

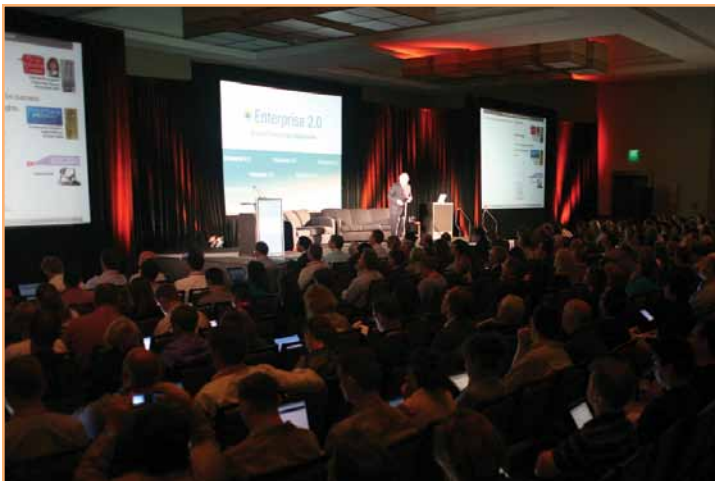
The Value of Enterprise 2.0

With the influx of Web 2.0 applications and collaboration options targeted at enterprises, 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 six years, providing a unique opportunity to get your product or brand in front of technology buyers challenging the status quo and leading the charge to enable more efficient, agile and productive workforces in their companies.

Enterprise 2.0 brings together an unduplicated audience of qualified business and IT professionals interested in setting their strategy and purchasing collaboration technologies and applications. This is the only place for them to explore, learn and see demos from leading vendors while preparing themselves and their company for survival in an ever changing business world. According to the Enterprise 2.0 West 2009 survey:

- › 86% of attendees are active in the purchase process
- › 80% of attendees are responsible for implementing E2 products in their organization
- › 80% attend Enterprise 2.0 to see new products, stay up to date on the latest collaboration technologies

The Enterprise 2.0 community of active buyers has immediate purchasing needs which require a comprehensive, integrated view of technologies, tools and services to make smart purchasing decisions and ease deployment.



What People are Saying about Enterprise 2.0:

This year's (2011) Enterprise 2.0 Conference offers further evidence that large companies are getting serious about adopting the kinds of online collaboration tools that many of their employees use routinely in their personal lives."

— *Wall Street Journal*

The Enterprise 2.0 conference reminds us that tools and techniques around collaboration only matter when they deliver concrete business value to corporate processes."

— *ZDNet*

I truly think E2.0 is one of the most valuable and important conferences we have today."

— *Jacob Morgan*

The Enterprise 2.0 audience is great because they are enthusiastic and skeptical at the same time. So they ask good questions and they're completely honest. If they bring up an issue they're running into or a direction they see the industry moving towards, it's valid and you know it will turn into something tangible that gains momentum in the near future."

— *Sonya Balzer, SuccessFactors*

Enterprise 2.0 is the best way for my company to generate leads and gain exposure."

— *Stephanie Voutas, Mzinga*

@barbmosher: lots of interesting tweets coming out of #e2conf - now I really wish I was there

@darwineco: At #e2conf Full sessions! Looks like a strong attendance this year

@jqsmooth: Loving #e2conf today. The sessions I've attended have given me so many new ideas. That's what I call knowledge sharing!

@lstigerts: Wow, the @nGenera booth is PACKED. No joke. I think we're gonna need a bigger booth. #E2conf

@frogpond: ok, #e2conf is over - this was an excellent event, so glad I made the trip over from Europe

Conference topics and programs include:

- › Social Business Apps and Platforms
- › Enterprise 2.0 Platforms
- › Unified Communications and Collaboration
- › Social Media and Community
- › Adoption in the Enterprise
- › Search
- › Video
- › Mobility
- › Activity Streams
- › Building an Enterprise 2.0 Culture
- › Community and Marketing 2.0
- › Enterprise Mash-ups
- › Enterprise RSS & Syndication
- › Enterprise Software
- › Social CRM
- › Social Messaging & Twitter
- › Social Networking in Business
- › Social Search
- › Standards for Social Software



Establish Your Company as an Enterprise 2.0 Industry Thought Leader



Enterprise 2.0 Attendee Snapshot*

Enterprise 2.0 provides a platform for you to meet face-to-face with high level IT and business professionals from companies and organizations in various markets who attend Enterprise 2.0 to gain insight into developing and implementing a collaboration strategy. Past attendees include:

