

TNW Latin America 2012

22-23 August, Sao Paulo

TNW





TNW LATIN AMERICA SPONSOR OPPORTUNITIES

The Next Web is bringing its Flagship conference to Sao Paulo.

The Next Web has a worldwide audience and one of the fastest growing markets in tech and in readership of thenextweb.com is Latin America and specifically Brazil. With its fast growing economy, its tech talent and its astonishing growth in terms of high speed internet and mobile connections, Brazil is turning into the new powerhouse in Latin America.

TNW Conferences are known for its high quality of content and for bringing leading companies and people together to do business. The format has been proved and guarantees a successful event for its attendees, its sponsors and its speakers.

We're looking forward to host TNW Latin America in the capital of tech and business, Sao Paulo, and we're looking forward to be working with local and international companies to make this a great event and to support the tech scene in South America.

ABOUT THENEXTWEB.COM

TheNextWeb.com is a worldwide leading source for technology news, business and culture. With 6 million visits per month, over 700k Twitter followers, 100k Facebook fans, 1 million+ Google+ followers and the accolade of one of the top 10 most influential blogs in the world (according to Technorati), The Next Web has a sizable following.



THE 2 PART CONCEPT:

KINGS OF CODE HACK BATTLE

TNW is bringing its developer brand and its infamous Hack Battle event to the Latin American developer community. The TNW Kings of Code Hack Battle is a two day developer event where one hundred hackers build new apps and services in 30 hours, using APIs and SDKs of our partners. The final presentations take place at the conference.

See the TNW Kings of Code Hack Battle info sheet.

FLAGSHIP CONFERENCE

The flagship TNW Conference is a single track two day conference and brings together a thousand bright minds from the tech/web/mobile sector to discuss the future of online business.

The content is build up in two parts: Keynotes from the worlds leading minds in tech and the Startup Rally, where the top 20 startups get a chance to launch their new services on main stage.

This combined with the best networking and dealmaking opportunities makes TNW Brazil the place to be and to do business.

The attendees are a blend of decision makers from the South American, American and European tech scene, developers, (mobile) start-ups, innovators, along with venture capitalists, industry journalist, bloggers, and senior level executives.

Business area

Apart from the main stage there is plenty of room for business and meetings in the business area. There is room for company booths, startup tables, meeting areas and its all glued together by the food and beverage area.



NETWORKING EVENTS

Aside from food for the brain there are lots of networking opportunities during the day and dinners, and parties in the evening to ensure maximum fun, networking and business opportunities.

- TNW Latin America has an ongoing mobile social business network, to connect with other participants
- Keynote VIP Cocktail Party (Speakers and Sponsors)
- TNW Wednesday party
- TNW Closing drinks at the venue
- Open office hours (one-on-one meetings)
- TNW After party
- Lunch and coffee breaks





Sponsorship packages


Our sponsorship opportunities are designed to engage with the most savvy leaders, dealmakers, and entrepreneurs in the industry. Online and offline, before, during and after the event.

TOP LEVEL PARTNERS	\$25,000+	BRL 48,250
PARTNERS	\$17,500	BRL 33,775
EXHIBITORS	\$9,000	BRL 17,370
DEMO TABLE (1 DAY)	\$3,500	BRL 6,755
STARTUP DEMO TABLE (1 DAY)	\$2,000	BRL 3,860
KINGS OF CODE HACK BATTLE PARTNERS	\$8,000	BRL 15,440
PATRON SPONSOR	\$400+	BRL 772

TNW CONFERENCE IS BROUGHT TO YOU BY

Microsoft

 **Windows Azure**

 **JoyentCloud**

 **Dyn** | DNS
EMAIL
LABS

Yandex

Top level Partners

\$ 25,000+

BENEFITS:

- 10 full conference passes
- Top partner level branding on dedicated TNW conference website, onsite (event signage, on stage branding, printed program).
- Keynote VIP cocktail party: 3 invites to the Keynote VIP cocktail party on Tuesday where we're welcoming our speakers, sponsors and special guests in an top A location.
- On-stage recognition by the TNW moderators and in blogpost on TheNextWeb.com
- Press list available (name and outlet)
- 6 introduction to speakers / press by TNW team
- **Live stream and on-demand video:** The conference will be live streamed and all keynotes will be available on demand straight after the conference. As video partner you'll get visibility before and after each video.
- **Technology Announcement:** Grab the opportunity to make an announcement in a 5 minute presentation on main stage. Approval from TNW editorial team required.
- **Keynote VIP Cocktails Host:** One of the highlights for speakers, sponsors, VIP guests and organizers is the Keynote cocktail party the night before the conference. It's time for some real life social networking at an A class bar in Sao paulo (Rooftop Unique Hotel). Additional food, beverage and entertainment fees may apply. This includes 7 extra invites to this exclusive event.

