



web 2.0 SUMMIT

NOV 5-7 **08**
SAN FRANCISCO, CA

SPONSOR PROSPECTUS

WEB MEETS WORLD

Produced by:



O'REILLY®



Web Meets World: Sustaining, Applying and Expanding the Web's Lessons

In the first four years of the Web 2.0 Summit, the event focused on the industry's challenges and opportunities, highlighting in particular the business models and leaders driving the Internet economy. This year, one clear signal has emerged: the conversation is no longer just about the Web. Now is the time to ask how the Web—its technologies, its values, and its culture—might be tapped to address the world's most pressing limits. Or put another way—and in the true spirit of the Internet entrepreneur—its most pressing opportunities.

As the fifth annual Web 2.0 Summit convenes, our world is fraught with problems that engineers might charitably classify as NP hard—from roiling financial markets to global warming, failing healthcare systems to intractable religious wars. In short, it seems as if many of our most complex systems are reaching their limits.

It strikes us that the Web might teach us new ways to address these limits. From harnessing collective intelligence to a bias toward open systems, the Web's greatest inventions are, at their core, social movements. To that end, we're expanding our program this year to include leaders in the fields of healthcare, genetics, finance, global business, and yes, even politics.

Increasingly, the leaders of the Internet economy are turning their attention to the world outside our industry. And conversely, the best minds of our generation are turning to the Web for solutions. At the fifth annual Web 2.0 Summit, we'll endeavor to bring these groups together.

Only the Web 2.0 Summit brings the intelligence, innovation, and leadership of the Internet industry together in one place at one time. The Web 2.0 Summit is known for its interactive format, encouraging audience interaction and participation. Through incisive plenary sessions, cut-through-the-hype onstage conversations, rapid-fire "high order bits" and "show me" presentations and in-depth workshops, visionaries and executives from Internet businesses will present their unique perspective on the Web's future-in-flux. Web 2.0 Summit is produced in partnership with O'Reilly Media, Inc. and TechWeb and moderated by John Battelle, Program Chair, and O'Reilly CEO and founder, Tim O'Reilly.

Attendance at Web 2.0 Summit is limited to maintain an intimate setting and foster dialogue among all participants. Registration is by invitation only.

Reach business leaders and technology innovators at Web 2.0 Summit

For sponsorship information, please contact Vicki Sanders at vsanders@techweb.com or 415.947.6107.

The "Who's Who" of the Internet

Now in its fifth year, Web 2.0 Summit has become the gathering place for business leaders of the new Web—it reflects and embodies the community—bringing together the most influential to discuss and debate the most important issues and strategies driving the Internet economy and what we might expect in the coming year.

- Over 70 thought leaders and entrepreneurs slated to present in an interactive format stressing audience participation
- More than a dozen extraordinary thinkers and business leaders will present "High Order Bits"—ten minute stand-and-deliver presentations designed to provoke, delight, and amaze the audience
- Top executives from platform businesses will address the future of the Web in plenary sessions
- Expert led-workshops focused on innovative new web technologies
- Unique networking events including receptions, dinners and evening parties

The initial lineup of influential senior-level executives, entrepreneurial innovators, technologists, financiers, analysts and pundits for 2008 include*:

- **AL GORE**, Co-Founder and Chairman, Current
- **LANCE ARMSTRONG**, Founder, Livestrong
- **CHRIS ALBINSON**, Co-Founder, Panorama Capital
- **MICHAEL ARRINGTON**, Editor, TechCrunch
- **KEN AULETTA**, Journalist, The New Yorker
- **LARRY BRILLIANT**, Executive Director, Google.org
- **MARC ANDREESSEN**, Co-founder, Ning
- **RALPH DE LA VEGA**, President and CEO, AT&TMobility
- **CHRIS DEWOLF**, Co-Founder and CEO, MySpace
- **MARC BENIOFF**, Chairman and CEO, Salesforce.com
- **JOEL HYATT**, Co-founder and CEO, Current TV
- **DAVE GIROUARD**, General Manager, Google Enterprise
- **MICHAEL L. GOGUEN**, Venture Capitalist, Sequoia Capital
- **MARC HODOSH**, President/Curator, TED MED, X PRIZE
- **TONY HSIEH**, CEO, Zappos.com
- **RAJESH JAIN**, Managing Director, Netcore Solutions Pvt Ltd.
- **KEVIN KELLY**, Executive Editor, Wired
- **MAX LEVCHIN**, Founder and CEO, Slide
- **KEVIN LYNCH**, CTO, Adobe Systems Incorporated
- **JACK MA**, Chairman, Alibaba
- **PAUL MARITZ**, President, EMC Corporation
- **PAUL OTELLINI**, President and CEO, Intel Corporation
- **MARY MEEKER**, Managing Director of Global Technology Research Team, Morgan Stanley
- **TIM O'REILLY**, Founder and CEO, O'Reilly Media, Inc.
- **RICHARD ROSENBLATT**, Chairman and CEO, Demand Media Inc.
- **MATHIS WACKERNAGEL**, Co-creator, Global Footprint Network
- **ANNE WOJCICKI**, 23andMe
- **MARK ZUCKERBERG**, CEO, Facebook
- **JOHN BATTLE**, Founder and Chairman, Federated Media Publishing