- › Advanced Fiber Networks—President & CEO
- › Aetna Inc.—Tech Lead
- › Agilent—IT Collaboration Architect
- › Alcatel-Lucent—Social Media Architect
- › Alcoa Fastening Systems—Director, Information Services
- › American National Bank of Texas—SVP, Director of IT
- › ArcSight, Inc.—Enterprise Community Manager
- › Bank of Montreal—Sr. Technical Specialist, Applied Innovation
- › Boeing—Technology Strategist
- › Booz Allen Hamilton—Community Manager
- › Cablevision—Principal Architect
- › Catenary Corporation—VP, Engineering
- › China Telecom—Business Manager
- › Cisco Systems—Director, Governance and Operations
- › Citibank—SVP of Social Media
- › Comcast—VP, Technology Solutions
- › Current TV—VP, Broadcast and Production Technology
- › Dell—Head of Global Community
- › E3 Healthcare—System Administrator
- › eBay—Enterprise Portals Solutions Manager
- › Fujitsu Technology Solutions—Director Technology Strategy
- › Google—Apps Solutions Architect
- › Hitachi Data Systems—Collaboration and Social Learning Program Manager
- › Honeywell—Sr. Manager Collaboration
- › Houghton Mifflin Harcourt Publishing Company—Executive Vice President, Chief Human Resources Officer
- › HP—Director of Engineering
- › Intel—Collaboration Engineer
- › Intuit—VP, HR Workforce Technology
- › John Deere—Technology Architect
- › Juniper Networks—Enterprise Community Manager
- › Kimberly-Clark—Director Collaboration
- › Kraft Foods—Associate Director, Collaboration and Social Media Solutions
- › LinkedIn—User Experience Designer
- › Logitech—Enterprise Architect
- › MITRE—Director Enterprise Architecture and Innovation
- › Motorola Mobility—Sr. Manager
- › NetApp—Director of Learning Systems and Services
- › Nike—Director, Collaboration
- › Nordstrom—Project Manager, Web Development Services
- › Overstock.com—Manager of Collaborative Systems
- › Qualcomm—Sr. Director, Human Resource Management
- › Robert Half International—Sr. Manager Enterprise Intranet Portal
- › Salesforce.com—Community Manager
- › SAP—Director, Social Business Innovation, Global Ecosystem and Partner Group
- › Shutterfly—Sr. IT Systems Engineer
- › St. Jude Medical—IT Manager
- › State Farm—Tech Analyst
- › Silicon Valley Bank—Sr. Systems Analyst
- › Target—Sr. Business Analyst
- › Thomson Reuters—SVP, Global Head of Community Strategy
- › Trend Micro Inc.—Director, Enterprise Architecture
- › United States Department of State—Director of the Office of eDiplomacy
- › Visa—Lead Engineer
- › Wells Fargo Corporation—Senior Vice President, Corporate Human Resources, Team Member Portal
- › Yahoo! Inc.—Director of Open Source
- › Zeltiq—Director of IT

**Source: Enterprise 2.0 2010 Santa Clara Verified Attendee Database*

Enterprise 2.0 Attendee Profile**

JOB FUNCTION

Line of Business	54%
IT	46%



LEVEL OF RESPONSIBILITY

Executive	71%
Manager	17%
Staff	12%

- > 94% of attendees are involved with the IT purchase process
- > 71% of attendees are Director level or higher
- > 80% of attendees have a purchasing role
- > 70% of companies in attendance have an annual budget of more than \$100,000

COMPANY SIZE

Large: 1,000+ employees	41.6%
Medium: 50-999 employees	28.0%
Small: 1-49 employees	28.8%

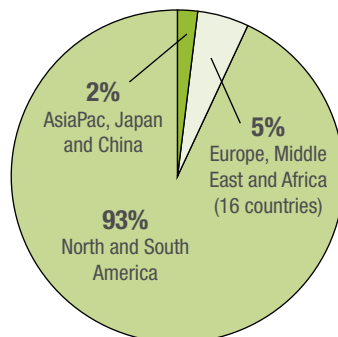
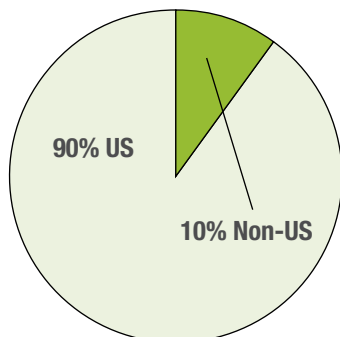


REASON TO ATTEND ENTERPRISE 2.0

See new products, stay up to date on the latest enterprise 2.0 technologies	79.7%
Meet and network with business associates and peers	55.1%
Meet with enterprise 2.0 technology vendors and evaluate products	51.7%
Efficient use of my time by seeing a variety of enterprise 2.0 technologies in one place	35.6%
Learn skills to advance my career	25.4%

**Enterprise 2.0 2010 Santa Clara data

GEOGRAPHIC BREAKDOWN



Past Media Sponsors



Sponsorship Packages

Enterprise 2.0 Conference 2011 Sponsor Programs are designed for maximum visibility, including pre-event, onsite and post-event marketing.

