

Architecture of participation >> Rich us
 The Web as a platform >> Community >>
 turning point >> Syndication >> 1.65 billi
 baby! >> Trusting your users >> Right to
 Remix >> Tagging >> Hackability >> MySQ
 >Folksonomy >> Collective intelligence
 Overhyped >> Video email >> Ajax and Ra
 Social networking >> The future >> Hypo
 generated >> A marketing scheme >> Wo

Web 2.0 is **Here** >>

» Enter the discount code on your mailing label to receive an additional \$100 off or a free Expo Pass. Early registration pricing ends March 12.
www.web2expo.com/registration

Web 2.0 Expo 2007 Sponsors:




 600 Harrison Street
 San Francisco, CA 94107

O'REILLY

INDICIA INFO...

©2007 CMP Media LLC. All Rights Reserved. A United Business Media company.

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.

Be Here.



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
- **Tradeshow:** a traditional tradeshow 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

Discover how tagging, community, user-generated content and other core fundamentals all work 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 Ninja Privacy Techniques for Web App Developers
- Vulnerabilities 2.0 in Web 2.0: Next Generation Web Apps from a 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 monitoring strategies and the tricks that make sites like Digg and Flickr so successful.

- Beyond the Filesystem: Designing Large Scale File Storage and Serving
- Case Study: Digging Into the Technology Behind the Development of Digg
- Geographic Distribution for Global Web Application Performance
- Web Monitoring

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 evangelism, 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

PR 2.0: Dead as a Doornail, or Still Alive & Kicking?

- Social Networking Winners & Losers: The Good, The Bad, and the Ugly
- What I Learned From Syphilis: Epidemiology & Viral Marketing

Design & User Experience

Designing for Web 2.0 requires understanding some fundamental shifts in the role and skill set of both graphic designers and user interface designers. This track will take the basics of good design and user interface and apply them to the world of the new Web, so that experienced designers can update their skills and other Web 2.0 denizens can understand the principles of good design.

- Designing for Web 2.0: the Visual Ecosystem
- 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

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 Applications & 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 Broken Forever?
- Web 2.0 for Small Business, or How to Run Fast and Light at Starbucks With Just a Browser and Some Java

This is just a small sample of the sessions and workshops Web 2.0 Expo offers.

See the complete schedule at: www.web2expo.com/schedule

>> Featured Keynotes:



Jeff Bezos
Founder and CEO
Amazon.com



Eric Schmidt
CEO
Google



Jeff Weiner
SVP
Yahoo

>> Speakers include*:

Jay Adelson

CEO of Digg and Internet video company Revision3

John Battelle

Founder and Chairman of Federated Media Publishing

Eric Billingsley

Director of the eBay Research Labs

David Alan Black

A founding director of Ruby Central, Inc.

Anil Dash

Vice President, Six Apart

Dan Farber

Editor-in-chief of ZDNet

Lauren Gelman

Associate Director of Stanford Law School's Center for Internet and Society (CIS)

Kelly Goto

Principal and founder of Gotomedia

Cal Henderson

Developer of Flickr and Author of Building Scalable Web Sites

Adrian Holovaty

Co-creator of Django

Guy Kawasaki

VC and Blogger

For the full list of keynotes and speakers, visit www.web2expo.com

Chris Messina

Ambassador of open source, most notably Firefox and Flock

Tim O'Reilly

Founder and CEO, O'Reilly Media, Inc.

Bill Tancer

General Manager of Global Research at Hitwise

Mena Trott

Founder, Six Apart

Dirk-Willem van Gulik

CTO, Joost (formerly The Venice Project)

>> Web 2.0 Expo Exhibitors*

Visit the Exhibit Hall on Monday, Tuesday and Wednesday. Exhibitors include:

/n Software/RSSBus	Fast	Sharade
Adobe	G.ho.st Inc	Snap
Amazon Web Services LLC	Idealab	Sonnenschein Venture Technology Group
AOL	Impetus	StartupCapital.com
Bungee Labs, Inc.	JackBe	Sun Microsystems, Inc.
Cambrian House	Kapow	Tellme
Coghead	Near-Time	ThinkFree
Cognizant Technology Solutions	Nexidia	Venyo
Curl, Incorporated	Nokia	Webex
Donodo	OrangeHRM	Yahoo!
Ebay	Originate	ZCubes Inc.
Esnips Ltd.	PayPal	ZOHO
Etelos, Inc.	PayPerPost, Inc.	

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

See the exhibits, keynotes 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

* As of January 29, 2007. Visit www.web2expo.com for the latest updates.