CUSTOM PACKAGES

We're happy to prepare custom designed packages for our partners based on your brand and marketing objectives.

DEFAULT PACKAGE OPTIONS

Choose one of the following premium partner opportunities. If you have any other specific desires or demands, we're happy to discuss them with you.

- **Program Co-Host:** Align with one of our editorial themes by co-hosting a session during the day. This can be a keynote, Hack Battle presentations or a Startup Rally session. Program co-hosts get on-screen (full screen) acknowledgement and the opportunity to play a full screen video (max 30 seconds) before the session. All co-hosted sessions will be acknowledged as co-host in printed and online materials. All sessions will also

- Continued

be live streamed and become available on demand.

- **Speaker Bar (a TNW invention):** All keynote speakers are asked to go to the speaker bar after their presentation to pour drinks for the audience while answering questions about their talk. The speaker bar is co-branded with TNW. A unique opportunity to interact with speakers and audience.
- **Online site skin:** Get maximum online exposure by skinning a channel on the TheNextWeb.com for a week. This is a high visibility option to our worldwide audience.





Partners

\$ 17,500

BENEFITS:

- 6 full conference passes
- Partner level branding on dedicated TNW conference website, onsite (event signage, on stage branding, printed program).
- Keynote VIP cocktail party: 2 invite to the Keynote VIP cocktail party on Wednesday where we're welcoming our speakers, sponsors and special guests.
- On-stage recognition by the TNW moderators and in blogpost on TheNextWeb.com
- Press list available (name and outlet)
- 4 introductions to speakers / press by TNW team

PACKAGE OPTIONS

Choose one of the following partner options.

- **Product sponsor:** Host a special feature at the conference, such as social media/networking tools for attendees, custom mobile apps, social games and/or contests, custom content creation/hosting/streaming, music/entertainment, photo gallery / official press photos, digital press room

etc. Sponsored products are subject to approval by TNW, and technical support and product development is to be provided by sponsor.

- **Closing cocktail reception:** Host the closing cocktail reception at the end of the event. It will be held at the conference venue, beers, prosecco and light appetizers are included in the sponsorship. The sponsor will be mentioned in the agenda and acknowledged by the TNW hosts on stage. Sponsor can provide additional decoration.
- **Official TNW Party:** Host one of the TNW Parties in the city. We take care of the venue and DJ. Including one hour open bar. The sponsor will be mentioned in the agenda and acknowledged by the TNW hosts on stage.
- **Food and Beverages:** Become our food and beverages partner and serve your own brands to a highly influential multi national crowd. Exclusive to food and beverages companies.

Exhibitor booth

\$ 9,000

BENEFITS:

Get a spot in the business area and engage with the audience, get feedback from a high end crowd, get to know journalists, bloggers, and industry leaders.

- 10m2 exhibitor booth in business area. TNW provides a standard design option with basic furniture (costs of standard booths are included in the exhibitors package). Exhibitors are also allowed to set up their own booth at their own cost.
- Exhibitor level branding on the dedicated conference website (logo + link).
- 6 full conference passes



Demo Table

BENEFITS:

Get a one-day demo table in the Business Area to show your service to bloggers, journalists, investors, influentials and early adopters. A demo table can be claimed for Wednesday and/or Thursday and comes with internet connection and a co-branded banner (included in the price). For two days the price is 6000

