



**c/o FAO, Rome, Italy, 25-27 September 2007**  
**24 September 2007: Pre-conference seminars**

Web2ForDev 2007 is the first conference devoted to exploring the ways in which international development stakeholders can take advantage of the technical and organizational opportunities provided by Web 2.0 methods, approaches and applications.

[www.web2fordev.net](http://www.web2fordev.net)

### **Why sponsor the Web2forDev Conference?**

- The Web2forDev Conference offers a unique opportunity to build relationships with local, regional and international organisations and policymakers committed to improve rural development in the South by using innovative web 2 applications and related technologies.
- 200 conference participants coming from across the globe will be looking for products and services that will help them to strengthen knowledge sharing, collaborating and networking amongst development actors in the South and with service providers across the globe.
- The Conference has been widely publicised amongst the ICT4D (ICT for Development) community both in the North and in the South. In addition to being recognised as an expert on web related technologies, you'll also be showcased as a company who takes its corporate social responsibility seriously.



The conference organisers offer the following sponsorship opportunities:

Silver (€7,000 / \$9,100) (5)	Gold (€12,000 / \$15,600) (3)	Platinum (€20,000 / \$26,000) (1)
<p><b>Bag Inserts:</b> You may provide one piece of literature/ CD/ DVD/ brochure to be inserted in each attendee bag.</p> <p>Complimentary registrations to attend conference</p> <p><b>Company Logo</b> displayed on the following communication material (print and electronic)</p> <ul style="list-style-type: none"><li>o Website</li><li>o E-Flyer</li><li>o E-announcements</li><li>o Posters</li><li>o Bags</li><li>o Virtual banner beamed on the screens during the pauses in the conference halls</li><li>o Key information documents distributed during the conference</li></ul>	<p><b>Bag Inserts:</b> You may provide two pieces of literature / CD/ DVD/ brochure to be inserted in each attendee bag.</p> <p>Complimentary registrations to attend conference</p> <p><b>Company Logo</b> displayed on the following communication material (print and electronic)</p> <ul style="list-style-type: none"><li>o Website</li><li>o E-Flyer</li><li>o E-announcements</li><li>o Posters</li><li>o Bags</li><li>o Virtual banner beamed on the screens during the pauses in the conference halls</li><li>o Key information documents distributed during the conference</li></ul> <p><b>Expo Booth</b> (3mx3m) at the conference. Market Place where to showcase your products and services</p>	<p><b>Bag Inserts:</b> You may provide two pieces of literature /CD/ DVD/ brochure to be inserted in each attendee bag. You will have the opportunity to insert also a gift in the bags.</p> <p>Complimentary registrations to attend conference</p> <p><b>Company Logo</b> displayed on the following communication material (print and electronic)</p> <ul style="list-style-type: none"><li>o Website</li><li>o E-Flyer</li><li>o E-announcements</li><li>o Posters</li><li>o Bags</li><li>o Virtual banner beamed on the screens during the pauses in the conference halls</li><li>o Key information documents distributed during the conference</li></ul> <p><b>Sponsor-provided lanyards</b> can be distributed to each attendee to wear with their name badge throughout the conference.</p> <p><b>Expo Booth</b> (3m x 3m) at the conference. Market Place where to showcase your products and services</p> <p><b>Media coverage:</b></p> <ul style="list-style-type: none"><li>o 3 press releases where your company will be mentioned as a sponsor<ul style="list-style-type: none"><li>▪ sent out to European Media (general and focused on ICT4D)</li><li>▪ sent out to more than 300 newspapers, 200 radio stations, 35 TV stations in Africa</li></ul></li><li>o One 8-min. video broadcast on 35 African TV channels (with a logo of your company displayed at the end of the video)</li><li>o One interview with your company during one of the daily digests that will be distributed electronically to a wide range of Development and Media actors</li></ul> <p>The Platinum Sponsor will have the opportunity to address the conference for 10 minutes during the closing session.</p>

### Bronze sponsor package (EUR 3000 / \$ 3,600) (1)

You will be recognized as the sponsor of the **Welcome Cocktail** which will take place at the conference venue on September 25 in the evening. All conference attendees will come to the reception to connect with fellow attendees.

(x) Number of available packages

**Do you need more information? Would you like to discuss with us your participation?**

Please contact the conference secretariat at [info@web2fordev.net](mailto:info@web2fordev.net)