

The Platform for Change.

The Obama administration signals a sea change in Washington's use of technology for governance. Web 2.0 principles such as user engagement, rapid development, collaboration, database-driven web services, and collective intelligence guided President Obama during his campaign. These same principles will shape the future of our political operating system.

"We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government."

—President Barack Obama, *Memorandum for the Heads of Executive Departments and Agencies*

NOW IS THE TIME TO IMPACT THE CHANGE TO COME

The combination of increased government spending and this administration's drive for technological innovation provides an unprecedented opportunity for technology vendors. Whether you are already selling into government, or think your product could be a part of this important era of change, now is the time to get in front of government leaders to establish yourself as a part of the solution.

Under the guidance of Web 2.0 visionary Tim O'Reilly and a respected group of advisors, the Gov 2.0 Summit will frame the important questions before us with the participation of government, industry, non-profits, and academia:

- How can we use technology to make government more transparent, accountable, and efficient?
- How do we bridge the culture of Silicon Valley with the culture of Washington?
- How can we reinvent the contracting ecosystem, enabling a new model of public-private partnerships for the benefit of both sides?

WHO WILL BE ATTENDING GOV 2.0 SUMMIT?

- **Executive/Senior level decision makers by invitation only:**
 - Policy-makers
 - Elected officials
 - Senior management in city, state, and federal agencies
 - Technology leadership in all levels of government
 - Business leaders in the Internet industry interested in helping government
 - Government contractors

FROM THE PRODUCERS OF WEB 2.0 EVENTS

The Gov 2.0 Summit is an executive leadership conference highlighting how technology and the principles of Web 2.0 can impact the change happening in government.

Co-produced by O'Reilly Media and TechWeb—the teams behind Web 2.0 Expo and Web 2.0 Summit—the Gov 2.0 Summit capitalizes on the momentum for change and broad engagement, creating a non-partisan forum for addressing the monumental challenges our nation faces.

DIAMOND SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes designation in print ads and email blasts and a 100-word description and logo on Gov 2.0 Summit website
- Mention in a pre-event press release
- Access to press and analyst list approximately 30 days prior to event
- Sponsor of one pre-event email to registered attendees

On-site Benefits

- One Demo Pod inclusive of internet, power and logo on header
- (12) full conference passes
- One sponsored session
- One 10-minute presentation from main plenary stage (High Order Bit)
- 90 day banner ad on website
- Full-page ad in Program Guide, with premium placement
- Sponsorship of one lunch (food and beverage included)
- 100-word description and logo included in Program Guide

Post-event benefits

- One-time use of attendee postal mailing list, within 6 months of the event

PLATINUM SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes designation in print ads and email blasts and a 100-word description and logo on Gov 2.0 Summit website
- Mention in a pre-event press release
- Access to press and analyst list approximately 30 days prior to event

Onsite Benefits

- One Demo Pod inclusive of internet, power and logo on header
- 8 full conference passes
- one 5-minute Ignite-style presentation from main plenary stage
- 60 day banner ad on website
- Full-page ad in Program Guide
- Sponsorship of one break or breakfast (food and beverage included)
- 100-word description and logo included in Program Guide

Post-Event Benefits

- One-time use of attendee postal mailing list, within 6 months of the event

GOLD SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes designation in print ads and email blasts and a 100-word description and logo on Gov 2.0 Summit website
- Mention in a pre-event press release
- Access to press and analyst list approximately 30 days prior to event

Onsite Benefits

- One Demo Pod inclusive of internet, power and logo on header
- 30 day banner ad on website
- 4 full conference passes
- one single-sided meterboard
- 100-word description and logo included in Program Guide

Post-Event Benefits

- One-time use of attendee postal mailing list, within 6 months of the event

SILVER SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes designation in print ads and email blasts and a 100-word description and logo on Gov 2.0 Summit website
- Mention in a pre-event press release
- Access to press and analyst list approximately 30 days prior to event

Onsite Benefits

- 2 full conference passes
- 100-word description and logo included in Program Guide

For sponsorship information, please contact:
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