

The Enterprise 2.0 Revolution

The influx of Web 2.0 applications and social computing are changing the business landscape and enabling a shift in the way we work. Consumer behavior is heavily influencing business change, instituting a more connected, informed mind-set and forward thinking businesses are reacting with a focus on knowledge sharing and participation.

Enterprise 2.0 Conference is focused on building more agile and productive business cultures through the adoption of tools and technologies—addressing not just how the technology works, but the impact the technology has on people and workgroups. In 2009, the fifth annual event will feature thought-provoking plenaries, strategic practical sessions, in-depth workshops and real-life case studies that help attendees leverage the technical, productive and social aspects of business environments that empower a connected workforce.

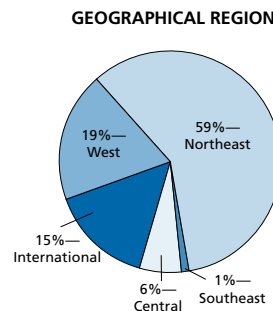
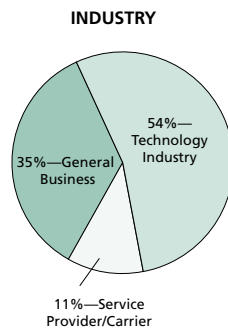
“The Enterprise 2.0 Conference focused on the issues important to customers who want to learn more about social computing for businesses, which drew large crowds to our booth. Sponsoring Enterprise 2.0 was the right decision and the conference continues to fit into our long-term social computing strategy.”

—Alina Fu, Microsoft

Who Should Participate? Attendee Profile*

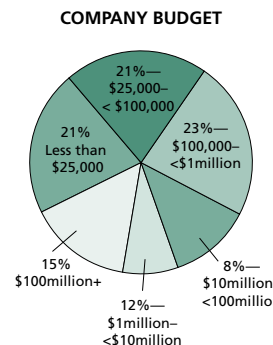
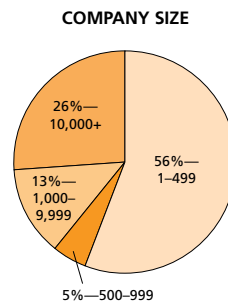
VENDORS OF:

- Social Networking in Business
- Social Networks as New Media
- Community and Marketing 2.0
- Microblogging & Twitter
- Enterprise Mash-ups
- Enterprise RSS & Syndication
- Developing a Next Generation Workforce
- Social Search
- Making the Right Video Conferencing Choice
- Software as a Service
- Security for Enterprise 2.0
- Office 2.0
- Presence
- Unified Communications
- Integrated Collaboration Platforms
- Enterprise Mobility
- Cloud Computing



JOB FUNCTION:

- Analyst
- CEO
- Clinical Bioinformatic Researcher
- Collaboration Tools Service Manager
- Corporate Strategist
- CTO
- Director Communications & Collaboration
- Director MIS
- Director, Marketing
- Education Tech Consultant
- Enterprise Architect
- Executive Vice President
- Messaging Systems Manager
- MIS Coordinator
- Professor
- Senior Architect
- Senior Director of Training
- Telecom Mgt. Specialist
- VP Research & Development



*2008 Verified Attendee Profile

Growth of Enterprise 2.0

Year	Attendees
2006	750
2007	950
2008	1,500



Sponsorship Packages

The Enterprise 2.0 2009 Sponsor Programs are designed for maximum visibility, include pre-event, onsite and post-event marketing and a robust program.

■ DIAMOND SPONSORSHIP

Pre-Event Benefits

- Ability to work directly with Conference Chair on speaker submissions
- Pre-marketing exposure as a Diamond Sponsor includes customized co-marketing kit, website, email blasts and press releases
- 90-day banner ad on event website

Onsite Benefits

- Exclusive Cocktail Reception Sponsorship on one night (F&B included)
- 45 minute Workshop
- 20x20 booth space
- 10 full conference passes
- ½ panel ad in the Pocket Guide and logo on cover as designated Diamond Sponsor
- Sponsor designation with logo on onsite signage
- Premier banner location onsite
- Attendee bag insert
- Sponsor Snapshot

Post-Event Benefits

- Access to press and analyst list
- 3x use of the post-event attendee postal mailing list

■ PLATINUM SPONSORSHIP

Pre-Event Benefits

- Ability to work directly with Conference Chair on speaker submissions
- Pre-marketing exposure as a Platinum sponsor includes customized co-marketing kit, website, email blasts and press releases
- 60-day banner ad on event website

Onsite Benefits

- Lunch or Breakfast Sponsorship (F&B included)
- 10x20 booth space or 2 Turnkey pods
- 5 full conference passes
- ½ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite signage
- Premier banner location onsite
- Attendee bag insert

Post-Event Benefits

- Access to press and analyst list
- 2x use of the post-event attendee postal mailing list

■ GOLD SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure as a Gold sponsor includes customized co-marketing kit, website, email blasts and press releases
- 30-day banner ad on event website

