

# web 2.0 EXPO

**WEB 2.0 EXPO – San Francisco 2010 – NEWSLETTER  
For Wednesday February 17, 2010**

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## **NEWSLETTER-AT-A-GLANCE:**

### **UPCOMING DEADLINES**

- \*\*INCREASE YOUR VISIBILITY AT WEB 2.0 EXPO**
- \*\*INTRODUCING NEW TARGETED SPONSORSHIPS**
- \*\*WEB 2.0 EXPO PR OPPORTUNITIES**
- \*\*BOOTH STAFF REGISTRATION**
- \*\*20% DISCOUNT FOR YOUR CUSTOMERS**
- \*\*LET YOUR CUSTOMERS KNOW YOU'LL BE AT WEB 2.0 EXPO**
- \*\*BOOK HOTEL ROOMS NOW FOR WEB 2.0 EXPO**
- \*\*EXHIBITOR CENTER – SERVICES MANUAL IS LIVE AT:**

<http://www.web2expoexhibitors.com/>

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### **UPCOMING DEADLINES**

- \*Company Description – ASAP
- \*Company Logo – ASAP
- \*Booth Variance Request Deadline
- \*Rules and Regulations Acknowledgment
- \*Exhibitor Appointed Contractor Forms Due

### **INCREASE YOUR VISIBILITY AT WEB 2.0 EXPO**

Stand out from your competition by taking advantage of these special marketing opportunities. These sponsorships include high

visibility branding, a chance to be recognized for thought leadership and access to the Press through a variety of Marketing Promotional Opportunities including Sponsored sessions, Press Room Sponsorship, Registration Sponsorship and

more. A complete listing of opportunities can be found here:

[http://www.web2expoexhibitors.com/collateral/downloads/w2x10sf\\_MPOs.pdf](http://www.web2expoexhibitors.com/collateral/downloads/w2x10sf_MPOs.pdf)

### **INTRODUCING NEW TARGETED SPONSORSHIPS**

As the leading conference and Expo for all things Web, we draw a diverse and talented crowd representing dozens of verticals. Web

2.0 Expo sponsors reach thousands of developers, marketers, designers, top execs and decision makers every year at our shows. But if your company wants to focus on a specific subset of these attendees, we recommend our new Target Sponsorships. Target Sponsorships are a way for your company to reach a particular segment of our audience whether they are mobile developers, social media marketers, web designers or business strategists. Please contact your sales rep today for more details on this new, targeted way to reach your specific audience.

### **WEB 2.0 EXPO PR OPPORTUNITIES**

You can find full information about your Web 2.0 PR opportunities at:

<http://en.oreilly.com/webexsf2010/public/content/pr-opportunities>

If you want to be included in the press release highlighting the exhibitor and sponsor announcements, please don't forget the deadline for submitting your 50-word description of your announcement to Natalia Wodecki at

[nwodecki@techweb.com](mailto:nwodecki@techweb.com)

Please note that no more than 50 words will be considered.

The media list will become available April 2, 2010

## **BOOTH STAFF REGISTRATION**

Register your booth staff by visiting:

<https://en.oreilly.com/webexsf2010/public/register>

Exhibiting Sponsors, use discount code websf10etsc

Exhibit only Companies, use discount code websf10etxb

More information can be found about registering your booth staff, or obtaining discounted passes in the Exhibitor Center Manual under "Registration and Housing"

## **20% DISCOUNT FOR YOUR CUSTOMERS**

As a Web 2.0 Expo exhibitor, you are entitled to a 20% discount off any conference package or a free Expo Pass to give out to your customers and clients on your behalf. This is a public discount, so feel free to distribute it on your website, blog, Twitter, Facebook or any other social media outlet.

Codes (both are unlimited uses):

websf10coma – 20% off all packages

websf10coe – Free Expo Pass for all of your customers and contacts.

## **LET YOUR CUSTOMERS KNOW YOU'LL BE AT WEB 2.0 EXPO**

Let all your clients and customers know you'll be exhibiting at Web 2.0 Expo by placing a button on your website.

<http://www.web2expo.com/webexsf2010/public/content/exhibitor-banners>

Don't miss your chance to take advantage of these special marketing opportunities – contact Justin Jarvis or [justin.jarvis@techweb.com](mailto:justin.jarvis@techweb.com) or your sales rep for more information.

## **BOOK HOTELS ROOMS NOW FOR WEB 2.0 EXPO SAN FRANCISCO**

If you have not booked your rooms for Web2.0 please do so as soon as possible.

Rooms are going fast.

Please see our website for more hotel information: <http://www.web2expo.com/webexsf2010/public/content/hotel>

## **EXHIBITOR CENTER – SERVICES MANUAL**

Everything you need to manage your participation at Web 2.0 Expo SF 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 Services Manual 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/>

Get started on your Web 2.0 Expo planning today.

Questions? Contact us at 415-947-6655 or [exhibitorhelp@techweb.com](mailto:exhibitorhelp@techweb.com)