

The Value of Enterprise 2.0

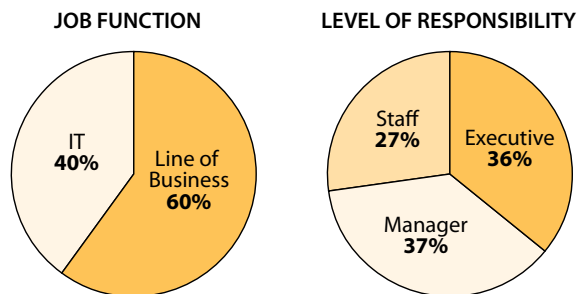
With the influx of Web 2.0 applications and collaboration options, many companies are struggling to rise above the noise and gain market share. Enterprise 2.0 Conference has been the industry's gathering place for the last five years, providing a unique opportunity to get your product or brand in front 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
- Microblogging & Social Messaging
- Enterprise Mash-ups
- Enterprise RSS & Syndication
- Search
- Software as a Service Applications
- Security for Enterprise 2.0
- Office Productivity
- Presence
- Unified Communications
- Integrated Collaboration Platforms
- Enterprise Mobility
- Cloud Computing
- Social Analytics
- Business Intelligence
- Community Platforms
- Video
- Enterprise Applications

WHO ATTENDS ENTERPRISE 2.0 CONFERENCE*



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/VP, NewsGator*

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, including 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 includes website exposure, logo listed in email blasts and mention in press release
- 90-day banner ad on event website
- Video produced by sponsor posted on Enterprise 2.0 Youtube channel (100 megabytes or 10 minutes)
- Whitepaper posted on website
- Access to press and analyst list

Onsite Benefits

- Cocktail reception sponsor
- 60 minute Workshop
- 20x20 booth space in the Expo Pavilion
- Ten 3-Day 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)
- 15 single session passes
- 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 includes website exposure, logo listed in email blasts and mention in press release
- 30-day banner ad on event website
- Video produced by sponsor posted on Enterprise 2.0 Youtube channel (100 megabytes or 10 minutes)
- Access to press and analyst list

Onsite Benefits

- 10x10 booth space in the Expo Pavilion
- One 3-Day conference passes
- ¼ panel ad in the Pocket Guide
- 7 single session passes
- 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 includes website exposure, logo listed in email blasts and mention in press release
- 60-day banner ad on event website
- Video produced by sponsor posted on Enterprise 2.0 Youtube channel (100 megabytes or 10 minutes)
- Whitepaper posted on website
- Access to press and analyst list

Onsite Benefits

- Lunch or Breakfast Sponsorship (F&B included)
- 10x20 booth space in Expo Pavilion
- Five 3-Day conference passes
- ½ panel ad in the Pocket Guide
- Sponsor designation with logo on onsite signage and pocket guide
- 11 single session passes
- 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 website exposure
- Video produced by sponsor posted on Enterprise 2.0 Youtube channel (100 megabytes or 10 minutes)
- Access to press and analyst list

Onsite Benefits

- Turnkey pod includes carpeting, electrical, internet and signage
- Exhibitor listed in the Pocket Guide
- 5 single session passes

■ GOLD SPONSORSHIP

Pre-Event Benefits

- Pre-marketing exposure includes website exposure, logo listed in email blasts and mention in press release
- 30-day banner ad on event website
- Video produced by sponsor posted on Enterprise 2.0 Youtube channel (100 megabytes or 10 minutes)
- Whitepaper posted on website
- Access to press and analyst list

Onsite Benefits

- Sponsorship of one Conference Break (F&B included)
- 10x20 booth space in Expo Pavilion
- Three 3-Day conference passes
- ¼ panel ad in the Pocket Guide
- 9 single session passes
- Sponsor designation with logo on onsite signage and pocket guide

Post-Event Benefits

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

■ EXHIBITOR BOOTH SPACE

Pre-Event Benefits

- Pre-marketing exposure includes website exposure
- Video produced by sponsor posted on Enterprise 2.0 Youtube channel (100 megabytes or 10 minutes)
- Access to press and analyst list
- 5 single session passes

Onsite Benefits

- Exhibitor listed in the Pocket Guide
- 10x10 booth in the Expo Pavilion

■ TURNKEY SOLUTIONS 10X10 / 10X20

Pre-Event Benefits

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

Onsite Benefits

- Exhibitor listed in the Pocket Guide
- 5 single session passes

**For exhibitor and sponsor opportunities, contact:
Rob Koziura at rkoziura@techweb.com or 415.947.6111**

**Contact your sales rep to discuss Turnkey options*

