

## DESIGN, DEVELOP, DISRUPT

Web 2.0 technologies are changing the game in ways we could only have imagined even just a few years ago. Businesses are building more, connecting more, selling more, and sharing more than ever before—and doing it all faster. **Web 2.0 Expo Europe, taking place October 21-23, 2008 in Berlin, Germany**, is the premier event for reaching European businesses seeking Web 2.0 technologies, tools and services to help them drive productivity, customer relationships and sales.

### Be Part of the Conversation

Now in its second year, Web 2.0 Expo Europe is the only broadbased conference and tradeshow for the rapidly growing ranks of designers and developers, product managers, entrepreneurs, VCs, marketers and business strategists who are truly part of the Web 2.0 ecosystem in Europe.

Last year's event brought together 2,000 European Web professionals driving growth, innovation and investment. Web 2.0 Expo is the single event shaped around the community building the applications that are propelling the Web to new heights.

All of Europe will come together to spearhead new advancements in Web 2.0 applications and tools at Web 2.0 Expo Europe. This event provides a platform for you to connect with the European business technology community, and gain mindshare and marketshare in this fast growing market.

Get in now and lead!

### Who Attends:

- Business Strategists
- CXOs
- Technologists and Entrepreneurs
- Line of Business and IT Managers
- VCs and Analysts
- Web Developers
- Web and Graphic Designers
- User Experience Designers
- Application Developers
- Marketing Professionals
- Web Strategists
- Product Managers

### Web 2.0 Expo 2007 Conference Tracks Included:

- Web 2.0 Services & Platforms
- Strategy and Business Models
- Marketing and Community
- UI & Design

**"I've long said that the heart of Web 2.0 is building applications that use the network as a platform to harness collective intelligence; literally building services that get better the more people use them. That intelligence isn't limited to any one country, and gets better the more developers from different parts of the world have a chance to innovate together. We are excited to be bringing our Web 2.0 events abroad, helping developers and entrepreneurs to share best practices, learn from each other, and accelerate the spread of innovation worldwide."**

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

### Conference Topics Include:

- Web Operations, the "Web as Platform"
- Search and Vertical Search
- Social Networks and Identity
- Internet Marketing and Measurability
- Simplicity and Incremental Complexity
- Tagging, Ranking, and User-generated Content
- Revenue Models for Web 2.0: Beyond the Long Tail
- Collaborating with Users
- Agile Development Processes
- Web 2.0 Design Patterns

Be one of the companies that will meet face-to-face with Web professionals driving growth and innovation in Europe by sponsoring Web 2.0 Expo Europe.

For exhibitor and sponsor opportunities, contact:

**Amy Jones at 415.947.6173 or  
amyjones@techweb.com**

## WEB 2.0 EXPO EUROPE 2008 SPONSORSHIP PACKAGES

### PLATINUM SPONSORSHIP

#### PRE-EVENT BENEFITS

- Pre-marketing exposure includes logo inclusion in email blasts and on home page of website, as well as a mention in the event press release and a 100-word description on website
- 90 day rotating banner ad on Web 2.0 Expo website
- 25-word inclusion in 1 pre-event email sent to registered attendees
- Access to press list—available 30 days before event

#### ONSITE BENEFITS

- Deluxe Pod in Demo Pavilion with header to include company name or logo, includes electricity and Internet—Premier location
- Sponsor snapshot from keynote stage
- Sponsorship of lunch one day (food and beverage included)
- Logo inclusion on conference bag
- Ability to include a conference bag insert or virtual attendee gift. Please keep the environment in mind when selecting your insert
- 10 full conference passes
- 2 sponsored speaking sessions
- Full page ad in Program Guide
- 2 meter boards in premier location onsite
- Logo on housekeeping slides in general session

#### POST-EVENT BENEFITS

- Two-time use of conference postal mailing list

### GOLD SPONSORSHIP

#### PRE-EVENT BENEFITS

- Pre-marketing exposure includes logo inclusion in email blasts and on home page of website, as well as a mention in the event press release and a 100-word description on website
- 60 day rotating banner ad on Web 2.0 Expo website
- 25-word inclusion in 1 pre-event email sent to registered attendees
- Access to press list—available 30 days before event

#### ONSITE BENEFITS

- Deluxe Pod in Demo Pavilion with header to include company name or logo, includes electricity and Internet—Premiere location
- Sponsorship of coffee break or breakfast one day (food and beverage included)
- Ability to include a conference bag insert or virtual attendee gift. Please keep the environment in mind when selecting your insert
- 4 full conference passes

- 1 sponsored speaking sessions
- Full page ad in Program Guide
- 1 meter board in premier location onsite
- Logo on housekeeping slides in general session

#### POST-EVENT BENEFITS

- Two-time use of conference postal mailing list

### SILVER SPONSORSHIP

#### PRE-EVENT BENEFITS

- Pre-marketing exposure includes logo inclusion in email blasts and on home page of website, as well as a mention in the event press release and a 100-word description on website
- 30 day rotating banner ad on Web 2.0 Expo website
- 25-word inclusion in 1 pre-event email sent to registered attendees
- Access to press list—available 30 days before event

#### ONSITE BENEFITS

- Deluxe Pod in Demo Pavilion with header to include company name or logo, includes electricity and Internet
- Ability to include a conference bag insert or virtual attendee gift. Please keep the environment in mind when selecting your insert
- 2 full conference passes
- 1 meter board onsite
- Logo on housekeeping slides in general session

### EXHIBITOR BOOTH SPACE

- Pre-marketing exposure includes logo and a 100-word description on website
- Draped table with company name, includes electricity and Internet

Produced by:



©2008 TechWeb, a division of United Business Media LLC. All Rights Reserved.