April 15–18, 2007

Introducing Web 2.0 Expo, the first event designed to help teach Web 2.0 techniques and best practices to the people responsible for the design, development, engineering, marketing and business of second-generation internet technology.

Web 2.0 Expo is the companion event to Web 2.0 Summit.

The program will spotlight experts, leaders and under-the-radar innovations and in the spirit of Web 2.0, there will be ample opportunity for attendees to connect, contribute and collaborate.

www.web2expo.com
Web 2.0 Expo will be a place for creativity, engineering and innovation, focusing on four conversations:

- **Education**: a vetted, cohesive-conference program to maximize the sharing of knowledge and expertise around creating the next generation web
- **Tradehow**: a traditional tradehow floor introducing builders of the Web to providers of tools, technology, services and infrastructure
- **Networking**: a meeting ground fostering face-to-face business development for entrepreneurs, VCs, partnerships and recruitment
- **Launch Pad**: a platform for notable companies to debut

### Tracks, Sessions and Workshops include:

**Web 2.0 Fundamentals**
- How to Find the Community, user-generated content and other core fundamentals
- Build it together to deliver great websites and applications
- Adding Location to Web 2.0 Apps
- API and Mashup Best Practices
- Blogs, Chat Rooms, Wikis...Oh My
- The Yellow Brick Road to Online Market Intelligence
- Power to the People via User-Centric Identity
- Syndication
- Tagging that Works
- User Generated Content and Privacy

**Web 2.0 Services & Platforms**
- This track is for experienced programmers looking to improve their understanding of the technical ecosystem—what’s baked now and what’s lurking below the radar.
- Ruby on Rails
- Scalable Web Architectures—Common Patterns and Approaches
- Implementing OpenID
- Super-Sized Privacy Techniques for Web App Developers
- Vulnerabilities in Web 2.0: Next Generation Web Apps from Hacker’s Perspective

**Web Operations**
- This is the only event offering a WebOps track in depth. Learn how to scale your site globally, using LAMP or virtual servers. Discover the best technologies for today’s online businesses, as well as how to build, finance, and grow new Web 2.0 startups from scratch.
- Embracing the Chaos: Designing For and With Community
- From Desktop to Device—Designing the Ubiquitous Experience
- Placelessness and the Advance of Micro-Publishing
- The Arrival of Web 2.0—The State of the Union on Browser Technology
- The Beauty in Standards
- The New Hybrid Designer

**Marketing & Community**
- Explore how companies and communities interact online and how marketing works in the new world of Web 2.0. Topics include new techniques in online marketing, search engine marketing and optimization, community evan
gelism, blogging, podcasting, vlogging, viral marketing and PR, and social networking sites and services.
- Introduction to Search Engine Optimization and Search Engine Marketing
- Marketing Analytics for Web 2.0

**Strategy & Business Models**
- Session topics will include how Web 2.0 tools and technologies are being adopted by today’s businesses, as well as how to build, finance, and grow new Web 2.0 startups from scratch. Emphasis will be on how new startups compete and survive with existing platform players, and whether users or revenue are more important.
- Going 2.0: How to Run a Business Entirely on Web 2.0 Technologies & Services
- Starting Up 2.0: Strategies for Pitching, Financing, & Growing Your Web 2.0 Startup
- Media 2.0: How Web 2.0 is Transforming Traditional Media
- Venture Capital 2.0: Bright Future or BrokenForever?
- Web 2.0 for Small Business, or How to Run Fast and Light at Starbuck’s With Just a Browser and Some Java

### Speakers include:

- **Jeff Bazos**
  Founders of Digg and Internet video company Revolution3

- **Eric Schmidt**
  CEO, Google

- **Jeff Weiner**
  EVP, Yahoo

- **Jay Adelson**
  CEO of Digg and Internet video company Revolution3

- **John Battelle**
  Founder and Chairman of Federated Media Publishing

- **Bill Billingsley**
  Director of the e/Research Lab

- **David Alan Black**
  A founding director of Ruby Central, Inc.

- **Anil Dash**
  Vice President, Six Apart

- **Dan Farber**
  Editor-in-chief of ZDNet

- **Lauren Gelfman**
  Director of Sand. Lab For Internet and Society (ICSI)

- **Kelly Goto**
  Principal and founder of Gomez

- **Eric Bischoff**
  Director of the e/Research Lab

- **David Alan Black**
  A founding director of Ruby Central, Inc.

- **Anil Dash**
  Vice President, Six Apart

- **Dan Farber**
  Editor-in-chief of ZDNet

### Web 2.0 Expo Exhibitors

- **Visit the Exhibit Hall on Monday, Tuesday and Wednesday.**
- **Exhibitors include:**
  - PayPal
  - Amazon Web Services LLC
  - Adobe
  - Drupa Europe LLC
  - AOL
  - Cnet
  - Bingue Labs, Inc.
  - Cambrian House
  - Coghead
  - Cooper Associates
  - Crowdsourcing Solutions
  - CNN International
  - Facebook
  - ESPN.com
  - Eventbrite
  - Fast Company
  - eBay
  - Exodus
  - Excite
  - Firefox
  - Google
  - Glu
  - Geshem Media
  - Gigaom
  -格子窝
  - Goodreads
  - Grouk
  - Ground Source
  - GrowthHive
  - G Suite
  - Hairstor Seeds
  - Hitwise
  - HotelOnline
  - InMotion Hosting
  - Infosys
  - IONmedia
  - IPExchange
  - IslandOnline
  - IsraNet
  - J2Global
  - Java
  - Jeff Bezos
  - Jeff Weiner
  - Yahoo
  - ZDNet
  - Zillow
  - ZOHO

- **Visit the web2expo.com for the latest exhibitor list and Expo information.**

- **See the exhibits, keynote and sponsored sessions for free.**
- **Register using the discount code on your mailing label by March 12 to receive a free Expo Pass.**
- **www.web2expo.com**
- **registration**

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