



SEPT 16 - 19

08

web 2.0
E X P O

JAVITS CENTER
NEW YORK, NY

WEB 2.0 EXPO NEW YORK
SPONSOR PROSPECTUS

CO-PRODUCED BY



www.web2expo.com

web2.0 EXPO

SEPT 16 - 19

08

JAVITS CENTER
NEW YORK, NY

BE PART OF THE CONVERSATION

The Web continues to be an engine of economic growth, fueled by a host of new business models, development models, and design patterns that collectively fall under the umbrella of Web 2.0. Innovative startups are building out sites and applications at a remarkable rate, while the Fortune 500 are re-evaluating their internet strategies to avoid being outpaced. This innovation and creativity is driving investment, growth, and opportunity.

Web 2.0 Expo is a global annual gathering of technical, design, marketing, and business professionals who are building the next generation Web. Web 2.0 Expo features the most innovative and successful Internet industry figures and companies providing attendees with examples of business models, development paradigms, and design strategies to enable mainstream businesses and new arrivals to the Web 2.0 world to take advantage of this new generation of services and opportunities. Web 2.0 Expo is co-produced by TechWeb and O'Reilly Media.

Web 2.0 Expo Launches in New York in 2008

After two successful years in San Francisco, Web 2.0 Expo is heading to New York City to serve the business and technical community on the East Coast. This next iteration of Web 2.0 Expo will dramatically shift the Web's center of gravity to the home of **media, advertising, fashion, and finance**. Web 2.0 Expo New York will gather the diverse **East Coast business communities**, as well as attendees from around the world, to discuss the future of the Web as a platform for business. The thriving **East Coast Web community** will come together to learn and network with like minds in **the Big Apple**.

Web 2.0 Expo has now expanded to also include Europe and Tokyo.

"The Bay Area gets a lot of attention, but the essence of Web 2.0 is that it harnesses innovation from everywhere. And there is so much happening in New York that deserves its own conference and community event. We're very excited to bring companies and communities together in New York to explore what's next in the Web."

—Tim O'Reilly, Founder and CEO,
O'Reilly Media

For exhibitor and sponsor opportunities, contact:
Vicki Sanders at 415.947.6107 or
vsanders@techweb.com

For international inquiries, contact:
Amy Jones at 415.947.6173 or
amyjones@techweb.com

CO-PRODUCED BY

techweb[™]
A Division of United Business Media LLC

O'REILLY[®]

www.web2expo.com

Web 2.0 Expo New York Program

The program will spotlight experts, leaders, and under-the-radar innovations, and in the spirit of Web 2.0, there will be ample opportunity for attendees to connect, contribute, and collaborate. Web 2.0 Expo is a place for creativity, engineering, and innovation, focusing on four conversations:

- **Education:** a vetted, cohesive conference program to maximize the sharing of knowledge and expertise around creating the next generation Web
- **Tradeshow:** a traditional tradeshow floor introducing builders of the Web to providers of tools, technology, services and infrastructure
- **Networking:** a meeting ground fostering face-to-face business development for entrepreneurs, VCs, partnerships and recruitment
- **Launch Pad:** a platform for notable companies and products to debut

Conference Tracks will Include:

- Landscape & Strategy
- Design & UX
- Technology & Tools
- Media & Marketing
- 2.0 at Work
- Finance
- Policy & Compliance

Who Should Attend?

Web 2.0 Expo is explicitly designed to address the needs of technical, design, marketing, and business professionals building the next generation Web, including:

- Business strategists
- Web and UI designers
- Product managers
- Marketing professionals
- CxOs and IT managers
- Developers in established companies
- Business managers
- Grass roots developers and hackers
- Companies and organizations tracking emerging technologies
- VCs and entrepreneurs

Past Web 2.0 Expo events brought together participants from these—and many more—companies and organizations:

- | | | | |
|--|-----------------------------|---|-------------------------------------|
| • Adobe | • First Round Capital | • America | • Sun Microsystems |
| • AOL | • Great Spirit Ventures | • McGill University | • Symbol Technologies |
| • American Greetings Interactive | • Hitachi | • Monster Worldwide | • The Heritage Foundation |
| • Apple | • Hummer | • Motion Picture Association of America | • The Wall Street Journal Online |
| • BA Venture Partners | • Winblad Venture Partners | • Nokia | • Turner Broadcastings Systems |
| • BP | • Intel Corporation | • North Bridge Venture Partners | • University of Southern California |
| • Centers for Disease Control and Prevention | • Intuit | • Northrop Grumman Information Technology | • Walt Disney Internet Group |
| • Discovery Health Media | • Jet Propulsion Laboratory | • RealNetworks | • WhitePages.com |
| • Dow Jones & Company | • Labrador Ventures | • Simon & Schuster | |
| • EMC | • MTV Networks | • Standard & Poor's | |
| • Experian Interactive | • Magazine Publishers of | | |

WEB 2.0 EXPO NEW YORK 2008 SPONSORSHIP PACKAGES

DIAMOND SPONSORSHIP—(LIMIT 3)

**Ability to sponsor official Web 2.0 Expo Welcome Reception*

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion in email blasts and ads, as well as a mention in the event press release and logo and a 100-word description on website
- 90 day banner ad on Web 2.0 Expo website
- Access to press and analyst list

Onsite Benefits

- 20x30 exhibit space
- 12 full conference passes
- 3 sponsored Sessions
- 2 page spread in Program Guide or Premium ad placement on back cover of Program Guide
- Conference bag insert in the official conference bag
- One 2-sided kiosk/meter board
- Premier banner location onsite
- Logo on Conference Bag
- Sponsorship of lunch, one day (Food & Beverage included)

Post-Event Benefits

- Two-time use of conference postal mailing list, within 6 months of the event

PLATINUM SPONSORSHIP—(LIMIT 8)

Ability to sponsor an official breakfast or lunch

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion in email blasts and ads, as well as a mention in the event press release and logo and a 100-word description on website
- 60 day banner ad on Web 2.0 Expo website
- Access to press and analyst list

Onsite Benefits

- 20x20 exhibit space
- 10 full conference passes
- 1 sponsored session
- Full page ad in Program Guide
- Conference bag insert in the official conference bag
- Sponsorship of one break or breakfast (Food & Beverage included)

Post-Event Benefits

- Two-time use of conference postal mailing list, within 6 months of the event

**Food and Beverage not included*

GOLD SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion in email blasts as well as a mention in the event press release and logo and a 100-word description on website
- 30-day banner ad on Web 2.0 Expo website
- Access to press and analyst list

Onsite Benefits

- 10x20 exhibit space
- 6 full conference passes
- Full page ad in Program Guide

Post-Event Benefits

- Two-time use of conference postal mailing list, within 6 months of the event

SILVER SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion in email blasts as well as a mention in the event press release and logo and a 100-word description on website
- 30-day banner ad on Web 2.0 Expo website
- Access to press and analyst list

Onsite Benefits

- 10x10 exhibit space
- 2 full conference passes
- 1/2 page ad in Program Guide

EXHIBITOR BOOTH SPACE—PER SQUARE FOOT

- 50-word description on website
- Listing in Program Guide and Web 2.0 Expo website

TURNKEY SOLUTION—10X10 —10X20

- Pre-built unit, signage, electricity, and Internet
- Listing on website and Program Guide

CO-PRODUCED BY

techwebTM
A Division of United Business Media LLC

O'REILLY[®]