

TNW

THE NEXT WEB CONFERENCE

AMSTERDAM, THE NETHERLANDS

APRIL 27, 28, 29 - 2011





NUMBERS

The Next Web is Europe's leading Internet conference and goes into its sixth edition. In 2010 over a thousand people attended TNW per day.

Each edition of TNW conference is covered by a breadth of leading Tech media outlets, reaching a multi million audience.

Techcrunch | ReadWriteWeb | Mashable | The guardian | ZDnet | Sonntagszeitung | Wired.com | Bright | BBC | Business News Radio | Financieel Dagblad | prime time news NOS | NU.nl

TheNextWeb.com



1.700.000 unique visitors (monthly - Google Analytics September 2010)



500.000 Twitter followers (TwitterCounter September 2010)



11.000 Facebook fans (September 2010)



THE NEXT WEB

We expect 1200 Internet professionals to attend TNW2011. As we do every year we'll have great speakers as well as the most promising web and mobile startups all joining the infamous Startup Rally. Apart from food for the brain there are dinners and parties every night to ensure maximum fun, networking and the business.

The attendees are a blend of decision makers from the European & American tech scene, technology entrepreneurs, start-ups, innovators, along with venture capitalists, industry journalist, bloggers, and senior level executives attend the conference. This year special attention goes out to bring in more developers (see also TNW Coding Weekend).





QUEENSDAY

Queensday is a national holiday and is celebrated straight after TNW Conference. It is simply just one of those things you must do in life.

17 million people dress up in orange (our national color) and go out to the streets to celebrate the Birthday of our Queen.

We recommend you to stay for this extraordinary happening.