DIAMOND SPONSORSHIP

Pre-Event Benefits

- › Quarterly conference call with Enterprise 2.0 General Manager
- › 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, as available
- › 60 minute Workshop
- › 20x20 booth space in Expo Pavilion
- › Ten 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)
- › 15 single session passes
- › Sponsor Snapshot in housekeeping slides in Keynote room (sponsor to provide)
- › 20 minute presentation in Enterprise 2.0 Theater during expo hours

Post-Event Benefits

- › 3x use of the post-event attendee postal mailing list via third-party bonded mailhouse

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 Expo Pavilion
- › Two Full 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 via third-party bonded mailhouse

PLATINUM SPONSORSHIP

Pre-Event Benefits

- › Quarterly conference call with Enterprise 2.0 General Manager
- › 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), as available
- › 10x20 booth space in Expo Pavilion
- › Five Full Conference passes
- › ½ panel ad in the Pocket Guide
- › Sponsor designation with logo on onsite signage and pocket guide
- › 11 single session passes
- › 20 minute presentation in Enterprise 2.0 Theater during expo hours

Post-Event Benefits

- › 2x use of the post-event attendee postal mailing list via third-party bonded mailhouse

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

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 Full Conference passes
- › ¼ panel ad in the Pocket Guide
- › 9 single session passes
- › Sponsor designation with logo on onsite signage and pocket guide
- › 20 minute presentation in Enterprise 2.0 Theater during expo hours

Post-Event Benefits

- › 1x use of the post-event attendee postal mailing list via third-party bonded mailhouse

TURNKEY SOLUTIONS* 10X10 / 10X20

Pre-Event Benefits

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

Onsite Benefits

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

**Contact your sales rep to discuss Turnkey options*

Theme Sponsorships

With the influx of Web 2.0 applications and social computing options targeted at enterprises, 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 six 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.

Maximize your visibility, showcase thought leadership and generate demand by sponsoring themes that align with your marketing priorities.

THEMES AVAILABLE FOR SPONSORSHIP AT ENTERPRISE 2.0 SANTA CLARA (LIMIT TWO PER THEME):

Social CRM & Customer Engagement

Enterprise 2.0 enables organizations to accelerate organizational performance by supporting not just inward facing but also outbound collaboration to respond to critical customer support, innovation, and sales and marketing opportunities. What makes this theme ground-breaking is that it promises a future where collaboration and customer interaction become extensions of each other and therefore, the optimal way of providing mutual value for the company and the customer.

Internal Community Development

This theme will explore both the tactical and strategic elements of community development and management through the eyes of seasoned practitioners. The theme will help attendees to plan a community approach, hire a community manager, create a methodology to measure community performance, manage a community and understand how community fits into the larger business context.

People & Culture

The HR Collaboration Strategies theme will discuss how to ensure the HR voice and perspective is heard in strategic planning, and that the technology being contemplated is appropriate for your company size and personnel profiles. We will focus on realizing business value from collaboration tools, and how to strategize around building on existing technology foundations—including payroll, comps, benefits, incentives and training/learning—to transition into a more connected and aware culture and organization.

Business Tools and Customer Engagement

Regardless of platform, nearly all enterprises have to deal with complex challenges around integration, performance, security, compliance, upgrade cycles and support. Although many of these tools are young, some key lessons are emerging among enterprise adopters. This theme will discuss current state-of-the-art in social and collaborative applications, along with analysis of the market trends shaping next generation platforms.

Analytics and Metrics

The Analytics and Metrics track will show attendees how to measure the success or failure of Enterprise 2.0 within their organization through activity and social network analysis, surveys, focus groups and activity logs. Attendees will also learn how the size and culture of your organization, their communications plan, and their infrastructure capabilities affect their ability to give Enterprise 2.0 a quantified business value.

Community Management: Engaging External Audiences

In this track, we will explore how communities are used for marketing, support, and partners - constituencies that can be quite challenging to herd but for whom communities can be a powerful resource. While there are many principles of community management that do not change in different contexts, managing communities of prospects, customers, and partners brings unique challenges because it changes the balance of power between an organization and its market.

