEFITS

» Pre-marketing exposure includes designation in print ads and email blasts, and a 100-word description and logo on Web 2.0 Expo website.
» Mention in a pre-event press release
» 60-day banner ad on Web 2.0 Expo website
» One (1) 125x125 banner ad in one (1) pre-event email to registered attendees
» Access to press and analyst list, approximately 30 days prior to event

ONSITE BENEFITS

» 20x30 exhibit space
» 10 full conference passes
» Two (2) sponsored sessions
» Full-page ad in Event Guide
» 20-second digital signage ad
» Sponsorship of one (1) break (food and beverage included)
» Conference bag insert in the official conference bag or a virtual attendee gift*
» Two (2) 1-sided kiosks/meter boards
» Banner ad on Official Online Guide during event
» 100-word description and logo included in Event Guide

POST–EVENT BENEFITS

» Two-time use of attendee postal mailing list, within 6 months of the event*

GOLD SPONSORSHIP

PRE-EVENT BENEFITS

» Pre-marketing exposure includes designation in email blasts, and a 100-word description and logo on Web 2.0 Expo website
» Mention in a pre-event press release
» Access to press and analyst list, approximately 30 days prior to event

ONSITE BENEFITS

» 20x20 exhibit space or 10x20 turnkey
» 6 full conference passes
» One (1) sponsored session
» 20-second digital signage ad
» 100-word description and logo included in Event Guide
» Distribution of one (1) gift or flyer on the morning or afternoon of one (1) day at the event

POST-EVENT BENEFITS

» Two-time use of attendee postal mailing list, within 6 months of the event*

SILVER SPONSORSHIP

PRE-EVENT BENEFITS

» Pre-marketing exposure includes designation in email blasts, and a 100-word description and logo on Web 2.0 Expo website
» Mention in a pre-event press release
» Access to press and analyst list approximately 30 days prior to event

ONSITE BENEFITS

» 10x10 turnkey or 10x20 exhibit space
» 4 full conference passes
» 100-word description and logo included in Event Guide
» One (1) 10-minute speaking slot in the Technology Showcase Theater on the Expo Floor

POST-EVENT BENEFITS

» One-time use of attendee mailing list, within 6 months of the event*

EXHIBITOR BOOTH SPACE

» 100-word description on Web 2.0 Expo website and Event Guide; logo included in Event Guide
» Access to press and analyst list approximately 30 days prior to event

TURNKEY SOLUTION: 10X10 or 10X20

» Pre-built unit, that includes signage, electricity, carpet and Internet
» 100-word description on Web 2.0 Expo website and Event Guide; logo included in Event Guide
» Access to press and analyst list approximately, 30 days prior to event

Subject to approval. Information about competitive events is not allowed. Please keep the environment in mind when selecting your insert and mailing..

CO-PRODUCED BY

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