Onsite Benefits

- Sponsorship of one Conference Break (F&B inclusive)
- 10x10 booth space or Turnkey pod
- 2 full conference passes
- ¼ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite signage
- Attendee bag insert

Post-Event Benefits

- Access to press and analyst list
- 1x use of the post-event attendee postal mailing list

■ SILVER 'PLUS' SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure as a Silver Plus Sponsor includes customized co-marketing kit, website, email blasts and press releases
- 30-day banner ad on event website

Onsite Benefits

- 10x10 booth
- 1 full conference pass
- ¼ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite Signage

Post-Event Benefits

- Access to press and analyst list
- 1x use of the post-event attendee postal mailing list

■ SILVER SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure as a Silver Sponsor includes customized co-marketing kit, website, email blasts and press releases
- 30-day banner ad on event website

Onsite Benefits

- Turnkey pod
- 1 full conference pass
- ¼ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite signage

Post-Event Benefits

- Access to press and analyst list
- 1x use of the post-event attendee postal mailing list

■ EXHIBITOR POD

Pre-Event Benefits

- Pre-marketing exposure includes customized co-marketing kit, website

Onsite Benefits

- Turnkey pod includes electrical, internet and signage
- Exhibitor listing in the Pocket Guide

Post-Event Benefits

- Access to press and analyst list

For exhibitor and sponsor opportunities, contact:
Paige Finkelman at 415.947.6358 or
pfinkelman@techweb.com
or
Amy Jones at 415.947.6173 or
ajones@techweb.com

Special PR / Marketing Outreach Opportunities

As you consider your booth (or sponsorship) participation at Enterprise 2.0, have you also thought about how you are planning to get additional exposure for your company at the event? Exposure to the media? To your customers? To your prospects?

With many press and analysts in attendance at the event, we are pleased to offer extra opportunities to help you maximize your outreach to accomplish your goals for:

- Extensive exposure
- Search engine optimization with your Press Releases
- Cost-effectiveness
- Targeting individual reporters covering specific technologies via Microlists
- Releases will be posted on the Enterprise 2.0 website

Here is an overview of the options available via sponsorship investment

- Online News distribution, Search Engine Optimization & custom Technology media MicroList
- Online News distribution, Search Engine Optimization & custom Technology media MicroList & Internet Photo distribution/Times Square
- Multimedia News Release with online video distribution to over 50 video websites
- Electronic Press Kit linking from the Enterprise 2.0 event website

Online news distribution, Search Engine Optimization, & Microlist Media Distribution

Combine online distribution, SEO and a Microlist targeted media list to generate interest for your company or organization. Strategic SEO will place your message in the top search results of major search engines and will reach more than 4,300 Web sites and online databases and over 150 RSS feeds to give you a potential audience of millions connecting with journalists, bloggers, consumers and investors. Plus, with Microlists, provide an added boost of power to your message targeting individual journalists who have specifically requested source information relating to your specific segment or industry that they cover.

Price: \$500

Online news distribution, Search Engine Optimization, Custom Microlist and Online Photo Distribution

Combine online distribution with a photo, SEO and a Microlist targeted media list to generate interest for your company or organization. Strategic SEO will place your message in the top search results of major search engines and will reach more than 4,300 Web sites and online databases and over 150 RSS feeds to give you a potential audience of millions connecting with journalists, bloggers, consumers and investors. Plus, the Microlist, provides an added boost of power to your message targeting individual journalists who have specifically requested source information relating to your specific segment or industry that they cover. Your photo/image will be distributed to 1,000+ websites that render photos as well as displayed on the Reuters board in Times Square in New York City two times in one day.

Price: \$800

Multimedia News Release with Online Video Distribution

The MNR is the next generation news release; a multi-platform, interactive combination of text, video, photography, audio and Web that represents your message in the fullest, most memorable context possible. You provide the vision, logo, graphics, video screen grabs, five links and we'll provide the hosting, full national media distribution, content sharing, social media tagging, HTML e-mail distribution, archival for one year and custom reporting. Plus, receive the added boost of online distribution in combination with SEO reaching more than 4,300 Web sites and online databases and placement in top search results of major search engines along with posting on over 50 video websites. For examples, please see <http://www.prnewswire.com/mnr>

Price: \$5,500

Electronic Press Kit

Put all your information about your event presence in one place-with your own URL-so the media, consumers and investors can easily find you before, during or after the show. The Electronic Press Kit is a press kit and a trade show booth wrapped up into a single, can't-miss package-a Web site hosted by us and controlled by you and linked off our event website. It's a dedicated, full-service site for your event-related information so all your important audiences can easily find it. It will be linked to directly from the Enterprise 2.0 show website and will be available for 90 days.

Price: \$1,100

For exhibitor and sponsor opportunities, contact:
Paige Finkelman at 415.947.6358 or pfinkelman@techweb.com
or
Amy Jones at 415.947.6173 or ajones@techweb.com