

The Value of Enterprise 2.0

With the influx of Web 2.0 applications and social computing options many companies are struggling to rise above the noise and gain market share. Enterprise 2.0 Conference has been the gathering place for the industry for the last five years, providing a unique opportunity to get your product or brand in front of those challenging the status quo and leading the charge to enable more efficient, agile and productive workforces in their companies.

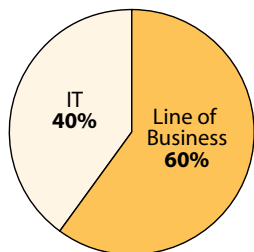
WHO SHOULD PARTICIPATE IN ENTERPRISE 2.0 CONFERENCE?

Vendors and decision makers for...

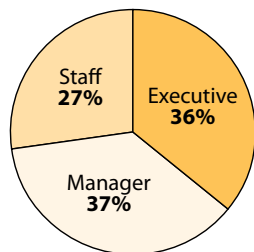
- Social Networking in Business
- Social Networks as New Media
- Community and Marketing 2.0
- Microblogging & Social Messaging
- Enterprise 2.0 Culture and Adoption
- Enterprise Mash-ups
- Enterprise RSS & Syndication
- Social Search
- Software as a Service Applications
- Security for Enterprise 2.0
- Office 2.0
- Presence
- Unified Communications
- Integrated Collaboration Platforms
- Enterprise Mobility
- Cloud Computing
- Social Analytics
- Business Intelligence

WHO ATTENDS ENTERPRISE 2.0 CONFERENCE*

JOB FUNCTION



LEVEL OF RESPONSIBILITY



94% are involved in the purchase process for Enterprise 2.0 products/services for their company
68% are directly involved with budgets

WE ASKED ATTENDEES WHY DO YOU COME TO ENTERPRISE 2.0 CONFERENCE? THEY ANSWERED:*

- 88%** Discover products and companies that I might otherwise be unaware of
- 78%** Gather information to set my company's 2.0 strategy
- 61%** Create a short list of vendors to consider purchasing from



WHAT VENDORS ARE SAYING ABOUT ENTERPRISE 2.0 CONFERENCE

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 Conference was the right decision and the conference continues to fit into our long-term social computing strategy.

—Alina Fu, *Product Manager, Microsoft SharePoint*

I highly recommend the event. If you want to have a stake in this market, Enterprise 2.0 Conference is the place to be.

—Eric Suave, *CEO, Tomoye Community Software*

We had a positive experience at Enterprise 2.0 Conference. It's a great platform for this emerging market.

—Puneet Gupta, *CEO, Connectbeam*

*SOURCE: 2009 Verified Attendee Profile

Sponsorship Packages

The Enterprise 2.0 Conference 2010 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
- Whitepaper posted on website
- Access to press and analyst list

Onsite Benefits

- 60 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 and pocket guide
- Onsite banner (sponsor to produce)
- Sponsor Snapshot in housekeeping slides in Keynote room
- Cocktail reception sponsor

Post-Event Benefits

- 3x 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
- Access to press and analyst list

Onsite Benefits

- 10x10 booth space
- 1 full conference pass
- ¼ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite signage and pocket guide.

Post-Event Benefits

- 1x 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
- Whitepaper posted on website
- Access to press and analyst list

Onsite Benefits

- Lunch or Breakfast Sponsorship (F&B included)
- 10x20 booth space
- 5 full conference passes
- ½ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite signage and pocket guide.
- Sponsor Snapshot in housekeeping slides in Keynote room

Post-Event Benefits

- 2x use of the post-event attendee postal mailing list

■ EXHIBITOR POD

Pre-Event Benefits

- Pre-marketing exposure includes customized co-marketing kit and website exposure
- Access to press and analyst list

Onsite Benefits

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

■ 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
- Whitepaper posted on website
- Access to press and analyst list

Onsite Benefits

- Sponsorship of one Conference Break (F&B inclusive)
- 10x20 booth space
- 3 full conference passes
- ¼ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite signage and pocket guide.

Post-Event Benefits

- 1x use of the post-event attendee postal mailing list

■ 10X10 BOOTH SPACE

Pre-Event Benefits

- Pre-marketing exposure includes customized co-marketing kit and website exposure
- Access to press and analyst list

Onsite Benefits

- Exhibitor listing in the Pocket Guide

■ TURNKEY SOLUTIONS 10X10 / 10X20

Pre-Event Benefits

- Pre-marketing exposure includes customized co-marketing kit and website exposure
- Access to press and analyst list

Onsite Benefits

- Exhibitor listing in the Pocket Guide

For exhibitor and sponsor opportunities, contact:
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