* Visit website for additions to speaker list.



NETWORKING EVENTS

Web 2.0 Summit offers sponsors the opportunity to host a specific networking event. Networking events require a minimum level of sponsorship in addition to the sponsorship fee.

*NETWORKING EVENTS

PREMIUM NETWORKING EVENTS

Minimum Level Investment—Diamond Sponsorship

- Web 2.0 Opening Dinner (Day 1)

Minimum Level Investment—Platinum Sponsorship

- Opening Cocktail Reception (Day 1)
- Closing Cocktail Reception (Day 3)
- After-hours Party*

Note: Food and beverage included in Diamond Sponsorship only. Sponsor will receive recognition and signage at their respective sponsored event. Web 2.0 Summit will work with sponsor to send out invitations to pre-registered list of attendees for all sponsored events.

ADDITIONAL NETWORKING EVENTS

Minimum Level Investment—Gold Sponsorship

- Breakfast Sponsorship (Day 1, 2, or 3) *F&B included*
- Lunch Sponsorship (Day 1, 2, or 3) *F&B included*

Minimum Level Investment—Silver Sponsorship

- Sponsorship of Conference Breaks (AM or PM Break)
- Web 2.0 Progressive Suite Party

**After-hours Party: Each sponsor will receive their own room (1200-1500 sq. ft.) to host their own themed party. Food and beverage not included.*

TIME*	DAY 1: WEDNESDAY, NOV. 5	DAY 2: THURSDAY, NOV. 6	DAY 3 : FRIDAY, NOV. 7
7:30 AM–8:30 AM	Breakfast	Breakfast	Breakfast
8:30 AM–12:00 PM	Workshops	General Sessions	General Sessions
	AM Break		
	Workshops	<Sponsor Gallery> AM Break	<Sponsor Gallery> AM Break
12:00 PM–5:00 PM	AM Break	General Sessions	General Sessions
	Workshops	Lunch	Lunch
	Lunch		
	<Sponsor Gallery> Dessert Break	General Sessions	General Sessions
5:00 PM–6:00 PM	General Sessions	<Sponsor Gallery> PM Break	<Sponsor Gallery> PM Break
	<Sponsor Gallery> Cocktail Reception	General Sessions	General Sessions
6:00 PM	Diamond Sponsorship Opening Dinner	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Diamond Sponsorship Required <input type="checkbox"/> Platinum Sponsorship Required <input checked="" type="checkbox"/> Gold Sponsorship Required <input type="checkbox"/> Silver Sponsorship Required 	Closing Reception
8:15 PM	Web Meets World Charity Auction		

*Subject to change.



SPONSORSHIP PACKAGES

The Web 2.0 Summit sponsorship packages are designed with maximum ROI in mind. The end-to-end packages include pre-event, onsite and post-event marketing. Become a Web 2.0 Summit sponsor and demonstrate your leadership in the next generation of the Web, and secure your place in front of the industry's most influential leaders.

