

THE FUTURE OF WEB APPS

September 13-14 2006 | San Francisco

www.carsonworkshops.com/summit

BENEFITS OF SPONSORING

- ▶ You will have a unique opportunity to reach the business leaders and technology influencers in the US web industry today.
- ▶ You will be given the opportunity to get 900 attendees over two days excited about your product or service.
- ▶ You'll have access to influential media at the conference. Contact information for all leading bloggers and press, who will be attending the conference, will be available only to conference sponsors. This will allow you to set up valuable interviews before and during the conference.
- ▶ Your company or product details will be included in all pre and post conference marketing.
- ▶ You will be associating your brand with world-leaders in Web 2.0 methodologies.

SPONSORS PACK

Please call +44 (0) 1225 31 33 77
or +44 (0) 7968 88 10 253
or email
ryan@carsonworkshops.com

* NETWORKING EVENTS

- ▶ Pre-con breakfasts
- ▶ Speakers' Drinks

AVAILABLE SPONSORSHIP PACKAGES

PLATINUM	\$95,000	GOLD	\$45,000	SILVER	\$5,000
<p>(Only two slots available)</p> <ul style="list-style-type: none"> ▶ 15-minute speaking spot within the main schedule on one day of the conference. This is an amazing opportunity to demonstrate the vision for your product or service to leading US technology influencers ▶ Booth in entrance hall ▶ Two guest invitations to the exclusive pre-conference drinks party with speakers ▶ Listed as Platinum sponsor on all event marketing (website, press releases, print advertising, newsletters and program guide) ▶ Logo on name badges (largest of all sponsors) ▶ Logo/name printed on name badge lanyards ▶ Two page advert in program guide ▶ Five full event passes ▶ Your logo (largest) on the holding screen projected while attendees are entering the event, during breaks and in between presentations ▶ Access to influential media at the conference - contact information for all bloggers and press who will be attending the conference will be available only to conference sponsors ▶ Logo on laptop bags given to attendees ▶ 2 text ads in Carson Workshops newsletters (2500 readers) ▶ Sponsorship of the conference party ▶ Opportunity to put content in attendee laptop bag ▶ 1 month banner ad on Vitamin (thinkvitamin.com/advertise.php) 		<ul style="list-style-type: none"> ▶ Logo on web site (second largest of all sponsors) ▶ Logo on name badges (second largest of all sponsors) ▶ Listed as Gold sponsor on all event marketing (site, press releases, print advertising, newsletters and program guide) ▶ One page advert in program guide ▶ Includes sponsorship of one of the networking events* ▶ Your logo on the holding screen projected while attendees are entering the Great Hall, during breaks and in between presentations ▶ Access to influential media at the conference - contact information for all bloggers and press who will be attending the conference will be available only to conference sponsors ▶ Opportunity to put content in attendee laptop bag ▶ 1 month banner ad on Vitamin (thinkvitamin.com/advertise.php) ▶ 1 text ad in Carson Workshops newsletter (2500 readers) 		<ul style="list-style-type: none"> ▶ Logo on web site (third largest of all sponsors) ▶ Your logo on the holding screen projected while attendees are entering the Great Hall, during breaks and in between presentations 	
		DRAGON'S DEN		\$5,000	
		<ul style="list-style-type: none"> ▶ This is an exclusive opportunity to discover the next big app idea. You and four other VCs will listen to 10-minute pitches from conference delegates and decide if you want to invest. 			
		FIVE MINUTES OF FAME		\$4,500	
		<ul style="list-style-type: none"> ▶ Demo or launch your product in front of all attendees ▶ Capture the imagination and attention of the web industry ▶ Get valuable PR and name recognition for your web app 			

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THE DRAGON'S DEN

The Dragon's Den is an affordable and exciting way for investors to find great web applications that are seeking investment

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HOW DOES IT WORK?

INVESTORS

The Future of Web Apps will have 850 attendees that are on the forefront of the web applications industry. Many of these will be looking for funding, so the event is a great place for investors to find these projects.

There will be a dedicated room ("The Dragon's Den") during the two-day event where web app teams will register for 10 minute slots. During their slot, they will pitch their idea to you and the other investors that have signed up to participate. If you like a pitch, then you can move forward with negotiations right then and there.

Once you've signed up to participate, we'll email you details of the teams that are seeking investment.

WEB APP TEAMS

You'll have 10 minutes to present your idea to a room full of some of the most qualified investors in the web industry. You'll need to succinctly explain your idea and how much cash you're looking for. Then it's up to the Dragons!

Just email Ryan Carson on ryan@carsonworkshops.com and we'll let you know if there are spots open. Please include your name, company name and phone number. Please note that you will need to purchase a ticket to the Summit in order to participate.

HOW MUCH DOES IT COST?

INVESTORS

To participate, there is a fee of \$5000 USD for each investor. If we are unable to secure at least 10 teams seeking investment, we will refund the entire fee.

WEB APP TEAMS

There is no charge to participate. Please note that you will need to purchase a ticket to the Summit in order to participate.

HOW DO I SIGN UP?

Just email Ryan Carson on ryan@carsonworkshops.com or give us a call on +44 79688 10 253. We'd be happy to answer any further questions you might have.

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FIVE MINUTES OF FAME

If you'd like to get massive publicity for your new web app or product, this is the place to do it. There are only 10 slots and they're going to go quick!

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HOW DOES IT WORK?

There is a one hour slot during The Future of Web Apps dedicated to showcasing new web applications and products.

You will have five minutes to give a presentation on the main stage, in front of all 850 conference attendees. You'll be able to bring your own laptop and you can have as many people participate in the presentation as you like.

In addition to getting an exclusive five minute slot on the main stage, you'll get:

- Your logo on the conference home page (www.carsonworkshops.com/summit)
- A listing in all conference press releases
- One complimentary conference pass

HOW MUCH DOES IT COST?

There is a fee of \$4500 USD for each five minute slot.

HOW DO I SIGN UP?

Just send an email to Ryan Carson on ryan@carsonsystems.com or give us a call on +44 79688 10 253. We'd be happy to answer any questions you might have.