

web 2.0 E X P O

WEB 2.0 EXPO – San Francisco 2010 – NEWSLETTER 2

Wednesday March 3, 2010

NEWSLETTER-AT-A-GLANCE:

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 OPERATIONS CONFERENCE CALL**

**** EFFECTIVE SOCIAL MEDIA for EVENT EXHIBITOR WEBCAST**

UPCOMING DEADLINES

*Company Description – ASAP

*Company Logo – ASAP

*Event Guide Ad Due (Diamond and Platinum Sponsors Only) - March 25th

*Sponsored Session information (does not apply to all participants)

Please refer to your contract or detail of benefits document to see if you have signed up for a Sponsored Session

The following needs to be submitted to lperiera@ubm-us.com for inclusion in the Web 2.0 Expo Event Guide

-Speaker name, job title and affiliation

-Session title

*Booth Variance Request Deadline – March 26th

*Rules and Regulations Acknowledgment– March 26th

*Exhibitor Appointed Contractor Forms – April 2nd

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

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 exhibitor and sponsor announcements, please don't forget to submit a 50-word description of your announcement to Natalia Wodecki at nwodecki@techweb.com. Please note that no more than 50 words will be considered. The deadline for submissions is Friday, April 16.

For reference please read last year's release here:

http://www.oreillynet.com/conferences/blog/2009/03/news_release_web_20_expo_san_f_3.html

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 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 OPERATIONS CONFERENCE CALL

All exhibitors are invited to attend our operations conference call. Mark your calendars for April 7th - 1:00 PM PST. Dial-in information and an agenda will follow shortly.

EFFECTIVE SOCIAL MEDIA for EVENT EXHIBITOR WEBCAST

We recently held a virtual training session on how event exhibitors could increase their lead generation by using social media. Led by Web 2.0 Expo Co-Chair and “The Twitter Book” co-author Sarah Milstein and Web 2.0 Expo Community Manager Kaitlin Pike, this one-hour webcast features real-life success stories and practical tips for using services such as Twitter, Facebook, LinkedIn, and your own company blog for efficient marketing before, during, and after a show. If you have any questions after you watch it, feel free to message us on Twitter @w2e or email Kaitlin Pike at kpik@techweb.com. Here’s the link for the Webcast video: <http://www.web2expoexhibitors.com/video/>