

Mashup Camp 2008

SPONSOR PROSPECTUS



SUSTAINING MEMBER

Opportunity to be recognized throughout multiple 2008 events as a premiere supporter of the mashup developer community / ecosystem

BENEFITS (through December 2008)

- Premiere and continuous placement of Company logo on Mashup Camp website
- Mention of Sustaining Membership in all outbound Mashup Camp emails to the community
- In press releases, Company may identify itself as a "Sustaining Member" of Mashup Camp
- Acknowledgement of Sustaining Membership during opening and closing remarks at all 2008 Mashup Camps
- Premiere placement of Company logo at all 2008 Mashup Camp registration sites
- Company may display a banner at all 2008 Mashup Camps (up to 3x6)
- Unlimited free passes to all 2008 Mashup Camps

KEY SPONSOR

NO LIMIT

Opportunity to be recognized at a single event as a high level sponsor and major supporter of Mashup Camp

BENEFITS (per event)

- Access to emails of all event registrants who have opted-in to receive sponsor info (must agree to Mashup Camp Anti-Spam Manifesto – see page 3 of this document)
- Two Solution Provider Speed Geeking tables w/ 2 20-minute Chalk Talks each
- Co-sponsorship of the Awards Cocktail Reception
- Acknowledgement as a Key Sponsor in opening and closing remarks at Camp and in all communications with the mashup community
- High level placement of Company logo on Mashup Camp website
- Display of Company banner on-site (up to 3x6)
- Opportunity to distribute 1-page flyer directly to all event attendees
- One "Base Station" table top at the event
- 20 free passes to the event

SOLUTION PROVIDER SPEED GEEKING TABLE

LIMIT 20 PER EVENT

Opportunity to host one Speed Geeking table and participate in the Solution Provider Speed Geeking session on Day One

BENEFITS (per event)

- Acknowledgement as a Solution Provider Speed Geeking participant in opening and closing remarks at Camp and in all communications with the mashup community
- Placement of Company logo on Mashup Camp website
- Two 20-minute Chalk Talks per every one Speed Geeking table purchased
- One "Base Station" table top per every one to two Speed Geeking tables purchased
- 10 free passes to the event per every one Speed Geeking table top purchased

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JOIN US!

Mashup Camp NYC
October 6-8, 2008

Mashup Camp Mountain View
November 17-19, 2008

Mashup Camp London
Dates to come

Website

www.mashupcamp.com

General Questions

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Sales Questions

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A LA CARTE SPONSORS

All A La Carte Sponsors receive the following benefits per event sponsored

- Acknowledgement as an event sponsor in opening and closing remarks at Camp and in all communications with the mashup community
- Placement of Company logo on Mashup Camp website
- 5 free passes to the event

HOSTING PROVIDER

LIMIT 1 PER EVENT

Opportunity to provide the technology upon which all mashups are run during the event and distribute 1-page flyer directly to all event attendees

BASE STATION TABLE TOP

Opportunity to staff a 6-foot sponsor table, with dedicated internet access, electrical power and 2 chairs, throughout all three days of Camp

UNCONFERENCE PRESENTATION

Opportunity to host a 60-minute presentation during Day Two's unconference —this element is incorporated into the Camp program— each slot is run parallel to "Hack Day" and in accordance with Open Space methodology

CONFERENCE BADGE

LIMIT 1 PER EVENT

Opportunity to display 4-color Company logo on conference name badges with clear, clip-on badge holder

BREAKFAST & LUNCH

LIMIT 1 PER DAY

Opportunity to sponsor breakfast and lunch for one day of Camp—includes Company logo placement on table tops throughout breakfast and lunch

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SPONSOR PROSPECTUS



Mashup Camp Anti-Spam Manifesto

Sustaining the Mashup Camp community involves a symbiotic relationship between mashup developers, mashup solution providers, and TechWeb (the producer of Mashup Camp). Running large events like Mashup Camp (involving 300+ attendees) requires advance scheduling of venues, caterers and other service providers all of which represent hard costs that must be paid in advance. Most Mashup Camp community members recognize the important financial contribution that solution providers provide by sponsoring Mashup Camp and sustaining a financial pipeline for the community, allowing attendees to extract an extraordinary amount of value from a relevant event that caters to their professional, educational, informational, and networking needs (as well as their stomachs).