Mobile Enterprise

Mobility adoption has moved from a luxury to mainstream as a wide range of smart connected devices such as cell phones, tablets, and even cars are hitting the market. Employees are now armed with powerful mobile devices - creating a vast new opportunity for businesses to leverage mobile technology to improve employee collaboration and communications. Mobile can enhance Enterprise 2.0 technologies with location, richer presence, new user interfaces and the ability to capture data anywhere. This track will discuss how mobility is changing collaboration and communications, and how businesses can build mobile-enabled Enterprise 2.0 strategies that support business process improvements.

THEME SPONSORS RECEIVE THE FOLLOWING BENEFITS:

Pre-Event

AWARENESS/DEMAND GENERATION

- › Sponsor logo inclusion where appropriate (ie. education program promotion, audience generation marketing materials, etc.) *Deadlines apply*
- › Company logo on dedicated Theme webpage
- › 125x125 banner ad in one prospect marketing theme focused email
- › 125x125 online banner ad on Enterprise 2.0 Boston specific theme webpage

THOUGHT LEADERSHIP/DEMAND GENERATION

- › Online posting of whitepaper until 1/30/12 on Enterprise 2.0 specific Theme webpage

Onsite

AWARENESS/DEMAND GENERATION

- › Logo inclusion on signage identifying Theme sponsors *Deadlines apply*
- › Logo inclusion in Keynote welcome slides identifying Theme Sponsors
- › Logo Inclusion in conference welcome slides displayed within specific theme conference room
- › ¼ panel print ad in Event Guide *Deadlines apply*
- › Logo inclusion on theme appropriate conference track signage *Deadlines apply*
- › Single-sided sign (Produced by Enterprise 2.0 with your artwork) *Deadlines apply*
- › 2 complimentary passes for customers to the one-day theme sponsorship program
- › Seat drop in specific theme conference room *Deadlines apply*

» [Add a sponsored session to enhance your visibility. Contact your representative for details.](#)

Marketing and Promotional Opportunities

Use Marketing and Promotional Opportunities to cross promote and elevate your presence at Enterprise 2.0 with unique programs that highlight brand visibility and awareness.

SPONSORSHIPS:

Aisle Signs Sponsorship

Imagine attendees seeing your company logo as they make their way through the show floor. Aisle identification signs advertise your company brand to all attendees when they walk the show floor. This is a great opportunity for premium exposure right on the Expo floor. UBM TechWeb to produce with sponsor's artwork (Deadlines Apply).

Attendee Notebooks

An excellent opportunity to provide a useful notebook and pen imprinted with your company name and logo to all attendees. Includes attractive notebook and pen.

Badge Sponsorship

Everyone who attends Enterprise 2.0 wears a badge. Exclusively sponsor the badge and have your company message displayed to all attendees and put your company and product positioning and booth number in front of buyers—a great way to drive attendees to your booth. Sponsorship benefits include:

- > The back side of the badge
- > Company logo and booth number in upper right corner on the front of the badge

Conference T-Shirts

A high visibility opportunity that will last long after the conference, T-shirts will be given to all attendees. Your company name, logo and advertising message appear on the T-shirt, along with the conference name, dates and logo.

Directional Signage Sponsorship

Attractive directional signage will be located throughout the conference center, directing attendees to sessions, exhibits and special events. Your company logo will appear on every sign.

Espresso Cart

Attendees will enjoy complimentary espresso, cappuccino and other coffee drinks courtesy of your company. Sponsor receives acknowledgement via on-site signage and the Official Event Guide. (Client pays for cart.)

E2 TV Sponsorship

Extend the reach of your Enterprise 2.0 event sponsorship beyond the event by capturing your company's demo on E2TV. Have your company executive or product expert sit down with a UBM TechWeb editor and give a 5 minute live demo at our custom built E2TV studio on the Expo floor at Enterprise 2.0.

Floor Decals (Limit six decals per company)

Direct Enterprise 2.0 Conference attendees to your booth with these 2 ft. x 2 ft. expo floor decals, customized with your company logo and booth number.

Hanging Banners

Promote your brand with 9 ft. x 3 ft. high-traffic placements at the convention center. Artwork provided by sponsor. UBM TechWeb to produce the banner.



Maximize Your Brand Exposure through Sponsorships



Hotel Room Drops 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 Hyatt Regency Santa Clara. This is a great opportunity to distinguish yourself from the competition. Sponsor to produce room drops. Tuesday Sold.

Lanyard Sponsorship

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 promote your brand everywhere at Enterprise 2.0. UBM TechWeb to produce the lanyards.

Luggage Tags

Your company is guaranteed visibility long after the conference by sponsoring these luggage tags featuring the Enterprise 2.0 logo and your company name and logo.

