

Take your position as a leader in the Internet economy to new heights by participating as a 25th Floor Sponsor at the Web 2.0 Conference. Prominent and comprehensive promotional opportunities across several marketing platforms help you gain brand recognition, generate leads, and gain exposure before, during and after the Conference.

Opportunities: 3 Includes category exclusivity at 25th floor sponsorship level.

Pre-conference benefits

By being a sponsor you can take advantage of the integrated marketing effort that is in place prior to the Conference. Get in front of the growing and influential number of business-oriented technologists and entrepreneurs driving the Internet economy.

Platform	Benefits
Print pieces*	Your company name and logo will be included in Web 2.0 Conference marketing materials.
Email to preregistered attendees*	An email to preregistered Web 2.0 Conference attendees will introduce all conference sponsors.
Web presence	Your company name, logo, 100-word description and a Web site link will be displayed on the sponsor page of the Web 2.0 Conference Web site.
Online advertorial	A dedicated Web page on the Web 2.0 conference Web site will display your company's advertorial. (Factual content only.)
Media and analyst list access	Receive access to the media and analyst list approximately one month prior to the conference.
Press coverage	A press release will announce all conference sponsors.
Complimentary conference passes	You will receive 10 complimentary Web 2.0 Conference attendee passes.

On-site benefits

At the conference you will have the full attention of the attendees. The sponsorship package ensures that your presence is promoted in numerous educational and conference-related products.

Platform	Benefits
Workshop	Your company will receive one workshop session. (Note: The workshop will be identified as a sponsored opportunity. Speaker and content are subject to program chair approval.)
Sponsor snapshot	Your company will be profiled in a sponsor snapshot round in the main program. (Note: The snapshot will be identified as a sponsored opportunity. Content is subject to executive producer approval.)

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On-site Program Guide	Your company name, color logo and a 100-word description will be published in the Program Guide.
Program Guide ad	You will receive a spread (two-page), four-color ad in the Program Guide.
Program Guide logo presence*	Your company color logo will be placed on the back cover of the Program Guide.
Attendee gift*	Your company logo will be placed on the designated attendee gift.
Attendee bag insert*	A DVD, brochure or flyer provided by your company will be distributed in the official Web 2.0 Conference attendee bag.
Sponsored lunch session (Wed., October 6, 2004)	Host an invitation-only lunch session in your hospitality room on the 25th floor. You will have access to the preregistered attendee list to create your invitation list. (Food and beverage in excess of a base package are the responsibility of sponsor.)
Sponsor executive board room	You will have access to a dedicated executive board room on the 25th floor.
Sponsor of cocktail party (Wed., Oct. 6, 2004)	You will be recognized as a sponsor of the conference cocktail reception. You can host a reception in your dedicated 25th floor room. (Themes to be coordinated by event management. Food and beverage in excess of a base package are the responsibility of sponsor.)
Demo (Wed. full day, Thurs. half day.)	You will receive a dedicated demo area in the ballroom foyer.
Daily recognition	You will be acknowledged daily at the keynote speeches and promotions during the conference program.

* Subject to deadline

Post-event benefits

The sponsorship program lets you continue communicating with your best prospects after the conference. Take advantage of these opportunities to stay close to your current and potential customers.

Platform	Benefit
Mailing	You may mail twice to the full conference list. (Note: Use of a third-party bonded mailhouse will be required.)

Find out how you can take advantage of the opportunities at Web 2.0.
Call Amber Rattu at 415-905-2647 or email amber.rattu@mlii.com.

Lay the groundwork for future success by participating as a Foundation Sponsor at the Web 2.0 Conference. Prominent and comprehensive promotional opportunities across several marketing platforms help you gain brand recognition, generate leads and gain exposure before, during and after the Conference.

Opportunities: 12

Pre-conference benefits

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Platform	Benefits
Print pieces*	Your company name and logo will be included in Web 2.0 Conference marketing materials.
Email to preregistered attendees*	An email to preregistered Web 2.0 Conference attendees will introduce all conference sponsors.
Web presence	Your company name, logo, 100-word description and a Web site link will be displayed on the sponsor page of the Web 2.0 Conference Web site.
Media and analyst list access	Receive access to the media and analyst list approximately one month prior to the conference.
Press coverage	A press release will announce all conference sponsors.
Complimentary conference passes	You will receive 5 complimentary Web 2.0 Conference attendee passes.

On-site benefits

At the conference you will have the full attention of the attendees. The sponsorship package ensures that your presence is promoted in numerous educational and conference-related products.

Platform	Benefits
Sponsored breakfast session	Host a breakfast session in a dedicated room. (Note: This opportunity is limited to the first eight foundation sponsors. Maximum of four breakfast sessions per day.)
Sponsor snapshot	Your company will be profiled in a sponsor snapshot round in the main program. (Note: The snapshot will be identified as a sponsored opportunity. Content is subject to executive producer approval.)
On-site Program Guide	Your company name, color logo and a 100-word description will be published in the Program Guide.

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Program Guide ad	You will receive a spread (two-page), four-color ad in the Program Guide.
Program Guide logo presence*	Your company color logo will be placed on the back cover of the Program Guide.
Attendee bag insert*	A DVD, brochure or flyer provided by your company will be distributed in the official Web 2.0 Conference attendee bag.
Demo (Wed. full day, Thurs. half day)	You will receive a dedicated demo area in the ballroom foyer.
Daily recognition	You will be acknowledged daily at the keynote speeches and promotions during the conference program.

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