

WEB 2.0 EXPO - SAN FRANCISCO 2009 - WEEKLY NEWSLETTER

March 31 – April 3, 2009

For Friday, February 6th, 2009

NEWSLETTER-AT-A-GLANCE:

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UPCOMING DEADLINES: (if applicable to your sponsorship or exhibitor package)

<u>ITEM</u>	<u>DEADLINE</u>	<u>TASK</u>
Sponsored Sessions	Friday 2/13/09 (Friday 2/27/09 for Printed Event Guide)	<p>Please submit the following information for your company's sponsored session to be included on the website:</p> <ul style="list-style-type: none"> - Speaker name, job title and affiliation - Speaker contact information, email and phone (not on website) - Session title - Session description - Speaker biography - Speaker high resolution photo <p><i>Please submit all information or questions to exhibitorhelp@techweb.com</i></p>
Solutions Showcase Theater	Friday, 2/20/09	<p>If your company will be presenting a 10min presentation in the solutions showcase please submit your session title before Friday, <u>February 20th</u>.</p> <p>We will be posting all session titles on our website after this date and would like to ensure your presentation receives adequate exposure.</p> <p><i>Please submit session titles to exhibitorhelp@techweb.com</i></p>
Event Guide Print Ad	Friday, 2/20/09	<p>All print ads must be submitted and approved prior to <u>February 20th</u>.</p> <p><i>Please submit your print ads to web2ads@oreilly.com.</i></p> <p>To view the specs visit: http://assets.en.oreilly.com/1/event/3/70429_web2ad_submission_specs.pdf</p>

		<i>*ONLY Diamond Sponsors and Platinum Sponsors are entitled to a Full Page Ad</i>
Printed Event Guide Submission	Friday, 2/27/09	<p>LOGOS & DESCRIPTIONS Please visit the Web 2.0 Expo website to ensure that your description (& logo)* are displayed as you would like.</p> <p>http://www.web2expo.com/webexsf2009/public/content/exhibitors</p> <p>Notify exhibitorhelp@techweb.com by February 27th of any changes you would like to see made.</p> <p>Your logos and descriptions must be submitted by Friday, February 27nd for inclusion in the printed event guide that is distributed on-site.</p> <p><i>*Diamond, Platinum, Gold and Silver Sponsors will receive a logo and description on the website and the printed Event guide. Exhibitors and Long Tail Pavilion participants will receive a description on the website and a logo and description in the printed Event guide.</i></p>

EXHIBITOR OPERATIONS CONFERENCE CALL

We hope you will be able to join us for the Exhibitor Operations Conference Call on **Thursday, February 19th at 11:00AM PST**. We will be introducing the Web 2.0 team and reviewing important dates and deadlines, event hours, move-in and move-out information, rules and regulations of the event, and common exhibiting questions.

Please keep an eye out for an email from exhibitorhelp@techweb.com with an agenda and dial-in information. This will be coming to you within the next few days.

MARKETING & PROMOTIONAL OPPORTUNITIES

Looking to make the most out of exhibiting at Web 2.0 Expo? Looking to connect in meaningful ways with our attendees? We've assembled a great list of marketing options with different price points to meet everyone's budget. A few that have us excited are:

- * **South Park Crawl** - This was the hit of last year's event. Here's an opportunity to host the conference attendee party *without* having to host everyone. Attendees walk from venue to venue throughout the night and connect with each other over drinks and light bites. We have a collection of cool venues on hold and will promote the party and your participation through a variety of avenues. *Plus, if you have an office located in the area, you can participate at no charge if you open up your office to host!
- * **Bloggers Lounge** - Who doesn't want to reach this very influential audience? What better way to connect with the blogger community than by hosting the blogger's lounge at the largest gathering of people in the industry? Plus, we've secured the help of a digital media expert as part of the package to help you program and promote the lounge in a way that's most meaningful to this community. So you can be assured the lounge will be *the* place for bloggers to connect, network and work...and it will be intimately tied to your brand.

- * **Sponsored Sessions** - Take control of your content and speakers in a 50-minute session which is open to all attendees at Web 2.0 Expo.

Please call your sales representative for more details on these and other opportunities.

CO-MARKETING OPPORTUNITES

To help you promote your presence at Web 2.0 Expo San Francisco and increase traffic to your booth, the Web 2.0 team has a few co-marketing opportunities available to you at no charge.

- * **Special Discount** - \$100 off conference registrations or a free expo pass for your customers and website visitors.
- * **Co-Branded Email** - An html email message that's co-branded with Web 2.0 Expo and your logo. The opening copy invites the reader to visit your booth and includes the \$100 off or free expo pass discount code. We will create the custom template and send you the html code in a file. You can then send it to your email list whenever you wish.
- * **Web banners** - We have several "we're exhibiting" web banners available in a variety of standard sizes that you can post on your site. Tell us which size you require and we'll create it for you.

If you're interested in any of these opportunities, please contact Justin Jarvis at jjarvis@techweb.com.

PR OPPORTUNITES

If you want to be included in the March 23rd press release highlighting the exhibitor and sponsor announcements, please don't forget the March 16th deadline for submitting your 50-word description of your announcement. Please submit to Natalia Wodecki at nwodecki@techweb.com. *Please note that no more than 50 words will be considered.* The media list will become available on the exhibitor resource center at the end of February.

BOOTH CRAWL

Thursday, April 2nd from 4:30 pm – 6:00 pm

Participating in Web 2.0 Expo Booth Crawl is a great way to draw buyers to your booth and increase your company's exposure at the event. Please fill out the Web 2.0 Expo Booth Crawl form on the Exhibitor Resource Center, under Optional Services in order to participate. Orders are due no later than Thursday, March 19th.

BOOK HOTELS ROOMS NOW FOR WEB 2.0 EXPO SAN FRANCISCO:

If you have not booked your rooms for Web 2.0 please do so as soon as possible. Rates have lowered and rooms are going fast. By taking advantage of the Web 2.0 hotel block you are guaranteed to get the lowest price, even if rates drop after you book (rates will be lowered retroactively).

Below are the official hotels for Web 2.0 Expo in San Francisco with preferred rates.

- *Marriott San Francisco- \$219
- *Intercontinental San Francisco - \$225
- *W San Francisco- \$249
- *Hotel Milano- \$167

- *Hotel Palomar- \$229
- *Grand Hyatt San Francisco - \$199
- *Westin San Francisco Market Street- \$199

Please see our website for more hotel information:
<http://www.web2expo.com/webexsf2009/public/content/hotel>

EXHIBITOR RESOURCE CENTER:

Everything you need to manage your participation at the exhibition can be found on this website. It contains links to register booth staff, co-marketing and public relations information as well as very important event information relating to dates, locations, deadlines and all service order forms. Please note, if you have purchased a turnkey solution you do not need to place orders for the items included with the turnkey package. You will still need to visit the Exhibitor Resource Center to complete other required tasks as well as optional items of which you may wish to take advantage.

Please pay special attention to the due dates listed for each action item to ensure you take advantage of all marketing opportunities and service discounts.

Visit <http://www.web2expoexhibitors.com/> to get started on your Web 2.0 Expo San Francisco 2009 planning. You may contact Exhibitor Help with questions – (415) 947-6655 or exhibitorhelp@techweb.com.

Thank you for participating in Web 2.0 Expo 2009!
If you have any questions about your booth space or sponsor package,
please contact us at Exhibitorhelp@techweb.com or at (415) 947-6655