- 3 full conference passes
- including 24-inch flat screen

\$ 3,500



Startup Demo Table

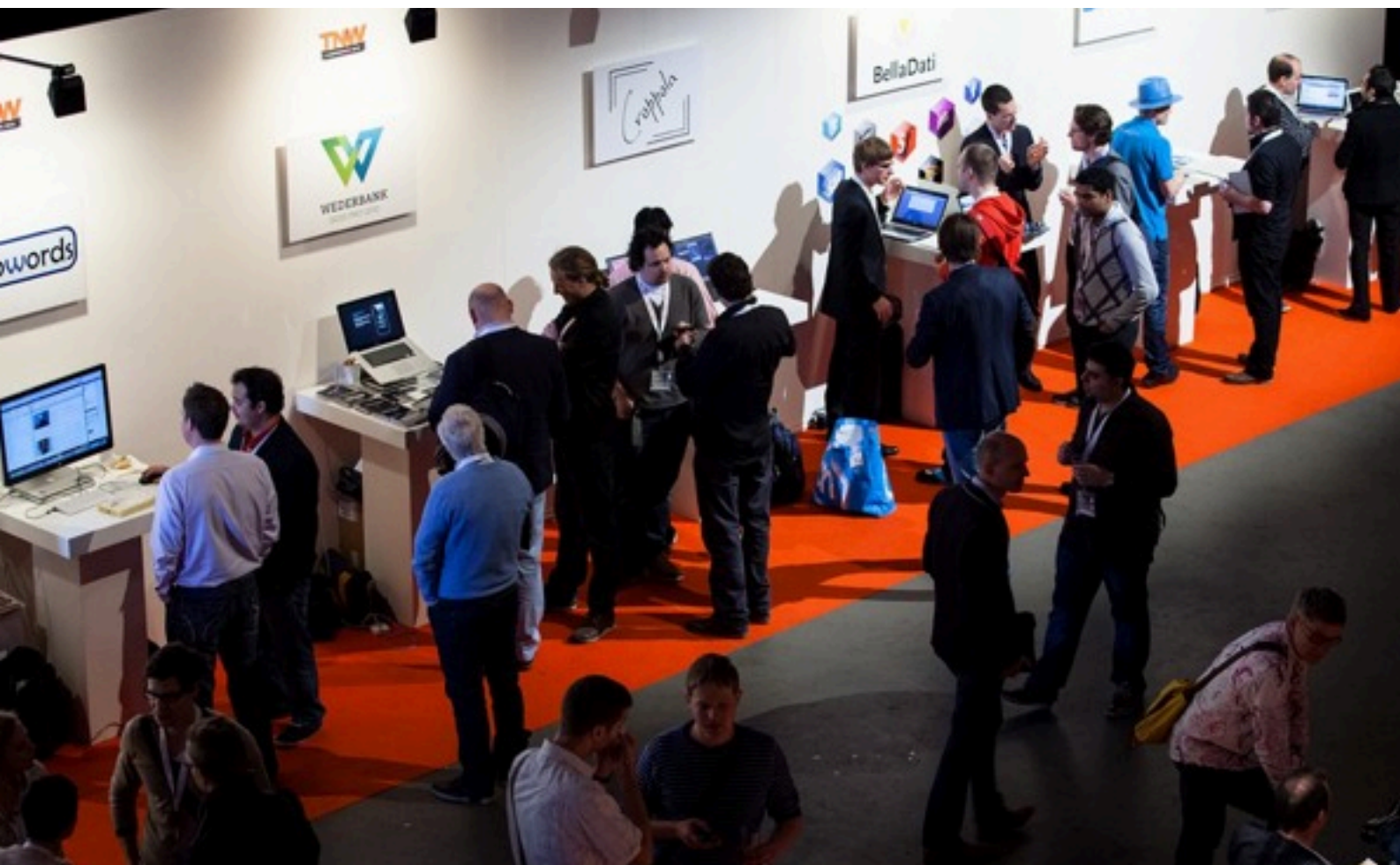
BENEFITS:

Get a one-day demo table in the Business Area to show your service to bloggers, journalists, investors, influentials and early adopters. A demo table can be claimed for Wednesday or Thursday and comes with internet connection and a co-branded banner (included in the price).

- 2 full conference passes

Note: Only for startups that have less than 2 million USD in funding and exist less than 2 years.

\$ 2,000



Patron sponsors

\$ 400+

BENEFITS:

Help others (e.g. startups, talents) to go to TNW Latin America. A Patron sponsor partially sponsors the ticket of someone else who wants to attend TNW Latin America. You can decide who gets your support, or you can leave it to TNW to find interested people. You'll be mentioned on the conference website as a patron. If you buy 5 Patron sponsored tickets we add your logo or avatar and a link to your site to the conference website. All patrons will be mentioned in a thank you post on TNW. The person who receives your support can attend for 100 USD.





Hack Battle Partners

\$ 8,000

Get ready for the notorious TNW Kings of Code Hack Battle. A max of one hundred selected hackers come to code new apps and services. Experience from other TNW conferences shows that the Hack Battle is popular amongst the developer community and is seen as a great creative experience for developers and Hack Battle Partners. At the end of the battle all hacks will be presented in the TNW Conference venue in front of the developers a jury of industry experts and hundreds of TNW Conference attendees.

COMBINATION OPTIONS

Top level conference partners can also opt in as a Hack Battle partner and get 40% discount on the Hack Battle Partnership price.

BENEFITS:

- 10 minute introduction presentation to their development platform
- Set your own hack challenge with dedicated prizes for the developers.
- Invite up to 4 developers from your community that get automatic access to the Hack Battle.
- Hack Battle presentations will be held in front of hundreds of people as part of the main conference
- Included in up front communication to developers (including special hack challenges)
- Included in blog post and tweet about involvement Hack Battle on TheNextWeb.com
- 2 partner hack battle / conference passes



Add-ons

- Name or logo on co-branded lanyards (perfect for photo visibility) – 5000 USD (this includes the lanyards and the printing costs)
- Feel free to come up with your own ideas.

Multi event partners

All Sponsors get 10% discount on sponsor opportunities for other TNW events organized in the same year (the discount is calculated from the lowest priced sponsorship).

We love to tell you all about the possibilities for TNW Brazil.

INTERNATIONAL CONTACTS

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