Media Center/Speaker Lounge Sponsorship

The Lounge gives registered speakers, members of the media and analysts a quiet place to write the latest news hot off the Exhibit floor or simply a place to relax. Use this sponsorship opportunity to increase your company and/or product awareness with speakers and the media. Sponsorship includes the following: Company logo on one-sided kiosk outside of the Lounge, ability to distribute literature or provide a small giveaway (i.e. pens, notepads) and logo on table tents. The sponsorship also includes designation in the Event Pocket Guide and on the Enterprise 2.0 Santa Clara website.

Meeting Rooms

Secure your company one or more of the limited Meeting Rooms at the venue. Additional meeting rooms are ideal for small receptions, private meetings, staff needs, or staging areas. Combine areas for larger functions.

Meterboard Signs

Located in high-visibility areas throughout the Santa Clara Convention Center, meterboard signs enable you to advertise new products and technologies and increase your company's visibility to buyers. Artwork provided by sponsor. UBM TechWeb to produce the meterboards.

Mouse Pads

Stay in front of Enterprise 2.0 attendees all year round with this exclusive Enterprise 2.0 sponsorship. These custom mouse pads will be imprinted with your company logo and distributed at registration.

Marketing and Promotional Opportunities continued

Official Conference Tote Bag Sponsorship

Gain visibility by placing your company logo on the official Conference Tote Bag distributed to all attendees, speakers and media. The official Conference Tote Bag is a prime takeaway item from the event and is distributed upon registration check-in. (Logo submission deadline October 15, 2011)

POCKET GUIDE ADVERTISING:

The Pocket Guide is filled with key event information and is given to all registered attendees at the show. The Pocket Guide is used as a year-round reference and shared by attendees with others in their organization. (Order deadline October 8, 2011; Artwork deadline October 15, 2011)

- > Full Panel 4-Color, Back Cover Position
- > ½ Panel 4-Color
- > ¼ Panel 4-Color

Pocket Highlighter

Give a little color to your brand by sponsoring these tiny highlighters. Great as giveaways on-site and wonderful takeaways, this useful and compact highlighter will prove to attendees that your company is the “fuchsia” of collaboration.

Popcorn Cart

Attendees will enjoy popcorn courtesy of your company. Sponsor receives acknowledgement via signage and the Official Event Guide.

Post-Show Recap Email Sponsorship

Sponsoring the post show Enterprise 2.0 recap email reconnects you with Enterprise 2.0 attendees. Email promotes event highlights and each sponsorship includes a 125x125 banner ad with a link to company website. Up to four sponsorships available.

Pre-Registered Attendee Marketing Email Sponsorship

Sponsoring an Enterprise 2.0 pre-registered attendee marketing email puts your company front and center with prospective buyers. Emails promote event highlights and each sponsorship includes a 125x125 banner ad with a link to company website. Up to two sponsorships available per email.

Prospect Attendee Email Sponsorship

Sponsoring an Enterprise 2.0 prospect attendee marketing email puts your company front and center with potential attendees. Emails promote registration discounts and event highlights. Each sponsorship includes a 125x125 banner ad with a link to company website. Up to three sponsorships available per email.

Publication Bins

The Enterprise 2.0 Official Event Guide and other sponsoring publications will be distributed during the four-day event. Your company's name and logo will appear on the “header” of every publication bin.

Recycle Stations

As a UBM TechWeb Events initiative we are encouraging attendees to recycle lanyards and badges by dropping them into branded drop boxes. This sponsorship will show your leadership and commitment to the green initiative with your logo on each unit.

Registration Sponsorship

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

Show Bag Inserts

An excellent and affordable opportunity. Your company's promotional literature will be inserted into every book bag distributed to Enterprise 2.0 attendees, speakers and members of the press.

Smoothie Station

Attendees will enjoy ready and made-to-order smoothies courtesy of your company. Sponsor receives acknowledgement via signage and the Official Event Guide.

Travel Mugs

Enjoy great visibility beyond the show as you take to the road with Enterprise 2.0 attendees. These attractive thermal travel mugs will feature your company logo and the event logo.

USB Drive

Another opportunity for lasting visibility, the USB will be given to all attendees and each will feature your company's logo.

Water Sponsorship

Satisfy attendee's thirst while driving traffic to your booth. These co-branded water bottles will be distributed at registration to attendees. Sponsorship includes cooler wrap with logo that will be available to paid conference attendees during conference breaks. This environmentally-friendly sponsorship allows you to support the refresh, refill and rehydrate way to be Green and extend your presence long after the conference adjourns.



For exhibitor and sponsor opportunities, contact:
Diana Pivacek at dpivacek@techweb.com