



SEPT 27–30, 20
NEW YORK, NY

10

web 2.0 EXPO

Platforms
for Growth

Exhibitor Prospectus

CO-PRODUCED BY

O'REILLY



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It's Time to Build Your Platform for Growth

This year, Web 2.0 Expo New York focuses on “Platforms for Growth,” exploring how new platforms springing up around mobile, real-time, and social web technologies are driving opportunities for the whole web ecosystem. Web 2.0 Expo brings together experts and influencers to frame today's game-changing issues, particularly around real-time data and the content being generated, how that data is consumed, and the platforms and applications that are creating value and enabling must-have services. We'll also showcase the players who have spawned their own ecosystems, creating opportunities and challenges for partners, vendors, and competitors.

Be part of the conversation at the forefront of Web innovation, and influence what technology buyers will consider and purchase with their budgets.

Web 2.0 Expo New York attracts business and technology decision-makers with: **40% Executives/C-Level, 34% Mid-management and 28% Developers/Engineers/Designers**

Web 2.0 Expo, co-produced by the industry leaders O'Reilly Media and UBM TechWeb, addresses important debates and spotlights key solutions and platforms for today's web-fueled market. The event features three major components:

- » A four-track educational conference, including keynotes, traditional session formats and conversational learning programs
- » A pavilion showcasing the latest Web 2.0 tools, trends, and technologies
- » And strategic networking events that foster dialogue between internet entrepreneurs, developers, decision-makers, venture capitalists, press, analysts and business development executives.

71% of Web 2.0 Expo NY attendees said they register to “**See New Products**” and **62%** “**Meet with Vendors for Possible Purchases**”*

Events are the “original social network” and there's no better way to build and strengthen relationships with your customers and key prospects than through face-to-face interaction at Web 2.0 Expo.

Set in the East Coast's thriving Internet hub, Web 2.0 Expo New York assembles top tech influencers for four days of intense sessions, workshops, and networking events. New York City is home to an accelerating tech scene and some of the Web's most important companies. Join us to explore the power of platforms developing in the Big Apple and beyond.

WHO SHOULD PARTICIPATE?

VENDORS OF:

- » Social Networking Tools
- » Enterprise Software & Applications
- » Virtualization
- » Collaboration Applications & Environments
- » Real-Time Collaboration
- » Web, Video Conferencing & Telepresence
- » Wikis
- » User Interface & Design Applications
- » Presence
- » Enterprise Blogging & Microblogging
- » Software as a Service (SaaS)
- » Mobility & Telecommunications
- » Cloud Computing
- » Hosting
- » Web Syndication & Feeds
- » Web Publishing
- » Online Gaming

SAMPLING OF PREVIOUS CONFERENCE TOPICS:

The Power of Platforms at Web 2.0 encompasses a broad range of leading technologies and topics including:

- » Design & User Experience
- » Development
- » Social Media Marketing
- » Strategy & Business Models
- » Analytics

HIGHLIGHTS FROM 2009 WEB 2.0 EXPO NEW YORK:

- » [Keynote Videos](#)
- » [Speaker Presentations](#)
- » [Event Photos](#)

SPOTLIGHT:



» [Read feature interview with Tim O'Reilly in INC Magazine](#)

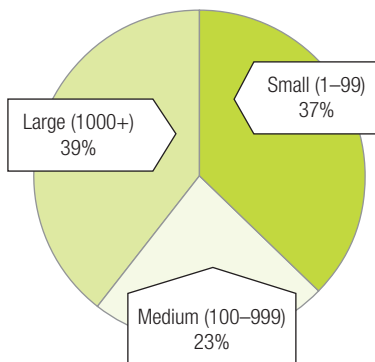
» [Check out Tim O'Reilly's recent article, The State of the Internet Operating System](#)



