

web2.0 EXPO

The Power
of Platforms



MAY 3–6, 2010
SAN FRANCISCO, CA

10

Marketing Promotional Opportunities

Make an impression at Web 2.0 Expo San Francisco. Marketing Promotional Opportunities increase your onsite visibility, build your brand, increase exposure, and distinguish yourself from the competition.

SPONSORSHIPS

REGISTRATION SPONSORSHIP\$25,000*

Be the first to welcome Web 2.0 Expo attendees by promoting your brand and message to everyone who attends. Includes logo attribution on directional signage, sponsor designation in the Event Guide, registration station screen savers, one designated banner location within registration area and ability to provide a giveaway in registration.

LANYARDS SPONSORSHIP\$15,000

Keep your company name and logo top of mind with all attendees by sponsoring the badge lanyards. Badge lanyards are given to every attendee—conference, expo, media, analysts, speakers and exhibitors. They are a great way to see your brand everywhere at Web 2.0 Expo. Sponsor provides logo. Web 2.0 Expo produces lanyard, which includes both sponsor and Web 2.0 Expo logos.

MEDIA CENTER SPONSORSHIP\$15,000

The Media Center Sponsorship includes the following: Company logo on one-sided kiosk outside of Media Center, ability to distribute literature or provide a small giveaway (i.e. pens, notepads) in the Media Center, logo on table tents on tables inside the Media Center. The sponsorship also includes designation in the Event Guide and on the Web 2.0 Expo San Francisco website.

SPEAKER LOUNGE SPONSORSHIP\$15,000

Be the first to welcome the Web 2.0 exclusive list of speakers. Your company logo will be listed at the door on a one-sided kiosk, on table tents on tables inside the lounge and in the Event Guide as the official Speaker Lounge Sponsor. Your sponsorship also includes the ability to provide a giveaway or a small gift to speakers.

MEETING ROOMS \$9,000, PER 10X10 UNIT

10x10 meeting rooms located on the Expo floor are available for use. Meeting rooms include table, 4 chairs, Internet drop and electricity.

BLOGGERS LOUNGE SPONSORSHIP \$30,000*

Sponsor the room that will bring together the blogger community to network, work and have a little fun too! This is the place to personalize your brand with this highly influential group.

WEB 2.0 LOUNGE\$50,000

The Web 2.0 Lounge provides Expo attendees with a comfortable seating area to power-up and connect to the Internet amidst the hustle and bustle of the Expo floor. Branding includes signage in the lounge, mention in housekeeping slides and sponsor designation in Event Guide.

POWER SPONSORSHIP\$20,000

Be the official sponsor of all power strips for attendees. Power strips will be available in the Media Center, Speaker Lounge and designated “power” areas in the facility. Sponsorship will include logo on signage within the two “power” areas in the facility (no signage in the Media Center or Speaker Lounge) and designation as Power Sponsor in the Event Guide and housekeeping slides.

SPONSORED SESSIONS\$8,000

Sponsored Sessions provide you with the opportunity to take control of your content and speakers in a 50-minute session. Sessions will be promoted as part of the Sponsored Sessions Track and will include session description and speakers on the event website, and will include the session title in the official Event Guide (deadlines apply). Speaker bio included on event website. Opportunity to participate and topic of presentation is subject to approval by the Content Advisory Board.

AISLE SIGN SPONSORSHIP\$15,000

Imagine thousands of attendees seeing your company logo as they make their way through the show floor. Aisle identification signs advertise your company brand to all attendees when they walk down the main corridor. This is a great opportunity for enhanced exposure right on the Expo floor.

VIDEO SPONSORSHIP\$25,000

This exclusive sponsorship puts your branding on a page where users have access to video clips of keynotes, important key presentations and photos. Sponsor will be promoted onsite, in Event Guide, in housekeeping slides and on Web 2.0 Expo San Francisco website, letting users know this resource is available.

BADGE HOLDER SPONSORSHIP\$35,000

Everyone who attends Web 2.0 Expo wears a badge. Sponsor the badge holder and have your one-color logo prominently displayed on all attendee badges.

BADGE HOLDER SPONSORSHIP\$35,000

Everyone who attends Web 2.0 Expo wears a badge. Sponsor the badge holder and have your one-color logo prominently displayed on all attendee badges.

BADGE INSERT SPONSORSHIP\$10,000

Sponsor the insert for the badge holder and have your company name prominently displayed to all attendees and put your company and product positioning and booth number in front of buyers—a great way to lure buyers to your booth. Sponsorship benefits include distribution and insert of sponsor-provided insert and company name displayed when placed within badge holder.

WATER STATION SPONSORSHIPS\$15,000

As part of Web 2.0 Expo’s commitment to the environment, there are several water cooler stations around the convention center. The sponsorship includes sponsor signage at all locations and sponsor designation in Event Guide and on housekeeping slides. This is a great way to establish visibility for your company onsite, with a call to action to drive traffic to your booth.

IGNITE SPONSORSHIP\$15,000

If you had five minutes on stage what would you say? What if you only got 20 slides and they rotated automatically after 15 seconds? Around the world geeks have been putting together Ignite nights to show their answers. Web 2.0 Expo will host Ignite for one night during the event. Take advantage of a readymade community and achieve visibility with 350 plus web designers, developers and entrepreneurs. Designation on signage onsite at the Ignite event, on the website and in the Event Guide announcing the sponsor. Handouts can be distributed at Ignite. Recognition from the Program Chair during Ignite and during the awards ceremony. Ability to provide t-shirt/prize giveaways. Prizes awarded to the winners of Ignite from the main stage during the conference.

