



## Sponsorship Opportunities



## Disruption and Opportunity

Today, the Internet at its most disruptive, is redefining markets and creating entirely new opportunities. Web 2.0 is the only industry event of its kind that focuses on the emerging business and technology developments that are utilizing the Web as a platform; and re-defining how innovation in the Internet economy is shaping the future of business.

**Web 2.0 2006** focuses on "Disruptions & Opportunities." With the Web having evolved into a robust platform with countless innovations driving its development, widespread disruptions in traditional business models are well underway. But within the chaos of disruption are those seeds of opportunity. 2006 content includes a focus on the startups and financiers tending those seeds -- including our 2nd annual Launchpad Session; and also how the incumbents are taking advantage of disruption -- or at least responding to it to protect their positions.

Produced in partnership by CMP Media, O'Reilly Media, Inc. and Program Chair, John Battelle, Web 2.0 features one-on-one interviews, keynote-level talks, and issue-driven panels that discuss the next step in the development of the Internet economy.

## Topics covered at this year's Web 2.0 include:

- Defining Web 3.0 : What's Next
- Collision of the Titans: Publishers v. Platforms
- Collective Intelligence or The Madness of Crowds?
- What Might Go Wrong In Web 2.0?
- Is The IPO Culture Over?
- Launchpad 2.0
- The Tiered Internet: A Debate
- Web 2.0 In China
- Disrupting The Disruptors: Incumbents Strike Back
- Privacy and Trust: Who Owns Your Data?

## The Gathering Place for Business Leaders of the Internet Economy

By invitation, Web 2.0 connects industry luminaries, entrepreneurs, and technologists who are redefining the next wave of business on the Internet.

### *Past speakers include:*

Barry Diller, Chairman & CEO,  
IAC/Interactive Group  
John Doerr, Partner,  
Kleiner Perkins Caufield & Byers  
Jeff Bezos, CEO Amazon.com  
Sergey Brin, Founder, Google  
Pierre Omidyar, Founder, eBay  
Jonathan Miller, CEO, AOL  
Ray Ozzie, CTO, Microsoft  
Terry Semel, Chairman & CEO, Yahoo  
Mary Meeker, Internet Analyst, Morgan Stanley  
Vinod Khosla, Founder Sun Microsystems &  
Partner, Kleiner Perkins Caufield & Byers  
Mark Cuban, Founder HDNet & Owner,  
Dallas Mavericks  
Danny Rimer, Partner, Index Ventures  
Josh Schachter, Founder del.icio.us  
Jonathan Schwartz, President & COO,  
Sun Microsystems  
Mickey Hart, Grateful Dead

### *Previous attendees include:*

Executive Producer, ABCNEWS.com  
Chief Technologist, ActiveState  
President, Allen & Company LLC  
CEO, Ask Jeeves  
Venture Partner, Austin Ventures  
CEO, CarDomain Network  
EVP/Chief Operating Officer,  
Classmates Online, Inc.  
Chief Operating Officer, CNET Networks  
SVP, Online Strategy, Fidelity Investments  
Co-Founder, VP Marketing, Flock, Inc.  
Vice President, Hearst Interactive Media  
CIO, Hotels.com  
Chairman & CEO, KeepMedia, Inc.

Partner, Kleiner Perkins Caufield & Byers  
CEO, moniker.com  
Executive Director, Corporate Planning, New  
York Times Digital  
CEO, Paravue Corporation  
Chief Technology Correspondent, Reuters  
CEO, Shutterfly  
CEO, Six Apart  
CEO, Turn Inc.  
Corporate Strategy/Retail Technology Mgr., UPS  
Co-CEO & COO, WebMD  
VP Broadband Product, Yahoo!

## Reach business leaders and technology innovators at Web. 2.0

Utilize the Web 2.0 Conference as a platform to position yourself as Web 2.0 luminary. Web 2.0 Sponsors are at the forefront of companies that are driving innovation in the Internet Economy. Premium sponsorships and networking events offer high level opportunities to demonstrate thought leadership and strategic interaction with the key press and attendees.

**For more information, please contact Amber Rattu at 415-905-2647 or [arattu@cmp.com](mailto:arattu@cmp.com)**

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

## \* Networking Events

### Premium Networking Events

*Web 2.0 Dinner—Diamond Sponsorship*

*Minimum Level Investment—Platinum Sponsorship*

- Opening Cocktail Reception (Day 1)
- Host of Progressive Suite Party (Day 1)
- Cocktail Reception (Day 2)
- Closing Cocktail Reception (Day 3)

*Note: Food and beverage included in Diamond Sponsorship only. Sponsor will receive recognition and signage at their respective sponsored event. Web 2.0 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*

- Hospitality Suite (Night 2—private event)
- Breakfast Sponsorship (Day 1, 2, or 3)
- Lunch Sponsorship (Day 1, 2, or 3)

*Minimum Level Investment—Silver Sponsorship*

- Sponsorship of Conference Breaks (AM or PM Break)

*\*Progressive Suite Party (limited to 6 sponsors and host sponsor)—Each sponsor will get their own room (1200-1500 sq. ft.) to host their own themed party. (\$15,000 sponsor fee waived for Gold Sponsor). Food and beverage not included.*