DIAMOND SPONSOR*

Top tier exclusive sponsorship

Opening Dinner

- Designation as co-host of dinner first night along with Web 2.0 Summit
- 2 Reserved VIP tables at dinner (20 people, do not all have to be Summit attendees)
- Listed as dinner sponsor in all materials
- Logo table card on all tables
- Recognition by John Battelle at dinner
- Included as sponsor in all signage related to Opening Dinner
- Opportunity to give out gift/literature, etc. during Opening Dinner
- Opportunity to introduce featured speaker/entertainer or to show 5-minute video
- 10 additional dinner invitations for guests who are not conference attendees

Post-Event

- Two-time use of final attendee mailing list and third-party opt-in conference attendee email list—within 6 months following the event*
- Logo in “thank you” spot on post-event video

**Diamond Sponsorships Include all Pre-event, On-site and Post-event benefits of Platinum Sponsorship, except the opportunity to sponsor one of the premium networking activities.*

PLATINUM LEVEL SPONSOR (LIMIT 4)

Pre-Event

- Sponsor designation in outbound marketing efforts
- Company name, logo, 100-word description and link on Web 2.0 Summit website
- Company name included in pre-event emails
- Company name listed in pre-event press release highlighting all sponsors
- Access to pre-event press list beginning approximately 30 days prior to the event

Conference Passes

- 10 complimentary full conference passes (deadlines apply)

On-Site Benefits

- Opportunity to sponsor a premium networking event (catering not included)
- Sponsored workshop session—Workshop will integrate your content and messaging into the programming. Sponsor will have control of format, speakers and content
- Sponsor Snapshot—Your company will be profiled during the conference by John Battelle. Sponsor to provide 3-5 bullet points
- Sponsor Gallery Demo Station, including electricity, signage, and Internet
- On-site signage thanking sponsors with logo and sponsorship level

- Company name, logo, and 100-word description in the Program Guide
- Sponsor designation on attendee gift—a voucher redeemable for the project of the attendee's choosing through DonorsChoose.org
- Logo on the sponsor page in the Program Guide, designated as Platinum sponsor
- Two-page, four-color advertisement in the Program Guide
- Designated host of one VIP table during dinner program
- 10 additional Opening Dinner for guests who are not conference attendees

Post-Event

- Two-time use of final attendee mailing list and third-party opt-in conference attendee email list—within 6 months following the event*
- Logo in “thank you” spot on post-event video

GOLD LEVEL SPONSOR

Pre-Event

- Sponsor designation in outbound marketing efforts
- Company name, logo, 100-word description and link on Web 2.0 Summit website
- Company name included in pre-event emails
- Company name listed in pre-event press release highlighting all sponsors
- Access to pre-event press list beginning approximately 30 days prior to the event

Conference Passes

- 6 complimentary full conference passes (deadlines apply)

On-Site Benefits

- Sponsorship of breakfast or lunch (catering included)
- One reserved VIP table at sponsored event (10 people must be Summit attendees)
- Sponsored workshop session—Workshop will integrate your content and messaging into the programming. Sponsor will have control of format, speakers and content
- Sponsor Gallery Demo Station, including electricity, signage, and Internet
- On-site signage thanking sponsors with logo and sponsorship level
- Company name, logo, and 100 word description in the Program Guide
- Logo on the sponsor page in the Program Guide, designated as Gold sponsor
- Full-page, four-color advertisement in the Program Guide

Post-Event

- One-time use of final attendee mailing list and third-party opt-in conference attendee email list—within 6 months following the event*
- Logo in “thank you” spot on post-event video

SILVER LEVEL SPONSOR

Pre-Event

- Sponsor designation in outbound marketing efforts
- Company name, logo, 100-word description and link on Web 2.0 Summit website
- Company name included in pre-event emails
- Company name listed in pre-event press release highlighting all sponsors
- Access to pre-event press list beginning approximately 30 days prior to the event

Conference Passes

- 4 complimentary full conference passes (deadlines apply)

On-Site Benefits

- Sponsorship of one conference break on one day of conference (catering included)
- Onsite signage thanking sponsors with logo and sponsorship level
- Company name, logo, and 100-word description in the Program Guide
- Logo on the sponsor page in the Program Guide, designated as Silver Sponsor
- Half-day meeting room

Post-Event

- One-time use of final attendee mailing list and third-party opt-in conference attendee email list—within 6 months following the event*
- Logo in “thank you” spot on post-event video

**Subject to approval. Information about competitive events not allowed. Deadlines apply.*