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INTENSIVES SPONSORSHIP\$20,000

These “mini-conferences” feature expert speaker panels and a participatory classroom experience allowing you to establish a thought leadership role in a targeted environment as well as a focused lead gen opportunity. They also feature a new way for you to reach a select group of active Web 2.0 professionals involved with all aspects of Social Media Marketing.

INTENSIVES FOR WEB 2.0 EXPO SAN FRANCISCO 2010:

- » Applied Communitytics Intensive
- » Lean Startup Intensive

OFFICIAL WEB 2.0 EXPO PARTY SPONSORSHIP\$10,000

Establish your brand in the heart of the Web 2.0 community by sponsoring the Expo party attended by thousands of Web 2.0 professionals at the main networking event of the week. Co-Sponsorship of the official Web 2.0 Expo Attendee Party includes promotion in the Program Guide, attendee pre-event emails, and from the main stage. Co-branded signage on-site is provided by Web 2.0 Expo. All venue and F&B costs are the sponsors’ responsibility.

TARGET SPONSORSHIP\$15,000–\$25,000

Target Sponsorships are a way for your company to reach a select segment of the Web 2.0 Expo audience giving you a highly targeted marketing opportunity within the Web 2.0 ecosystem. The Target Sponsor program includes pre-event and on-site branding in the targeted area of the conference as well as speaking opportunities to reach key decision makers within your targeted community. Choose from one of our 4 main conference tracks or 6 focus tracks.

TRACKS:

- » Strategy & Business Models
- » Social Media Marketing
- » Design & User Experience
- » Development
- » Focus on Mobile
- » Focus on Community
- » Focus on Real-time
- » Focus on Analytics
- » Focus on Enterprise
- » Focus on Cloud Computing

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

TARGET SPONSORSHIP SCHOLARSHIP PROGRAM\$15,000

This add-on to your Target Sponsorship gives 10 attendees a three-day conference pass and access to you at a round-table lunch. After promoting the scholarship program, Web 2.0 Expo will assemble a list of possible beneficiaries. The sponsor makes the final decision.

RIBBON SPONSORSHIP\$3,500

Just after completing registration, Web 2.0 Expo attendees can select from a wide range of ribbons embossed with such identifiers as “Blogger,” “I Twitter” or “Microsoft Fan” that they can stick on their badge. Pick a phrase to put on one of these ribbons for attendees to choose from and ensure your message is seen all day, every day of the event. Limited to 4 companies.



ALUMNI LOUNGE SPONSORSHIP\$5,000

To thank those who return to Web 2.0 Expo year after year, we’re offering an exclusive alumni lounge and other perks. As sponsor, you will receive signage outside the lounge as well as table tents and literature placement inside. You’ll also receive 2 passes to the Alumni Lunch with Tim O’Reilly. Options for this sponsorship include the ability to provide a giveaway in the lounge, serve customized food and beverage, and host a reception for these dedicated Web 2.0 veterans. Maximum of 4 sponsors allowed. Exclusive sponsorship is \$15,000.

OFFICIAL TWEETUP SPONSORSHIP\$3,500

Be the host with the most for our official Tweetup party—a gathering promoted via Twitter to the Twitterati (read: just about all Web 2.0 Expo attendees) to meet the real faces behind the handles and avatar pics they see daily. Benefits offered: Inclusion in the physical and virtual event guide, a mention in the housekeeping slides, a hearty “thank you” from the keynote stage, and signage at the Tweetup with the option to include other branded items. Web 2.0 Expo will also promote the event via its Twitter account and organizers’ accounts. Take this opportunity to target Web 2.0 attendees where they’re hanging out online the most: Sponsors have seen upwards of a 750% increase in expected lead generation by using Twitter at our events.

FREE STANDING METERBOARD

- » 1 sided^{††} (part of a 4-sided kiosk) \$2,000–\$4,000
- » Column Wrap \$5,000

BANNERS AND DECALS^{††}

- » Hanging Banner \$12,000–\$20,000
- » Footprints (exclusive sponsorship) \$6,000–\$6,500
- » Lightboxes \$3,500–\$8,000
- » Truss Banner \$6,000
- » Escalator Floor Graphics \$6,000–\$12,000

PR OUTREACH

- » **Option 1**—Online News distribution, Search Engine Optimization & custom media MicroList: \$500
- » **Option 2**—Online News distribution, Search Engine, Optimization & custom media MicroList & Internet Photo Distribution: \$800
- » **Option 3**—Multimedia News Release—no online video distribution: \$3,500
- » **Option 4**—Multimedia News Release with online video distribution: \$5,500
- » **Option 5**—Media Room Showcase/Electronic Press Kit: \$1,100

LAUNCH PAD

SUPPORTING SPONSOR\$5,000

- » Logo on Launch Pad page
- » Logo in Event Guide in Launch Pad overview section
- » Logo on signage regarding Launch Pad
- » Logo on housekeeping slides regarding Launch Pad

VC SPONSOR\$10,000*

- » On stage judge for Launch Pad
- » Access to Launch Pad submissions
- » Participate in submission and review process to select finalists
- » Logo on Launch Pad page
- » Logo in Event Guide in Launch Pad overview section
- » Logo on signage regarding Launch Pad
- » Logo on housekeeping slides regarding Launch Pad

* Includes \$10,000 in services for a digital media expert to assist with the planning and execution of the lounge.

† Production of banner not included

†† Meterboard may be included as part of a kiosk with other meterboards

CO-PRODUCED BY

O'REILLY



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TechWeb

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For exhibitor and sponsor opportunities, contact: Robert Koziura at 415.947.6111 or Rkoziura@techweb.com