

FOWA | *EXPO*

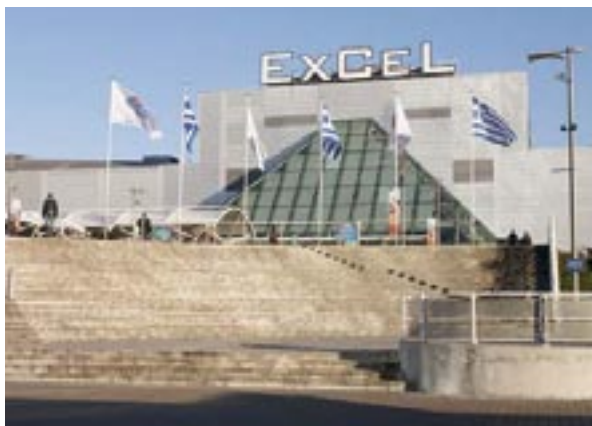
FUTURE OF WEB APPS™

October 3-4, 2007

ExCel London

International Exhibition and
Conference Center / London / UK

We are pleased to present the sponsorship and exhibit opportunities at the 4th Future of Web Apps Expo event in London. Spend two days with the top web entrepreneurs, developers, designers and marketers as we dive deep into the latest Web 2.0 technologies, standards and practices.



With more than 3000 expected attendees, over 50 exhibitors and sponsors, and a top tier press audience, FOWA Expo London is Europe's premiere Web 2.0 event.

FOWA Expo Topics

- Essential Web App Security
- Implementing OpenID
- Scaling your Web App
- Web page performance
- Ruby on Rails
- Increasing profit with communities
- Customer service as marketing
- Growing your web app:
Iteration & Expansion
- Marketing through connection
- Visualisation Mashups

Sponsorship Opportunities

Diamond Sponsor £30K+VAT 2 available

- 9m x 9m booth on expo floor (best location)
- 10 Minute Keynote to entire audience (Pending approval of speaker/content)
- 45 minute breakout session in sponsored track
- 20 minute Vendor Presentation in the Exhibit Hall (on a first come, first serve basis)
- 2 page full color ad in attendee program
- Top logo placement on conference website
- 100 word company description and URL/logo on website and attendee program
- 8 full conference passes (not including workshops)
- Literature distribution
- Pre-event press and analyst list

Platinum Sponsor £20K+VAT 2 available

- 6m x 9m booth on expo floor (best location)
- 5 Minute Keynote to entire audience (Pending approval of speaker/content)
- 45 minute breakout session in sponsored track
- 20 minute Vendor Presentation in the Exhibit Hall (on a first come, first serve basis)
- 1 page full color ad in attendee program
- Logo placement on conference website
- 75 word company description and URL/logo on website and attendee program
- 6 full conference passes (not including workshops)
- Literature distribution
- Pre-event press and analyst list
- Pre-registered opt-in attendee list

Gold Sponsor £10K+VAT 7 available

- 3m x 6m booth on expo floor (best location)
- 45 minute breakout session in sponsored track
- 20 minute Vendor Presentation in the Exhibit Hall (on a first come, first serve basis)
- 1 page full color ad in attendee program
- Logo placement on conference website
- 75 word company description and URL/logo on website and attendee program
- 4 full conference passes (not including workshops)
- Literature distribution
- Pre-event press and analyst list
- Pre-registered opt-in attendee list

Silver Sponsor £5K+VAT

- 3m x 3m exhibit package (carpet, one internet drop, one electrical drop, shell backdrop)
- 20 minute Vendor Presentation in the Exhibit Hall (on a first come, first serve basis)
- 1 page full color ad in attendee program
- Logo placement on conference website
- 75 word company description and URL/logo on website and attendee program
- 2 full conference passes (not including workshops)
- Literature distribution
- Pre-event press and analyst list
- Pre-registered opt-in attendee list

Exhibit Packages

Exhibit Package

£2195+VAT

- 3m x 3m exhibit package (carpet, one internet drop, one electrical drop, shell backdrop)



We have chosen Melville Exhibition and Event Services as the official exhibitor services provider. Melville will be happy to provide any additional design, installation and rentals for all of your booth needs.

Reach the European Web Community. Demonstrate your leadership by sponsoring the Future of Web Apps+Expo.

Additional Sponsorships

(contact for more pricing and details)

- Exhibit Hall Reception
- Exhibit Hall Afternoon Dessert and Coffee/Tea
- Exhibit Hall Morning Coffee/Tea
- Exhibit Hall Lounge
- Lanyard Sponsorship
- Press Room
- Speaker Lounge
- Wireless/ Networking
- Wiki Technology
- The Lounge (online)

Past Sponsors include:

Adobe, AOL, Fotango/Zimki, Google, Microsoft, SpinVox, ThinkFree.

Show Hours

- Move In October 2, 2007 10:00-18:00
- Expo Open October 3, 2007 10:00-18:00
- Expo Open October 4, 2007 10:00-18:00
- Move Out October 4, 2007 18:00-22:00

For more information contact Andrew Calvo

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