

web2.0 E X P O

GENERAL INFORMATION

This section outlines some of the most important and necessary information for exhibiting at **Web 2.0 Expo New York**.

Web 2.0 Expo New York Location

Sheraton New York Hotel & Towers
811 7th Avenue at 53rd Street
New York, NY 10019

Sponsor Pavilion Dates and Hours

The sponsor pavilion is in a high traffic area for the conference. Below are the defined times sponsors/exhibitors must be at their booth and we have highlighted the periods we anticipate will be busiest. This schedule will be adjusted as we approach the event, as the peak traffic times are anticipated to be during conference breaks, lunch, etc. and those times will shift as the conference approaches. This is an approximate schedule and show management will keep sponsors/exhibitors informed of changes in the schedule. Daily breaks will be added to the daily schedule.

Tuesday

September 28, 2010

12:00pm – 3:30pm & 5:15pm-6:15pm

Peak Times: 12:00pm-1:30pm (lunch)
5:15pm-6:15pm Opening Night Reception

Wednesday

September 29, 2010

9:30am – 3:30pm

Peak Times: 8:00am-9:00am (coffee served, exhibits not required to be manned, however there will be traffic in sponsor pavilion)
12:00pm-1:30pm (lunch)
1:30pm-3:30pm (½ hr break to be added)

Thursday

September 30, 2010

10:30am – 1:30pm

Peak Times: 8:00am-9:00am (coffee served, exhibits not required to be manned, however there will be traffic in sponsor pavilion)
10:30am-11:00am (½ hr break)
11:55pm – 1:00pm (lunch)

Sponsor Registration Dates and Hours – Lobby Level

Monday	September 27, 2010	7:30am – 5:00pm
Tuesday	September 28, 2010	8:30am – 5:30pm
Wednesday	September 29, 2010	8:00am – 4:00pm
Thursday	September 30, 2010	9:00am – 2:00pm

Booth/Demo Pod Move-In Schedule:

Monday	September 27, 2010	8:00am – 5:00pm
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***Labor available during these hours.*

Move-Out Schedule:

Thursday	September 30, 2010	Expo closes at 1:30pm. Teardown can begin after 1:30pm All carriers (trucking companies) must check in no later than 7:00pm for freight pickup. All out by 11:59pm
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Hotel Accommodations

To book your hotel room for Web 2.0 Expo New York visit: <http://www.web2expo.com/webexny2010/public/content/hotel>

