

WEB 2.0 EXPO - SAN FRANCISCO 2009 - WEEKLY NEWSLETTER March 31 – April 3, 2009

For Friday, March 13th, 2009

NEWSLETTER-AT-A-GLANCE:

*PAST DUE and UPCOMING DEADLINES

*BOOTH STAFF REGISTRATION

*BOOTH CRAWL

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*BOOK HOTEL ROOMS NOW FOR WEB 2.0 EXPO

*EXHIBITOR RESOURCE CENTER: <http://www.web2expoexhibitors.com/>

UPCOMING DEADLINES:

- PAST DUE – Signed Acknowledgement of Rules and Regulations
- PAST DUE – Notification to Show Management of Exhibitor Appointed Contractors
- March 16th – **Champion Exposition Services:** electrical, carpet, booth furniture and accessories, booth labor, booth cleaning, etc
- March 16th – **GESi** Lead Retrieval
- March 16th – **Shownets** Internet Connectivity
- March 20th – **ETS** Audio Visual
- March 23rd – Last day to ship to **Champion's Advanced Warehouse**

BOOTH STAFF REGISTRATION

All Sponsors and Exhibitors can register an unlimited number of Exhibit Booth Staff for the conference. To do this visit the Exhibitor Resource Center (<http://www.web2expoexhibitors.com/>) in the Registration & Housing section for more details on how to register for these badges. If you have any questions about your staff registration email exhibitorhelp@techweb.com

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 **Monday, March 23rd. Participants of the Booth Crawl will have their logo displayed on our events page**

<http://www.web2expo.com/webexsf2009/public/content/events>

**Long Tail Pavilion Exhibitors interested in the booth crawl, please contact exhibitorhelp@techweb.com

CO-MARKETING OPPORTUNITIES

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.

- NEW SPECIAL DISCOUNT - Take advantage of a new offer that provides a 35% discount off any conference registration or a free expo pass for all of 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 a 35% off discount code and a 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 OPPORTUNITIES

If you want to be included in the 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 is updated weekly on the exhibitor resource center.

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