Time*	Day 1: Nov. 7	Day 2: Nov. 8	Day 3: Nov. 9
7:30 AM–8:30 AM	Sponsored Breakfast	Sponsored Breakfast	Sponsored Breakfast
8:30 AM–12:30 PM	Workshops	General Session	General Session
	AM Break	<Sponsor Gallery> AM Break	<Sponsor Gallery> AM Break
	Workshops, continue	General Session, continue	General Session, continue
12:30 PM–1:30 PM	Lunch	Lunch	Lunch
1:30 PM–4:15 PM	Workshops	General Session	General Session
	PM Break	<Sponsor Gallery> PM Break	<Sponsor Gallery> PM Break
	LaunchPad	General Session, continue	General Session, continue
4:30 PM–6:15 PM	Opening General Session	General Session	<Sponsor Gallery> Closing Cocktail Reception
6:15 PM–7:15 PM	<Sponsor Gallery> Opening Cocktail Reception	<Sponsor Gallery> Cocktail Party	<input type="checkbox"/> Diamond Sponsorship Required <input type="checkbox"/> Platinum Sponsorship Required <input checked="" type="checkbox"/> Gold Sponsorship Required <input type="checkbox"/> Silver Sponsorship Required
7:15 PM	Diamond Sponsorship Web 2.0 Dinner	Diamond Sponsorship Web 2.0 Dinner	
9:00 PM–11:00 PM	Web2.0 Progressive Suite Party	VIP Receptions	

The Web 2.0 Conference 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 Conference sponsor and demonstrate your leadership in the next generation of Web technology, and secure your place in front of the industry's most influential leaders.

## Diamond Sponsor (Limit 2)

*Top Tier Sponsorship at Web 2.0*

- Designation as co-host of Dinner with Web 2.0
- 2 Reserved VIP tables
- Listed as Dinner sponsor in all materials
- Logo table card on all tables
- Recognition by John Battelle at Dinner
- Signage in ballroom during Dinner
- Opportunity to give out gift/literature etc. to Dinner participants
- Can show video during Dinner
- Includes right to introduce featured speaker or give 5 minute talk if no speaker
- Company name, logo, and 100 word description in the Program Guide
- 10 full conference passes
- All Pre & Post Event Marketing listed under Platinum Sponsor
- Workshop Session
- Sponsor Snapshot
- Sponsor Gallery Demo Station—including electricity, signage, Internet
- Two page ad in Program Guide
- Totebag Insert and Logo on bag
- Daily Recognition

## Platinum Level Sponsor (Limit 4)

*Ability to sponsor one of the premium networking events\**

### Pre-Event

- Sponsor designation in outbound marketing efforts
- Company name, logo, 100 word description and link on Web 2.0 website
- Company name included in pre-event e-mails
- Company name listed in sponsor press release
- Access to pre-event press and analyst list

### On-Site Benefits

- 10 Full Conference Passes
- 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 main conference. Content to be approved by Executive Producer
- Sponsor Gallery Demo Station—including electricity, signage, Internet
- Web 2.0 supplied signage on-site listing logo and Platinum level sponsorship
- Company name, logo, and 100 word description in the Program Guide
- Logo on the sponsor page in the Program Guide, designated as Platinum sponsor
- Two-page, four-color advertisement in the Program Guide
- Opportunity to distribute gift at registration
- Logo on tote bag
- Attendee bag insert—DVD, brochure or flyer
- Daily Recognition—You will be acknowledged as a sponsor throughout the main conference by Executive Producer John Battelle
- Designated host of one VIP table during opening night dinner

### Post-Event

- Two-time use of the final opt-in conference mailing list—postal and email

## Gold Level Sponsor

*Ability to sponsor one of the following: breakfast, lunch or Progressive Suite Party\**

### Pre-Event

- Sponsor designation in outbound marketing efforts
- Company name, logo, 100 word description and link on Web 2.0 website
- Company name included in pre-event e-mails
- Company name listed in sponsor press release
- Access to pre-event press and analyst list

### On-Site Benefits

- 6 Full Conference Passes
- 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 in a sponsor snapshot during the main conference. Content to be approved by Executive Producer
- Sponsor Gallery Demo Station—including electricity, signage, Internet
- Web 2.0 supplied signage on-site listing logo and Gold level sponsorship
- 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
- Opportunity to distribute gift at registration
- Daily Recognition—You will be acknowledged as a sponsor throughout the main conference by Executive Producer John Battelle

### Post-Event

- One-time use of the final opt-in conference mailing list—postal and email

## Silver Level Sponsor

*Ability to sponsor a Conference Break\**

### Pre-Event

- Sponsor designation in outbound marketing efforts
- Company name, logo, 100 word description and link on Web 2.0 website
- Company name included in pre-event e-mails
- Company name listed in sponsor press release
- Access to pre-event press and analyst list

### On-Site Benefits

- 4 Full Conference Passes
- Web 2.0 supplied signage on-site listing logo and Silver level sponsorship
- Company name, logo, and 100 word description in the Program Guide
- Logo on the sponsor page in the Program Guide, designated as Silver Sponsor
- Designation of one conference break on one day of conference

### Post-Event

- One-time use of final opt-in conference attendee email and postal list