Audience Profile*

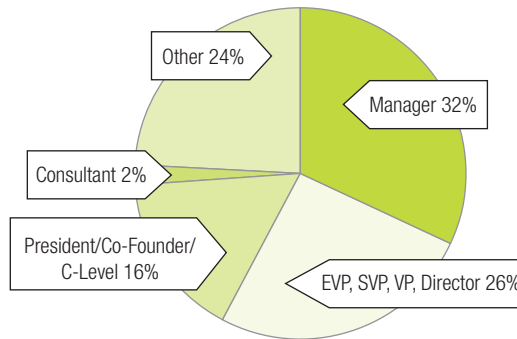
COMPANY SIZE

Number of Employees

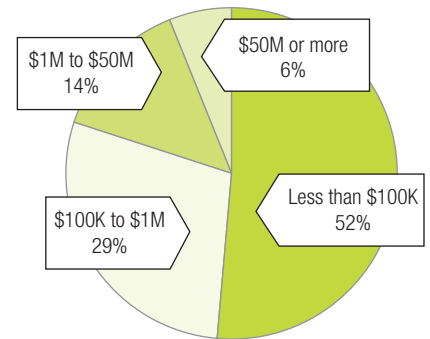


JOB TITLE

74% are managers or executives



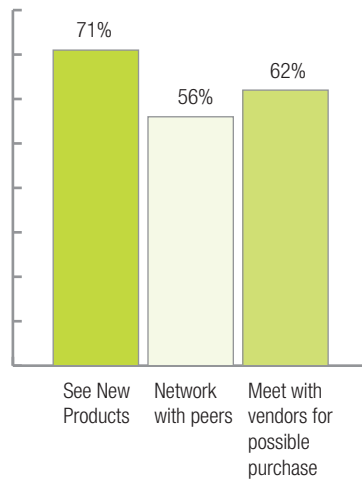
ANNUAL WEB TECHNOLOGY BUDGET



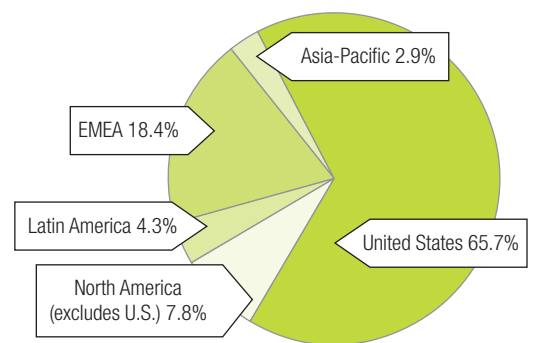
JOB FUNCTION

Business Strategy	45%
Development	45%
Design/User Experience	41%
Marketing	39%
IT	35%
Web Operations	30%
Product Management	28%
Content	23%
Community Management	21%

ATTENDEES' REASONS FOR ATTENDING



COUNTRIES REPRESENTED



PERCENTAGE OF DECISION-MAKERS WITH PURCHASING AUTHORITY

Decisions about your company's website/internet technology	82%
Non-technology business or policy decisions	57%
IT purchases	47%

*SOURCE: Web 2.0 Expo NY 2009 Paid Attendee Registration & Post-Event Survey Data

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PREMIER DIAMOND

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
- 90-day banner ad on Web 2.0 Expo website
- Access to press and analyst list approximately 30 days prior to event

ON-SITE BENEFITS

- 1 Double pod in Sponsor Gallery*
- 12 full conference passes
- (1) 10-minute presentation from the main stage. Consultation with and approval by program chairs required.
- 2 sponsored sessions
- Full page ad in the Event Guide, with Premium placement
- 20-second slide presentation for housekeeping slides, including being shown once at the conclusion of a keynote
- (2) 1 sided meterboards
- Sponsorship of the opening reception (f&b included)
- (1) give-away @ registration (company provides give-away); give-away subject to show management approval
- (1) complimentary delivery to guestrooms (company provides give-away); give-away subject to show management approval
- (1) meeting room for 3 main days of conference
- Five (5) retweets from the Web 2.0 Expo Twitter account (must be event related and subject to show management approval)
- 100-word description and logo included in Event Guide
- On-line banner ad on homepage during the Event (rotates with other Diamond ads)

POST-EVENT BENEFITS

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

DIAMOND

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
- 90-day banner ad on Web 2.0 Expo website
- Access to press and analyst list approximately 30 days prior to event

ON-SITE BENEFITS

- 1 Double pod in Sponsor Gallery*
- 12 full conference passes
- (1) 5-minute presentation from the main stage. Consultation with and approval by program chairs required.
- 2 sponsored sessions
- Full page ad in the Event Guide, with Premium placement
- 20-second slide presentation for housekeeping slides, including being shown once at the conclusion of a keynote
- (2) 1 sided meterboards
- Sponsorship of one lunch (f&b included)
- (1) give-away @ registration (company provides give-away); give-away subject to show management approval
- (1) complimentary delivery to guestrooms (company provides give-away); give-away subject to show management approval
- (1) meeting room for 3 main days of conference
- Five (5) retweets from the Web 2.0 Expo Twitter account (must be event related and subject to show management approval)
- 100-word description and logo included in Event Guide
- On-line banner ad on homepage during the Event (rotates with other Diamond ads)

POST-EVENT BENEFITS

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

PLATINUM

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

ON-SITE BENEFITS

- 1 pod in Sponsor Gallery*
- 10 full conference passes
- 1 sponsored session
- Full page ad in the Event Guide
- 20 second slide presentation for housekeeping slide
- Sponsorship of one break (f&b included)
- (1) meeting room for 3 main days of conference
- (2) 1-sided meterboards
- (1) give-away @ registration (company provides give-away); give-away subject to show management approval
- 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

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
- 30 day banner ad on Web 2.0 Expo website
- Access to press and analyst list approximately 30 days prior to event

GOLD CONTINUED

ONSITE BENEFITS

- 1 pod in Sponsor Gallery*
- 6 full conference passes
- (1) meeting room for 3 main days of conference
- 20-second slide presentation for housekeeping slides
- Distribution of one (1) gift or flyer in the morning or afternoon on one (1) day of the 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**

SILVER

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

- 1 pod in Sponsor Gallery*
- 4 full conference passes
- 100-word description and logo included in the Event Guide

POST-EVENT BENEFITS

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

EXHIBITOR

- 1 pod in Sponsor Gallery*
- 1 conference pass
- 100-word description on Web 2.0 Expo website and Event Guide; logo included in Event Guide.

CO-PRODUCED BY

O'REILLY



UBM
TechWeb

* Inclusive of power, Internet, and header

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

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