

web2.0 SUMMIT

Web 2.0 Summit
October 17–19, 2007
San Francisco, CA
www.web2summit.com



SPONSOR PROSPECTUS



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Produced by:



O'REILLY

web 2.0 SUMMIT

Discovering the Web's Edge

Web 2.0 Summit focuses on emerging business and technology developments that utilize the web as a platform and defines how the web will drive business in the future. What began as a focused gathering on the implications of the Web becoming a platform has transformed into an industry event focused on the latest Internet innovations—the services, applications, businesses, and models—that are redefining the way companies do business and how people live.

Last year, in 2006, Web 2.0 Summit highlighted the widespread disruptions the web has created in traditional business models, as well as the opportunities those disruptions created and how that has affected both the giants and the industry as a whole. This year, Web 2.0 Summit will delve into nascent innovation and attempt to parse the only-just-beginning-to-be-discovered territory at the edges of the Web. Topics will slip past the mainstream and follow instead the road less traveled, the path taken by visionaries and those inspired by forces other than the tried and true.

Produced in partnership by CMP Media, O'Reilly Media, Inc. and Program Chair, John Battelle, Web 2.0 Summit 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 the 2006 Web 2.0 Summit included:

- 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 only, Web 2.0 Summit connects industry luminaries, entrepreneurs, and technologists who are redefining the next wave of business on the Internet. Web 2.0 Summit has become the gathering place for business leaders of the new Web—it reflects and embodies the community.

2007 Speakers include:

Steve Ballmer, CEO—Microsoft
Adam Bosworth, VP Engineering—Google Inc.
Philippe Daumann, CEO—Viacom
Katerina Fake, VP—Yahoo!
Reed Hundt, Former Chairman of the FCC, Advisor & Author
Terry Semel, CEO—Yahoo!
Meg Whitman, CEO—EBay

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 Summit

Utilize the Web 2.0 Conference as a platform to position yourself as a 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: Susan Young at 415-947-6107 or syoung@oreilly.com or Ayrien Machiran at 415-947-6195 or amachiran@cmp.com

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Web 2.0 Summit 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

Minimum Level Investment—Diamond Sponsorship

- Web 2.0 Opening Dinner (Day 1)
- Web Bowl Dinner (Day 2)

Minimum Level Investment—Platinum Sponsorship

- Opening Cocktail Reception (Day 1)
- Web 2.0 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 Summit 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: Wednesday, Oct. 17	Day 2: Thursday, Oct. 18	Day 3: Friday, Oct. 19
7:30 AM–8:30 AM	Sponsored Breakfast	Sponsored Breakfast	Sponsored Breakfast
8:30 AM–12:00 PM	Workshops 1	General Sessions	General Sessions
	<Sponsor Gallery> AM Break	<Sponsor Gallery> AM Break	<Sponsor Gallery> AM Break
	Workshops 2		General Sessions
	<Sponsor Gallery> AM Break	General Sessions	
Workshops 3			
12:00 PM–4:30 PM	Lunch	Lunch	Lunch
	General Sessions	General Sessions	General Sessions
4:30 PM–7:30 PM	<Sponsor Gallery> PM Break	<Sponsor Gallery> PM Break	<Sponsor Gallery> PM Break
	General Sessions	General Sessions	General Sessions
	<Sponsor Gallery> Opening Cocktail Reception	<Sponsor Gallery> Cocktail Reception	Closing Reception
7:30 PM	Diamond Sponsorship Web 2.0 Opening Dinner	Diamond Sponsorship Web Bowl Dinner	<ul style="list-style-type: none"> Diamond Sponsorship Required Platinum Sponsorship Required Gold Sponsorship Required Silver Sponsorship Required
10:30 PM	Web 2.0 Progressive Suite Party		

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Sponsorship Packages

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

Diamond Sponsor

Top tier exclusive sponsorships

Opening Dinner*

- Designation as co-host of dinner first night along with Web 2.0 Summit
- 2 Reserved VIP tables at dinner (20 people, do not all have to be Summit attendees)
- Listed as dinner sponsor in all materials
- Logo table card on all tables
- Recognition by John Battelle at dinner
- Signage in ballroom during event supplied by sponsor
- Opportunity to give out gift/literature, etc. during event
- Opportunity to introduce featured speaker/entertainer or to show video
- 10 additional dinner or party invitations for guests who are not conference attendees

Web Bowl Dinner*

- Designation as co-host of Web Bowl Dinner along with Web 2.0 Summit
- 2 reserved VIP tables at dinner (20 people, do not all have to be Summit attendees)
- Listed as Web Bowl Dinner sponsor in all materials
- Signage onsite
- Recognition on Web 2.0 Summit website
- Logo attribution as Diamond Sponsor on Web2.0.com website
- Recognition in Web Bowl printed program
- Mention in press release
- Logo and giveaway in goodie bag
- Stage time during live auction to present sponsor's main auction item
- 20 additional dinner or party invitations for guests who are not conference attendees

*Diamond Sponsorships include all Pre-event, On-site and Post-event benefits of Platinum Sponsorship, except the opportunity to sponsor one of the premium networking activities.

Platinum Level Sponsor (Limit 4)

Pre-Event

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

Conference Passes

- 10 complimentary full conference passes (deadlines apply)

On-Site Benefits

- Opportunity to sponsor one of the premium networking events (catering not included)
- Sponsored 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 conference by John Battelle. Sponsor to provide 3-5 bullet points
- Sponsor Gallery Demo Station, including electricity, signage, and Internet
- On-site signage thanking sponsors with logo and sponsorship level
- 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
- Logo on tote bag
- Attendee bag insert—DVD, brochure or flyer

- Designate host of one VIP table during dinner program
- 10 additional dinner or party invitations for guests who are not conference attendees

Post-Event

- Two-time use of final attendee mailing list and third-party opt-in conference attendee email list*

Gold Level Sponsor

Pre-Event

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

Conference Passes

- 6 complimentary full conference passes (deadlines apply)

On-Site Benefits

- Sponsorship of breakfast or lunch (catering included) or progressive suite party (catering not included)
- Sponsored workshop session—Workshop will integrate your content and messaging into the programming. Sponsor will have control of format, speakers and content
- Sponsor Gallery Demo Station, including electricity, signage, and Internet
- On-site signage thanking sponsors with logo and sponsorship level
- 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
- Attendee bag insert—DVD, brochure or flyer

Post-Event

- One-time use of final attendee mailing list and third-party opt-in conference attendee email list*

Silver Level Sponsor

Pre-Event

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

Conference Passes

- 4 complimentary full conference passes (deadlines apply)

On-Site Benefits

- Sponsorship of one conference break on one day of conference (catering included)
- Onsite signage thanking sponsors with logo and sponsorship level
- Company name, logo, and 100 word description in the Program Guide
- Logo on the sponsor page in the Program Guide, designated as Silver Sponsor

Post-Event

- One-time use of final attendee mailing list and third-party opt-in conference attendee email list*

*Subject to approval. Information about competitive events not allowed. Deadlines apply.

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