

WEB 2.0 EXPO – NEW YORK 2009 - NEWSLETTER

For Wednesday Sept 30, 2009

NEWSLETTER-AT-A-GLANCE:

**UPCOMING DEADLINES

- **EXHIBITOR/SPONSOR CONFERENCE CALL: Thursday, October 1, 2009 11:00am
- **INCREASE YOUR VISIBILITY AT WEB 2.0 EXPO
- **WEB 2.0 EXPO PR OPPORTUNITIES
- **BOOTH STAFF REGISTRATION
- **BOOK HOTEL ROOMS NOW FOR WEB 2.0 EXPO
- **EXHIBITOR RESOURCE CENTER: <http://ny.web2expoexhibitors.com>

UPCOMING DEADLINES

October 6th:

- *Booth Variance Request Deadline
- *Rules and Regulations Acknowledgement Due

October 9th:

- *FREE Internet Connectivity Order Form Due

October 16th:

- *Exhibitor Appointed Contractor Forms Due

EXHIBITOR/SPONSOR CONFERENCE CALL

On Thursday, October 1st at 11:00 am (PST) we will be hosting a conference call to review details and deadlines for the Web 2.0 Expo in New York (November 18 & 19). The conference call will address important information, marketing opportunities, PR opportunities as well as answer any questions you may have. This call will be recorded and available for playback if you cannot attend.

CONFERENCE CALL DIAL-IN DETAILS

To Join Audio Conference

Toll Free Conference Call Number: 1 (866) 740-1260

7-digit Access Code for Meeting: 9476102

*Please note, we will be recording this call for reference purposes and will distribute to any attendees not able to make the call.

*As a courtesy to others and to improve sound quality, please mute your phone when not speaking by pressing *6.

*You will be on hold with music until the host opens the conference call.

****INCREASE YOUR VISIBILITY AT WEB 2.0 EXPO****

Stand out from your competition by taking advantage of these special marketing opportunities. These sponsorships offer tremendous levels of awareness and branding with the press, analysts, and bloggers writing about the event:

- * Registration Sponsorship - Be the first company to greet the Web 2.0 Expo attendees at registration with your branding on the online event registration page, prominent signage onsite, screensavers at registration stations and ability to distribute a branded gift to all attendees.
- * Sponsored Session - deliver your message in a 50 minute session open to all attendees. We will promote the session onsite and in the Event Guide along with mention in the printed daily schedule distributed onsite.
- * PR Newswire Services- Looking to make a key announcement or product launch at Web 2.0 Expo? Leverage our PR expertise with a package designed to promote to the press and analysts expected at the New York event. Web 2.0 Expo 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. Online News distribution, Search Engine Optimization and Custom Media MicroLists, and Internet Photo distribution also available.
- * Email Sponsorships - You don't have to wait until November to start reaching attendees— start marketing to them now as they are planning for Web 2.0 Expo New York. Reach thousands of registered attendees with your brand and on-site plans through a banner ad in one of Web 2.0 Expo's three pre- event attendee emails. Secure one of two available placements or save both and make it an exclusive placement. Limited inventory available.

For a full list of Marketing Promotional Opportunities contact Natalia Dugandzic at ndugandzic@techweb.com or 415.947.6709

****WEB 2.0 EXPO PR OPPORTUNITIES****

You can find full information about your Web 2.0 PR opportunities at:

<http://www.web2expo.com/webexny2009/public/content/pr-opportunities>

If you want to be included in the November 9 press release highlighting the exhibitor and sponsor announcements, please submit a 50-word description of your announcement to Natalia Wodecki at nwodecki@techweb.com. Deadline for submission is October 30. Please note that this must be a first-time announcement happening at the event and no more than 50 words will be considered.

The media list will become available October 16 on the Exhibitor Resource Center and will be updated on a weekly basis.

**** BOOTH STAFF REGISTRATION****

Register your booth staff by visiting:

<https://en.oreilly.com/webexny2009/public/register>

If you are with a company that is sponsoring **and** exhibiting, use discount code **webny09etsc**

If you are with a company that is exhibiting only, use discount code **webny09etxb**

Discount Codes:

To help you promote your presence at Web 2.0 Expo NY, our Marketing Team offers a discount code which provides your clients/customers with a 25% discount off any conference package or a free Expo Pass on your behalf.

Codes (both are unlimited uses):

webny09com – 25% off all packages

webny09coe – Free Expo Pass

More information can be found about registering your booth staff, or obtaining discounted passes in the Exhibitor Resource Center under "Registration and Housing"

****BOOK HOTELS ROOMS NOW FOR WEB 2.0 EXPO NEW YORK****

If you have not booked your rooms for Web 2.0 please do so as soon as possible. Rooms are going fast.

Below are the official hotels for Web 2.0 Expo in New York with preferred rates.

*Westin New York at Times Square - \$339.00 Single/Double – Our headquarter hotel!

*Affinia Manhattan - \$229.00 Studio Suite

*New Yorker Hotel - \$269.00 Single/Double

*Wyndham Garden Times Square - \$249.00 Single/Double

Please see our website for more hotel information:

<http://www.web2expo.com/webexny2009/public/content/hotel>

****EXHIBITOR RESOURCE CENTER****

Everything you need to manage your participation at Web 2.0 Expo NY can be found on this website. It contains links to register booth staff, co-marketing and public relations information as well as very important event information relating to dates, locations, deadlines and all service order forms. Please note, if you have purchased a turnkey solution you do not need to place orders for the items included with the turnkey package. You will still need to visit the Exhibitor Resource Center to complete other required tasks as well as optional items of which you may wish to take advantage.

Please pay special attention to the due dates listed for each action item to ensure you take advantage of all marketing opportunities and service discounts.

Visit <http://ny.web2expoexhibitors.com/> to get started on your Web 2.0 Expo New York 2009 planning. You may contact 415-947-6655 or exhibitorhelp@techweb.com.

Thank you for participating we look forward to a successful event!