Sponsorship Packages

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.
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.

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

Nov. 7–9 2006
San Francisco, CA
www.web2con.com
# Networking Events

**Premium Networking Events**

<table>
<thead>
<tr>
<th>Event</th>
<th>Minimum Level Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web 2.0 Dinner—Diamond Sponsorship</td>
<td>Platinum Sponsorship</td>
</tr>
<tr>
<td>• Opening Cocktail Reception (Day 1)</td>
<td></td>
</tr>
<tr>
<td>• Host of Progressive Suite Party (Day 1)</td>
<td></td>
</tr>
<tr>
<td>• Cocktail Reception (Day 2)</td>
<td></td>
</tr>
<tr>
<td>• Closing Cocktail Reception (Day 3)</td>
<td></td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Event</th>
<th>Minimum Level Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Level Investment—Gold Sponsorship</td>
<td></td>
</tr>
<tr>
<td>• Hospitality Suite (Night 2—private event)</td>
<td></td>
</tr>
<tr>
<td>• Breakfast Sponsorship (Day 1, 2, or 3)</td>
<td></td>
</tr>
<tr>
<td>• Lunch Sponsorship (Day 1, 2, or 3)</td>
<td></td>
</tr>
</tbody>
</table>

**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.

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<table>
<thead>
<tr>
<th>Time*</th>
<th>Day 1: Nov. 7</th>
<th>Day 2: Nov. 8</th>
<th>Day 3: Nov. 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM–8:30 AM</td>
<td>Sponsored Breakfast</td>
<td>Sponsored Breakfast</td>
<td>Sponsored Breakfast</td>
</tr>
<tr>
<td>8:30 AM–12:30 PM</td>
<td>Workshops</td>
<td>General Session</td>
<td>General Session</td>
</tr>
<tr>
<td></td>
<td>AM Break</td>
<td>&lt;Sponsor Gallery&gt; AM Break</td>
<td>&lt;Sponsor Gallery&gt; AM Break</td>
</tr>
<tr>
<td></td>
<td>Workshops, continue</td>
<td>General Session, continue</td>
<td>General Session, continue</td>
</tr>
<tr>
<td>12:30 PM–1:30 PM</td>
<td>Lunch</td>
<td>Lunch</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:30 PM–4:15 PM</td>
<td>Workshops</td>
<td>General Session</td>
<td>General Session</td>
</tr>
<tr>
<td></td>
<td>PM Break</td>
<td>&lt;Sponsor Gallery&gt; PM Break</td>
<td>&lt;Sponsor Gallery&gt; PM Break</td>
</tr>
<tr>
<td></td>
<td>LaunchPad</td>
<td>General Session, continue</td>
<td>General Session, continue</td>
</tr>
<tr>
<td>4:30 PM–6:15 PM</td>
<td>Opening General Session</td>
<td>General Session</td>
<td>&lt;Sponsor Gallery&gt; Closing Cocktail Reception</td>
</tr>
<tr>
<td>6:15 PM–7:15 PM</td>
<td>&lt;Sponsor Gallery&gt; Opening Cocktail Reception</td>
<td>&lt;Sponsor Gallery&gt; Cocktail Party</td>
<td></td>
</tr>
<tr>
<td>7:15 PM</td>
<td>Diamond Sponsorship Web 2.0 Dinner</td>
<td>Diamond Sponsorship Web 2.0 Dinner</td>
<td></td>
</tr>
<tr>
<td>9:00 PM–11:00 PM</td>
<td>Web 2.0 Progressive Suite Party</td>
<td>VIP Receptions</td>
<td></td>
</tr>
</tbody>
</table>

- Diamond Sponsorship Required
- Platinum Sponsorship Required
- Gold Sponsorship Required
- Silver Sponsorship Required
# Sponsorship Packages

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## 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

## 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

## 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

## 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