



Top 100 Australian Web 2.0 Applications :: 2008

Launch Event :: Sydney :: 19 June

Convenor



Media partner



Venue partner



Silver sponsor



Partner



:: OVERVIEW ::

Future Exploration Network is creating its second annual list of the Top 100 Australian Web 2.0 Applications. On 19 June 2008, BRW magazine will publish the list in a feature section on the state of Web 2.0 in Australia, the list will be published online, and Future Exploration Network will formally launch the list at a lunch event held at KPMG's Sydney offices.

The lunch event will include a keynote on the state of online innovation in Australia, a short series of 5 minute demos of the top-ranked applications, and a panel of Australia's Web 2.0 leaders discussing the opportunities ahead.

The 2008 Top 100 list follows the May 2007 launch of the Top 60 Australian Web 2.0 Applications, which is still widely regarded as a reference point for the industry. The list accompanied a highly successful *Web 2.0 in Australia* event in Sydney. The event was sold out two weeks beforehand, received outstanding feedback, and was featured in major publications.

“ Groundbreaking event
Allan Aaron, General Partner,
Technology Venture Partners ”

Note: All quotes in this document are from attendees of the *Web 2.0 in Australia* event run by Future Exploration Network in June 2007

:: LUNCH EVENT : SPONSORSHIP ::

Gold Sponsor

Investment:

- A\$5,000 + GST

Benefits for Sponsors include:

- Brief presentation (maximum 5 minutes) or appear on panel
- Branding on all event communications (print, website, advertising)
- Six complimentary invitations
- Promotional material provided to all attendees
- Display corporate banner at event

Exclusivity:

- No direct competitors as gold sponsors

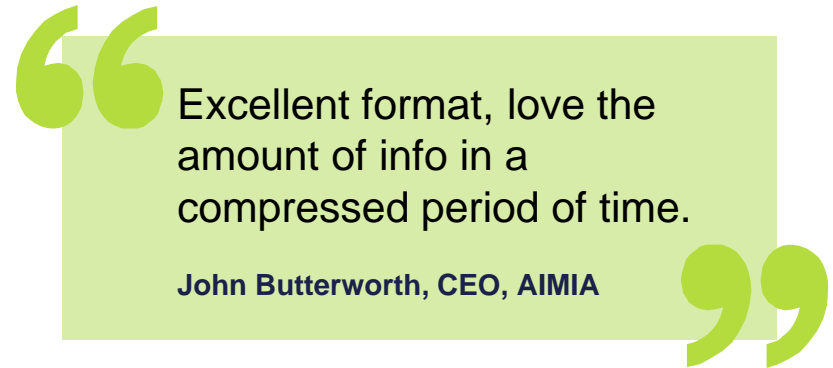
Silver Sponsor

Investment:

- A\$1,000 + GST

Benefits for Sponsors include:

- Branding on all event communications (print, website, advertising)
- Three complimentary invitations
- Promotional material provided to all attendees



:: PARTNERS ::

Leading associations will act as partners for Top 100 Australian Web 2.0 Applications, providing a high level of visibility for the forum, and access to key decision-makers.

Benefits for partners include:

- Registration discounts for members
- One complimentary attendance
- Links from event website
- Branding before, during, and after the event
- Material provided to event attendees

“Great job – not only interesting but extremely engaging. 4 hours is not enough!”

Mel Ann Chan, Google

:: ABOUT THE ORGANISERS ::

Future Exploration Network is a leading strategy and events firm with deep expertise on the impact of technology on business. Previous highly successful events include the annual Future of Media Summits and Executive Forums on Web 2.0 and Enterprise 2.0.

Ross Dawson, Chairman of Future Exploration Network, is globally recognised as a leading authority on the future of technology and business. He has delivered keynote speeches on six continents and consults to leading organizations worldwide. Ross is author of award-winning books include *Living Networks* and the highly influential *Trends in the Living Networks* blog.

“Fantastic to be among a group of people entertain the possibilities of Web 2.0 and how they’re applying it in business.

Senior executive, Westpac”

:: PREVIOUS EVENTS BY THE ORGANISERS ::

Media coverage includes:

ABC Radio
 ABC TV
 AdNews
 Australian Financial Review
 B&T
 BRW
 CNET
 Communications Day
 Computer Daily News
 Computerworld
 Digital Media
 Digital Media World
 iBusiness Magazines
 Internal Comms Hub
 Media Day
 MIS The Scoop
 NineMSN
 Online Banking Review
 SBS
 Smartcompany.com.au
 Sydney Morning Herald
 The Age
 The Australian
 The Financial Standard
 ZDNet

Attending organisations include:

3 Mobile	DDB	News Digital Media
Allens Arthur Robinson	Deloitte	Nielsen//NetRatings
Australian Broadcasting Corporation	Deutsche Bank	NineMSN
ACP Magazines	Ericsson	Porter Novelli
Adobe	Ernst & Young	PricewaterhouseCoopers
Advertising Federation of Australia	Fairfax Digital	Publicis Mojo
AMP	Film Australia	Random House
ANZ	Fosters	Qantas
Apple	Freehills	Queensland Treasury Corporation
Austar	Frost & Sullivan	Rabobank
Austrade	George Pattersons	Royal Bank of Canada
Bain & Company	Gilbert & Tobin	Saatchi & Saatchi
Baker McKenzie	Google	Schroder Investment Management
Barclays Global Investors	Hill & Knowlton	Sensis
BBC	HSBC	SG
BEA Systems	IAG	Sinclair Knight Merz
Blake Dawson Waldron	IBM	Singleton Ogilvy & Mather
Blue Freeway	ING	Standard Chartered
Booz Allen Hamilton	Jones Lang Lasalle	State Street Bank & Trust
Boston Consulting Group	KPMG	St.George
BT Financial Group	Leighton Contractors	Stockland
CapGemini	Lion Nathan	Swiss Re
Carat	M&C Saatchi	Technology Venture Partners
Challenger	Macquarie Bank	Telstra
Channel 10	Macquarie University	TNT Express
Cisco	Mallesons	Toshiba
Citibank	McCann Worldgroup	Tower Group
Clemenger	Merrill Lynch	UBS
CNET	Microsoft	University of New South Wales
Cognos	Mindshare	University of Technology Sydney
Colonial First State	Minter Ellison	Vanguard Investments
Commonwealth Bank	Mirvac	Westfield
Corrs Chambers Westgarth	National Australia Bank	Westpac
CSC	National ICT Australia	Yahoo!7
Deakin University	New South Wales Government	ZenithOptimedia
	News Corporation	

:: CONTACT US ::

To discuss sponsorship or partnership opportunities at Top 100 Australian Web 2.0 Applications 2008, please contact:

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“Excellent important event in helping catalyse community for Web 2.0 in Australia. Well done.

Andrew Simms, CEO, Tagmotion

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“Worthwhile and informative.

Hugh Martin, General Manager, APN Online

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