

## How Will *You* Use the Power of the Web?

“Well, it’s about <expletive deleted> time.”

Anil Dash, Blogger, Evangelist,  
Web 2.0 Expo Advisory Board member, and proud New Yorker,  
on the idea of a Web 2.0 Expo in New York

We agree. Web 2.0 Expo was launched to connect the builders of the Web with the brightest minds, hottest ideas, most valuable tools—and with each other. Building on the extraordinary momentum of the San Francisco gathering last April, Web 2.0 Expo New York will celebrate the size, power, and creativity of the East Coast web communities.

Whether you’re a designer, developer, marketer, entrepreneur, business strategist, technologist, geek, or suit who “gets it,” if you’re looking to understand and harness the changes afoot now, this is your conference. Come together with other builders of the next-generation Web for insights both inspirational and practical.

What will *you* do with the power of Web 2.0?

[web2expo.com/ny](http://web2expo.com/ny)

Receive \$100 off any conference package or get a free Expo pass when you use discount code **webny08mc3**

(discount good until 9/15/08)

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[www.web2expo.com/ny/register](http://www.web2expo.com/ny/register)

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**web 2.0**  
**EXPO**

How will *you* use the power of the Web?

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## FEATURED SPEAKERS



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Fred Wilson  
Partner  
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## EXPO HALL

Web 2.0 Expo will feature an expo hall filled with exhibitors showcasing all things Web 2.0, including:

Acquia	eBay	ONEsite
Amazon Web Services	Farata Systems	OpSource
Awareness	Force10 Networks	Panther Express
Backbase	Intuit QuickBase	Salesforce.com
Berlin Partner GmbH	Jive Software	SharedBook
Blu Arc	Kapow Technologies	Sun Microsystems
CallWave	KonoLive	Synhasite
Citadel Rock Online Communities Inc.	Lithium Technologies	TSOT, Inc.
Coradiant	Logicworks	WebAsyst
Curl	Mashery	Website Magazine
Denodo	Microsoft	xtranormal
Dixero	O'Reilly Media	Zude
Dynamic Toolbar		

Visit [web2expo.com/ny](http://web2expo.com/ny) to see the most current list of exhibitors.

## TRACKS AND FEATURED SESSIONS

### Landscape & Strategy

This track covers the fundamentals of Web 2.0 and explores how they drive strategy, business models, and revenue. Sessions like:

- ▶ Disruption in the Music Industry
- ▶ 10 Things We've Learned at 37signals
- ▶ Web 2.0 Business Plans: Business Models, Economics, and Valuation Explained
- ▶ Starting up in Silicon Alley

And 9 others, including a VH1 case study on extending a cable brand online, a VC's investment forecast, strategic use of personal data, opportunities in Europe, and more.

### Design & UX

This track looks at the technical concepts, process innovations, design patterns, and frameworks that inform today's web applications, from the perspective of user experience and interaction design. Sessions include:

- ▶ 10 Tips for Managing a Creative Environment
- ▶ Tap Is the New Click: Designing Gestural Interfaces
- ▶ The Seduction of the Interface: Merchandising in Interactive Product Design
- ▶ Good to Great: Achieving Product Excellence in Web 2.0

And 9 others including designing for community, agile design, accessibility, prototyping, copy as interface, new visions of online merchandising, and more.

### Media & Marketing

Marketing and advertising are in a process of profound evolutionary change, and the agencies, brands, and individuals who can harness the power of 2.0 media and marketing will emerge as the leaders. We'll look at best practices, real world examples, and horror stories across several topics from social media and optimization to widget marketing to conversational marketing and how to measure ROI.

- ▶ Why Brand Advertisers Will Be the Biggest Beneficiaries of Social Media and How You Can Participate
- ▶ Analytics 2.0
- ▶ Micro-Interactions: How Brands Can Influence Consumer Behavior in a 2.0 World
- ▶ Online Customer Communities That Connect and Thrive

And 9 other topics, including SEO/SEM, the future of mobile advertising, viral marketing 2.0, and more.

See a complete list of sessions, workshops, speakers and events at [web2expo.com/ny](http://web2expo.com/ny)

### Development

This track is for experienced programmers looking to improve their understanding of the technical ecosystem—what's baked now and what's lurking below the radar.

- ▶ Lessons Learned in Scaling and Building Social Systems
- ▶ User Analytics: Building Flickr Stats
- ▶ Getting More Traffic from Search, Advanced SEO for Developers
- ▶ Advanced OAuth Wrangling

And 9 other topics, including using Amazon Web Services, secrets of javascript libraries, developing for mobile, and more.

### Plus mini-tracks on

- ▶ Performance & Scaling
- ▶ Web 2.0 at Work
- ▶ Finance

### Special Programs

In addition to sessions and workshops, Web 2.0 Expo New York will feature a variety of opportunities for you to connect with other conference participants:

**Web2Open:** Inspired by barCamp/Foo Camp, Web2Open is an "unconference" where the attendees become the presenters in an informal setting. Anyone with a badge is welcome to lead sessions or join in on the discussions. Find out more at: [web2expo.com/ny/web2open](http://web2expo.com/ny/web2open)

**Evening Events:** After-hours events this year will include a conference attendee party, Expo Hall Booth Crawl, and Birds of a Feather sessions.

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