In return for their financial support, Mashup Camp sponsors are often looking to stimulate developer interest in their mashup offerings and/or solicit candid feedback about those offerings as they prepare certain solutions for wider market reach. In looking to find an equitable balance between this need, the value to developers, and TechWeb's ability to both sustain and evolve Mashup Camp, TechWeb is now offering two registration options for Mashup Camp. The first is the PAID REGISTRATION option. A person who pays a nominal fee (the total is actually less than the per person cost for catering), is guaranteed a spot at Mashup Camp and TechWeb will NOT give his or her name, email address, and contact details to the Camp's sponsors. Or a person may select the FREE REGISTRATION option. By choosing this option, attendees are also guaranteed a spot at Mashup Camp. The only difference is their contact information will be provided to the sponsors of that particular Camp which have signed the Mashup Camp Anti-Spam Manifesto.

While all members of the Mashup Camp community recognize that Camp must involve mutual benefits to all parties, they also recognize that those benefits must not come at an expense to the integrity of the community. Abuse of any community member's contact information would constitute such a transgression and as such, sponsors of Mashup Camp must agree to the terms of this Mashup Camp Anti-Spam Manifesto or forgo access to the contact information of non-paying Mashup Camp attendees.

Here are those terms.

Mashup Camp sponsors agree:

- to use the contact information obtained through Mashup Camp for no other purpose than to transmit information that's connected with the practice of mashup and browser-based software development. Such information can include information about products, services, solutions and other events geared specifically to mashup developers and the practices of mashup and browser-based software development. A good acid test for sponsors about what qualifies and what doesn't is whether the message under consideration is also a message that would be directly communicated to Mashup Camp attendees at the event itself.

[Anti-Spam Manifesto continues on the next page...]

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- not to sell, transfer, or otherwise distribute the contact information they obtain through their Mashup Camp sponsorship to third parties. Third parties include external entities and companies as well as other divisions within the same company whose solutions don't directly address the informational or technology needs of mashup and browser-based software developers.
- to ensure a method by which Mashup Camp attendees can permanently unsubscribe from subsequent mailings from that sponsor.
- to abide by the provisions of the federal Can Spam Act of 2003. Among the Can Spam Act's many provisions are a functioning unsubscribe feature and the presence of a physical mailing address where the sender can be reached. Mashup Camp sponsors should consult the documentation of the Can Spam Act as well as their legal counsel if they have any questions regarding the legality of their mass email practices.
- to be respectful with the number of and frequency of mailings that are sent to Mashup Campers. After all, at some point, if a sponsor engages too frequently in e-mail blasts, developers will know to tune them out. E-mails are most effective when they're relevant, personal, and expected by the recipient. Over usage of an e-mail list will hinder both deliverability and return on investment.
- to keep a contact available to the producers of Mashup Camp in case any Mashup Camp attendee files grievances or complaints over the e-mail practices of the sponsors. In such instances, Mashup Camp sponsors agree to seek a solution that's amenable to all parties.

This Mashup Camp Anti-Spam Manifesto does not impose any formal legal requirements upon Mashup Camp's sponsors. It is designed to preserve the integrity of the relationship between those who attend Mashup Camp and those whose financial support makes Mashup Camp possible. All members of the Mashup Camp community recognize that healthy and symbiotic relationships among the various Mashup Camp constituencies are responsible for ensuring value for all. Through the Mashup Camp Anti-Spam Manifesto, we have attempted to establish the spirit of that integrity. Just because something that makes sense with regard to respecting the inboxes of Mashup Camp attendees isn't listed here doesn't mean Mashup Camp's sponsors shouldn't do the right thing. Please, do the right thing, always.

Mashup Camp is a production of TechWeb, A division of United Business Media LLC.

For further information about how TechWeb respects your privacy, please see the [UBM LLC Privacy Policy](#). We suggest that you review the privacy policies of the Sponsors to understand how they will use information about you, whether we have provided it to them as part of a FREE REGISTRATION or you have given it to them directly at the Camp.