

SPONSOR PROSPECTUS



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O'REILLY®

DESIGN, DEVELOP, DISRUPT

Fueled by a host of new business models, development models, and design patterns, the web is back at center stage. Innovative startups are building out sites and applications at a remarkable rate, while the Fortune 500 are re-evaluating their internet strategies to avoid being outpaced. This innovation and creativity is driving investment, growth, and opportunity.

Today, all functions of business are driving purchase decisions, from developers and designers to the business strategists applying Web 2.0 to their work. Web 2.0 Expo will focus on the evolution of the web design and development market and address the models and methods for building the next generation web. Web 2.0 Expo is the first broad-based conference and tradeshow for the rapidly growing ranks of designers and developers, product managers, entrepreneurs, VCs, marketers and business strategists who are truly part of the Web 2.0 ecosystem.

Produced in partnership by CMP Media and O'Reilly, the event is inspired by the exclusive Web 2.0 Conference, which sold out months in advance last year and generated over 7,000 requests to attend. Web 2.0 Expo expands on the audience and themes of the original conference, and will feature three major components: a five-track educational conference, including both traditional seminar formats and elements of peer-to-peer learning; a major tradeshow showcasing Web 2.0 tools, trends, and technologies; and strategic networking events fostering dialogue between internet entrepreneurs, venture capitalists, and business development executives.

Who Should Attend?

- Business Strategists
- CXOs
- Technologists and Entrepreneurs
- Line of Business and IT Managers
- VCs and Analysts
- Web developers
- Web and graphic designers
- User experience designers
- Application developers
- Marketing professionals
- Web strategists
- Product Managers

Web 2.0 Expo 2007 conference tracks included:

- Web 2.0 Fundamentals
- Web 2.0 Services & Platforms
- Strategy and Business Models
- Marketing and Community
- UI & Design

“Web 2.0 is one of the big ideas that’s shaping the industry right now. But every big idea needs implementation. We saw the need for a second event that focuses on how to actually build effective Web 2.0 applications. We’re tackling not just Web 2.0 as strategy but also design, programming, operations, and viral marketing—the elements of execution that will ultimately separate the winners from the me-too companies in the space.”

—Tim O’Reilly, Founder and CEO, O’Reilly Media

Conference topics covered in 2007 included:

- Web Operations, the “Web as Platform”
- Search and Vertical Search
- Social Networks and Identity
- Internet Marketing and Measurability
- Simplicity and Incremental Complexity
- Tagging, Ranking, and User-generated Content
- Revenue Models for Web 2.0: Beyond the Long Tail
- Collaborating with Users
- Agile Development Processes
- Web 2.0 Design Patterns

Be one of the companies that will meet face-to-face with Web professionals driving growth and innovation by sponsoring Web 2.0 Expo.

For exhibitor and sponsor opportunities, contact:

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Ayrien Machiran at 415.947.6195 or
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WEB 2.0 EXPO ATTRACTS LEADING IT AND BUSINESS DECISION MAKERS

Web 2.0 Expo is the premier event for reaching businesses seeking and demonstrating Web 2.0 technologies, tools and services to help them drive productivity, customer relationships and sales.

Web 2.0 Expo attendees are involved and active buyers:

- 82% recommend purchases
- 62% are likely to recommend the event to others
- 58% say the Expo Hall was an important part of Web 2.0 Expo
- 52% authorize purchases
- 52% specify brands/products
- 29% are Director level or above

Growth of Web 2.0 Expo

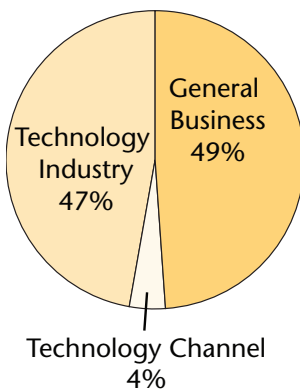
Year	Exhibitors	Attendees
2007	112	8,500
2008 (Projected)	130	10,000

Who should exhibit?

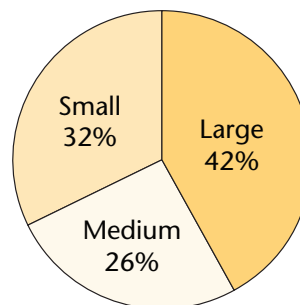
- Infrastructure providers
- Application development vendors
- Content development, management, and delivery vendors (including graphic design software)
- Social media solutions: blog, wiki and other community application vendors, social networking platforms, identity and reputation vendors
- Web hosting and web operations providers
- Search Engine Optimization and other marketing vendors
- Professional services for internet start ups

*Attendee Profile:

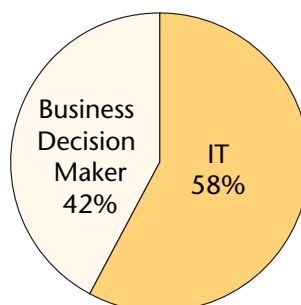
INDUSTRY



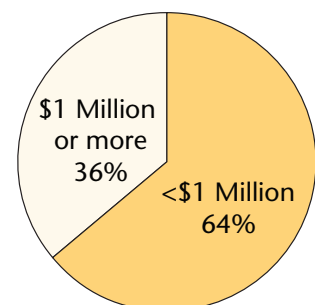
COMPANY SIZE



JOB FUNCTION



COMPANY BUDGET



DIAMOND SPONSORSHIP (LIMIT 3)

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion in email blasts and ads, as well as a mention in the event press release and a 100-word description on website
- 90 day banner ad on Web 2.0 Expo website
- Press list

Onsite Benefits

- 30x30 exhibit space
- 12 full conference passes
- 3 sponsored sessions
- Premium 2 page spread in Program Guide or back cover
- Conference bag insert in the official conference bag*
- One 2-sided kiosk/meter board
- Premier banner location onsite
- Logo on conference bag
- Sponsorship of lunch one day, F&B included

Post-Event Benefits

- Two-time use of conference postal mailing list

PLATINUM SPONSORSHIP (LIMIT 8)

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion in email blasts and ads, as well as a mention in the event press release and a 100-word description on website
- 60 day banner ad on Web 2.0 Expo website
- Press list

Onsite Benefits

- 20x30 exhibit space
- 10 full conference passes
- 1 sponsored sessions
- One 2-sided kiosk/meter board
- Premium full page ad in Program Guide, not back cover
- Conference bag insert in the official conference bag*
- Sponsorship of one break or breakfast, F&B included

Post-Event Benefits

- Two-time use of conference postal mailing list

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

GOLD SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion in email blasts, as well as a mention in the event press release and a 100-word description on website
- Press list

Onsite Benefits

- 20x20 exhibit space
- 6 full conference passes
- Full page ad in Program Guide

Post-Event Benefits

- Two-time use of conference postal mailing list

SILVER SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes logo inclusion on Web 2.0 Expo website
- Press list

Onsite Benefits

- 10x20 exhibit space or 10x10 turnkey
- 4 full conference passes
- ½ page ad in Program Guide

EXHIBITOR BOOTH SPACE PER SQUARE FOOT

- Listing in Program Guide and Web 2.0 Expo website

TURNKEY SOLUTION—10X10 —10X20

- Pre-built unit, signage, electricity, and Internet
- Listing in Program Guide

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