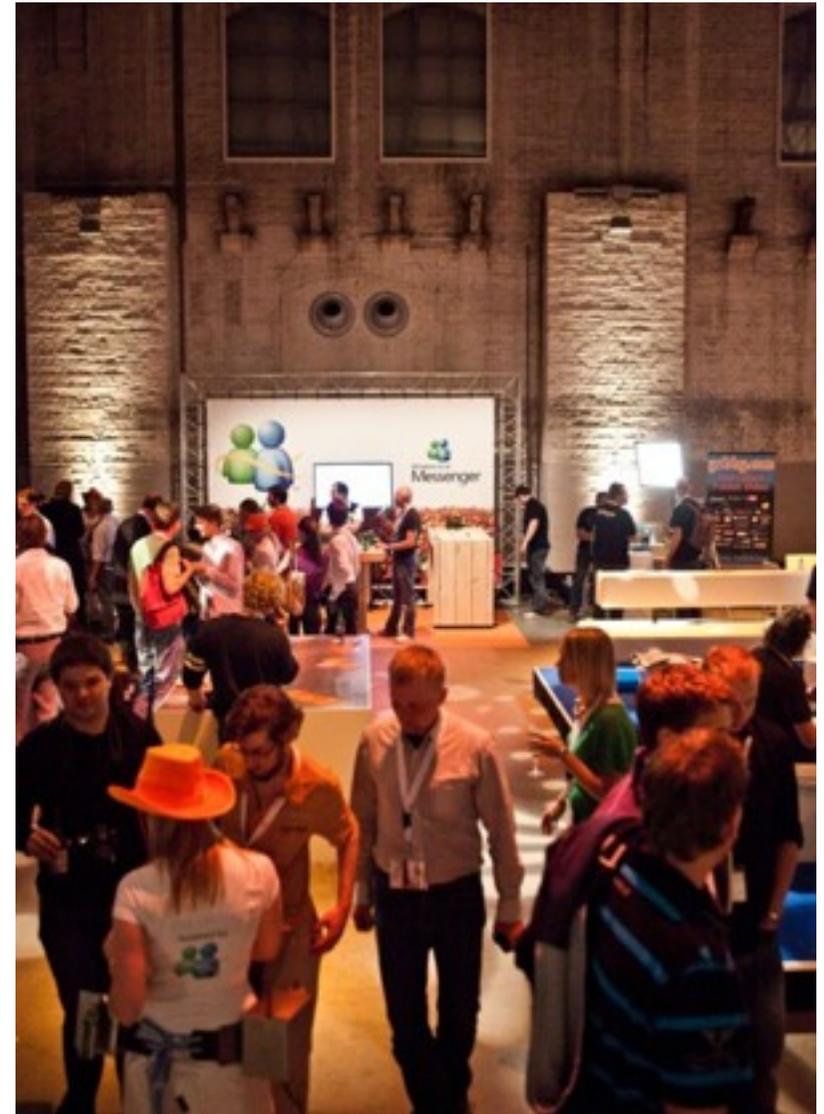


NETWORKING EVENTS

TNW provides a lot of networking events as well as a conference business network to create the best possible networking experience.

The following will take place during TNW2011:

- Inspiration events (Tuesday events organized by TNW and partners)
- Keynote dinner (Tuesday evening)
- Pre-event party (Tuesday night)
- Drinks with sponsors, selected startups, bloggers and press
- TNW Thursday night dinner and drinks
- Lunches, Coffee breaks
- Ongoing conference social business network
- Queensday.





THEMES OF TNW 2011

These themes that will be discussed during The Next Web Conference 2011 will include:

Money never sleeps - In tech, new business models pop up before you can blink your eye. Virtual goods, e-commerce, freemium, social currency, local ads, promoted tweets. Money makes the world-wide-web go round. What are the business models of the future? How can we monetize the web and mobile?

Location, Location, Location - With geo location available for applications and developers a new trend is emerging. Everything has a local aspect to it.

We Love Mobile - Mobile is becoming an ubiquitous strategy for software and hardware companies. What is coming up in Mobile? What new devices can we expect and what can companies and developers do with it? We just love everything Mobile.

Lets PLAY - Gaming is a fascinating and multi billion dollar sector in the mobile and web scene. Serious & casual gaming aside we've see more and more gaming elements in everyday applications. What can you do with gaming? How does it help your business grow? What is the future of gaming?



SPONSOR BENEFITS

Sponsor benefits include / Sponsor packages	Terra	Giga	Mega onsite	Mega online
Recognition as x Sponsor on conference website (logo, link, description)	yes	yes	yes	yes
Inclusion and recognition as x sponsor in all conference communications (ads, mailings)	yes	yes	yes	yes
Logo placement on entrance photo shoot backdrop wall	yes	yes	yes	
Logo placement on Conference Social Business Network	yes	yes		
Sponsor case session (10 minutes in general session on main stage)	yes	yes		
Company banner in main conference area and company arena	yes	yes		
Company Booth at Exposition Arena	100m2	30m2	12m2	
Logo on name badges	yes	yes		
Opportunity to organize a private seminar/workshop at the conference venue	yes	yes		
Company name on key cords (perfect visibility on photos and videos)	yes			
Sponsor of networking event(s)	2	1	1	
Guest invitation(s) to pre-conference keynote dinner	2	1	1	
Conference passes (includes passes for business partners)	20	10	6	4
Logo placement on TheNextWeb.com blog (in pageviews x 1000)	1000	500	100	100



SPONSOR PACKAGES

Terra Sponsor (exclusive)

€50.000,-

Includes above mentioned benefits and:

Exposure and recognition Terra Sponsor in on-demand video feeds

Sponsor of 2 networking events (first choice)

Opportunity to host a workshop at the conference

Giga Sponsor (max 3)

€25.000,-

Includes above mentioned benefits and:

Exposure and recognition in on-demand video feeds

Sponsor of 1 networking event

Opportunity to host a workshop at the conference





SPONSOR PACKAGES

The Next Web Startup Rally

Starting at €20.000,-

Official sponsor of startup Rally

Seating in jury

8 conference passes

Access to all startup submissions

Opportunity to host a workshop at the conference

Knowledge Partner

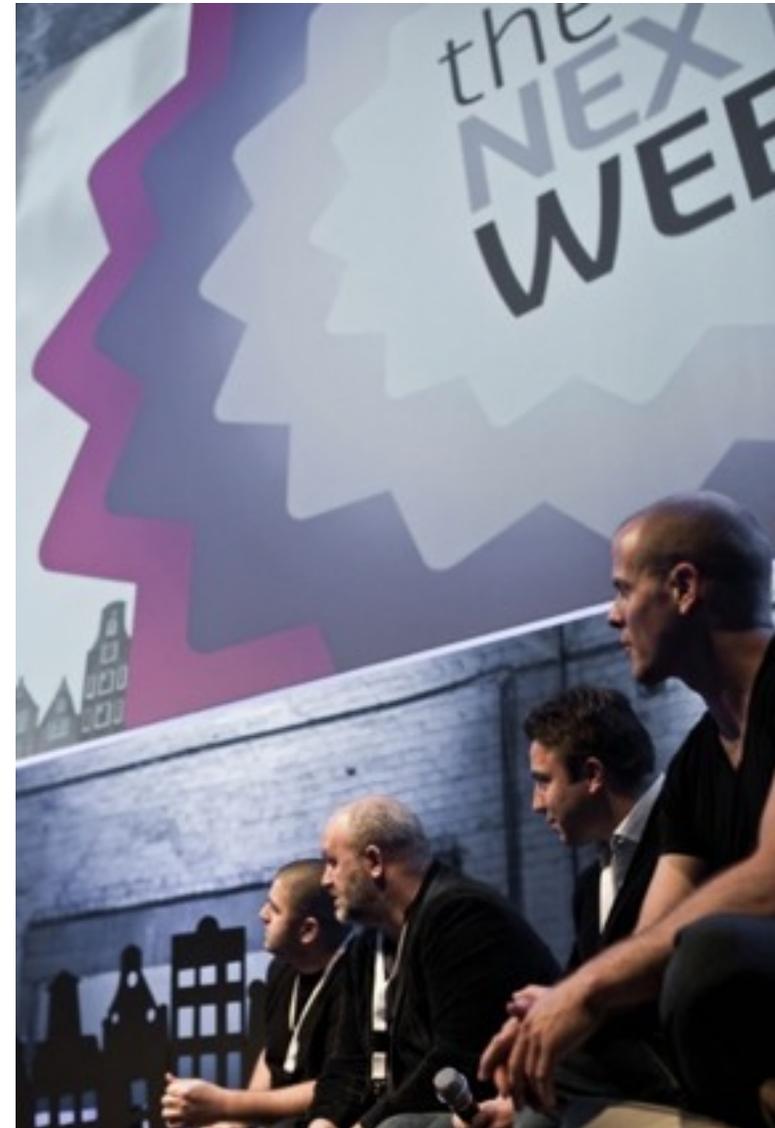
€12.500,-

Organize your own seminar/workshop during TNW (max 1 hours)

Invite your best clients for a day of inspiration and knowledge sharing

Get 25 one-day conference passes for your clients

Logo on conference website





SPONSOR PACKAGES

Mega Sponsor (onsite)

€10.000,-

- 6 conference passes
- 2 additional invitations to Sponsor drinks
- Company booth 12m2 in company arena
- Logo on conference website

Mega Sponsor (online)

€5.000,-

- 4 conference passes
- Logo on conference website

Sponsor Networking parties

Starting at €4.000,-

- 2 conference passes included
- We can arrange the venue and entertainment
- Mentioned in conference agenda and on the website

Code Weekend API / SDK partner

€3.750 -- €15.000

- Get your API / SDK in front of 200 developers for a weekend of hacking. See TNW Code Weekend sheet.





CUSTOMIZE IT

Want to **exhibit** your product, or do a cross deal with the **blog**? That is possible as well. These sponsor packages give you a good impression on the possibilities, but we always design your package to your specific company needs. We're looking forward to be working with you.

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