

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. But what was once a mainly grass roots line of business effort to drive organizational change is now seen as a key strategic advantage with increasing executive and senior IT support. This combination of bottom up, executive and IT buy-in is driving enterprise-scale examples of how Enterprise 2.0 can help businesses compete and thrive in today's economy.

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. The event will feature thought-provoking plenaries, strategy 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. After four successful years of our Boston event, we are very pleased to be expanding the Enterprise 2.0 brand portfolio by adding a San Francisco conference to our schedule.

“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.”

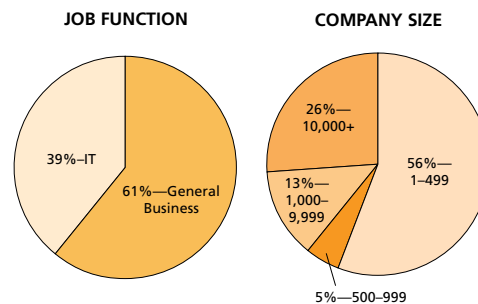
—Alina Fu, Product Manager, Microsoft SharePoint

Who Should Participate?

SOLUTIONS FOR/VENDORS OF:

- 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
- Security for Enterprise 2.0
- Office 2.0
- Presence
- Unified Communications
- Integrated Collaboration Platforms
- Enterprise Mobility
- Cloud Computing

Attendee Profile



EXAMPLES OF JOB FUNCTIONS:

- CEO
- Collaboration Tools Service Manager
- Corporate Strategist
- CTO
- Director Communications & Collaboration
- Director MIS
- Director, Marketing
- Enterprise Architect
- Executive Vice President
- Knowledge Architect
- Messaging Systems Manager
- Senior Architect
- Senior Director of Training
- Social Media Strategist
- Web 2.0 Architect

VERTICAL INDUSTRIES INCLUDE:

- Healthcare
- Education
- Financial Services
- Manufacturing
- Information Technology
- Government
- Transportation
- Media

SOURCE: 2008 Verified Attendee Profile

Growth of the Enterprise 2.0 Boston Event:

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 (Maximum of 3)

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

Onsite Benefits

- 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 and pocket guide
- 1 literature insert in conference attendee bag
- Onsite banner (sponsor to produce)
- Sponsor Snapshot in housekeeping slides in Keynote room

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 (Maximum of 4)

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

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.
- 1 literature insert in conference attendee bag
- 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, website
- Access to press and analyst list

Onsite Benefits

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

■ GOLD SPONSORSHIP (Maximum of 6)

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

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.
- 1 literature insert in conference attendee bag

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, website
- Access to press and analyst list

Onsite Benefits

- Exhibitor listing in the Pocket Guide

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

Marketing and Promotional Opportunities*

AISLE SIGNS—\$8,000

Your company's name and logo will appear on the Enterprise 2.0 Expo Pavilion aisle signs (3), giving direction to attendees walking the show floor. This promotion offers high visibility and repeat viewing.

ENTRANCE UNIT—\$12,000

Welcome attendees to the Enterprise 2.0 Conference Expo Pavilion. An Enterprise 2.0 designed, custom unit will be located at the entrance to the exhibit hall, greeting attendees and featuring information about exhibits and special events. Your company logo will appear on both sides of the entrance unit.

FLOOR DECALS—\$1,250 EACH

Direct Enterprise 2.0 Conference attendees directly to your booth with these special, brightly-colored, 4'x4' floor decals, customized with your company logo and booth number, so they'll be sure to find you.

EVENT BANNERS—\$5,000–\$12,000

Promote your brand with a high-traffic placement at the convention center. TechWeb to produce the banners.

WATER COOLER SPONSORSHIP—\$7,000

Quench attendees' thirst while driving traffic to your booth by sponsoring the official Enterprise 2.0 Water Coolers. Co-branded water coolers will be placed in 6 locations throughout the venue and will be available to all conference attendees.

REGISTRATION SPONSORSHIP—\$7,000

Be the first to make an impression and welcome Enterprise 2.0 attendees, press and speakers—while promoting your brand and messaging. Sponsorship includes registration screen savers, carpet logo and premium banner location. Sponsor may supply materials to distribute, etc.

LANYARD SPONSORSHIP—\$7,000

Keep your company name and logo top of mind with all attendees by sponsoring the Badge Lanyards. Badge Lanyards are given to every attendee—conference, expo, media, analysts and exhibitors. They are a great way to see your brand everywhere at Enterprise 2.0. Sponsor pays for production.

PRESS ROOM SPONSORSHIP—\$5,000

Stay top of mind with key press onsite. The Press Room Sponsorship includes the following: signage, company logo on workstation screen savers and mouse pads and the ability to distribute collateral within the Press Room.

HOTEL ROOM DROPS—\$7 PER ROOM

Put your company's promotional message in the hands of Enterprise 2.0 Conference attendees. An item of your choice will be placed in the guest room of attendees staying at the Marriott San Francisco or Hotel Palomar. This is a great opportunity to distinguish yourself from the competition.

Pocket Guide Advertising:

The Pocket Guide is filled with key event information and is given to all registered attendees only at the show. The Pocket Guide is used as a year-round reference and shared by attendees with others in their organizations.

FULL PANEL 4-COLOR, BACK COVER POSITION—\$6,000

½ PANEL 4-COLOR—\$2,500

¼ PANEL 4-COLOR—\$1,500

PR Outreach:

Enterprise 2.0 Conference is pleased to offer extra PR service opportunities to help you maximize your outreach. Through our partnership with PR Newswire you will generate extensive exposure, make your press releases "search engine friendly," target individual reporters who cover specific technologies and have your press releases posted on the Enterprise 2.0 Conference website.

- **Option 1—Online News distribution, Search Engine Optimization & custom media MicroList—\$500**
- **Option 2—Online News distribution, Search Engine Optimization & custom media MicroList & Internet Photo distribution—\$800**
- **Option 3—Multimedia News Release—no online video distribution—\$3,500**
- **Option 4—Multimedia News Release with online video distribution—\$5,500**
- **Option 5—Media Room Showcase/Electronic Press Kit—\$1,100**

**Deadlines apply.*

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

