

**web2.0**  
**EXPO**  
2009  
MARCH 31—APRIL 3  
SAN FRANCISCO  
[MOSCONE WEST]



i'm a social object

## Design, Develop, Disrupt

Fueled by a host of new business models, development models, and design patterns, the Web is back at center stage. Innovative startups are building out sites and applications at a remarkable rate, while the Fortune 500 are re-evaluating their Internet strategies to avoid being outpaced. This innovation and creativity is driving investment, growth, and opportunity.

Today, all functions of business are driving purchase decisions, from developers and designers to the business strategists applying Web 2.0 to their work. Web 2.0 Expo will focus on the evolution of the Web design and development market and address the models and methods for building the next generation Web. Web 2.0 Expo is the first broad-based conference and tradeshow for the rapidly growing ranks of designers and developers, product managers, entrepreneurs, VCs, marketers and business strategists who are truly part of the Web 2.0 ecosystem.

Produced in partnership by TechWeb and O'Reilly, the event is inspired by the exclusive Web 2.0 Conference, which sold out months in advance last year and generated over 6,000 requests to attend. Web 2.0 Expo expands on the audience and themes of the original conference, and will feature three major components: a five-track educational conference, including both traditional seminar formats and elements of peer-to-peer learning; a major tradeshow showcasing Web 2.0 tools, trends, and technologies; and strategic networking events fostering dialogue between internet entrepreneurs, venture capitalists, and business development executives.

"Web 2.0 is one of the big ideas that's shaping the industry right now. But every big idea needs implementation. We saw the need for a second event that focuses on how to actually build effective Web 2.0 applications. We're tackling not just Web 2.0 as strategy but also design, programming, operations, and viral marketing—the elements of execution that will ultimately separate the winners from the me-too companies in the space."

—Tim O'Reilly, Founder and CEO, O'Reilly Media

### 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 2008 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 Social Platforms

### CONFERENCE TOPICS COVERED:

- 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: **Vicki Sanders** at 415.947.6107 or [vsanders@techweb.com](mailto:vsanders@techweb.com)  
For inquiries from international companies contact: **Amy Jones** at 415.947.6173 or [amyjones@techweb.com](mailto:amyjones@techweb.com)

# web2.0 EXPO

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## DIAMOND SPONSORSHIP—\$130,000 (LIMIT 3)

### PRE-EVENT BENEFITS

- Pre-marketing exposure includes logo inclusion in email blasts, as well as a mention in the event press release and a 100-word description on website
- 90 day banner ad on Web 2.0 Expo website
- Access to press and analyst list

### ONSITE BENEFITS

- 30x30 exhibit space
- 12 full conference passes
- 3 sponsored speaking sessions
- Full-page spread in Program Guide
- Premium banner ad on Official Online Guide during event
- 20-second digital signage ad
- Conference bag insert in the official conference bag or a virtual attendee gift.\*
- Two 1-sided kiosk/meter board
- Premier banner location onsite
- Logo on conference bag
- Sponsorship of lunch one day (food and beverage included)

### POST-EVENT BENEFITS

- Two-time use of conference postal mailing list, within 6 months of the event\*

## PLATINUM SPONSORSHIP—\$80,000 (LIMIT 8)

### PRE-EVENT BENEFITS

- Pre-marketing exposure includes logo inclusion in email blasts and ads, as well as a mention in the event press release and a 100-word description on website
- 60 day banner ad on Web 2.0 Expo website
- Access to press and analyst list

### ONSITE BENEFITS

- 20x30 exhibit space
- 10 full conference passes
- 1 sponsored speaking sessions
- Full-page ad in Program Guide
- 20-second Digital Signage opportunity
- Banner ad on Official Online Guide during event
- Conference bag insert in the official conference bag or a virtual attendee gift.\*
- Two 1-sided kiosk/meter board
- Sponsorship of one break or breakfast (food and beverage included)

### POST-EVENT BENEFITS

- Two-time use of conference postal mailing list, within 6 months of the event\*

## GOLD SPONSORSHIP—\$40,000

### PRE-EVENT BENEFITS

- Pre-marketing exposure includes logo inclusion in email blasts, as well as a mention in the event press release and a 100-word description on website
- Access to press and analyst list

### ONSITE BENEFITS

- 20x20 exhibit space
- 6 full conference passes
- 20-second Digital Signage opportunity

### POST-EVENT BENEFITS

- Two-time use of conference postal mailing list, within 6 months of the event\*

## SILVER SPONSORSHIP—\$20,000

### PRE-EVENT BENEFITS

- Pre-marketing exposure includes logo inclusion on Web 2.0 Expo website
- Access to press and analyst list

### ONSITE BENEFITS

- 10x10 turnkey or 10x20 exhibit space
- 4 full conference passes

### POST-EVENT BENEFITS

- One-time use of conference postal mailing list, within 6 months of the event\*

## EXHIBITOR BOOTH SPACE—\$58 PER SQUARE FOOT

- Listing in and 100-word description on website

## TURNKEY SOLUTION: 10X10—\$8,500 10X20—\$17,000

- Pre-built unit, signage, electricity, and Internet
- Listing in and 100-word description on website

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

CO-PRODUCED BY

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