



open**Web**asia'08



In association with

The 9th World Knowledge Forum

October 14th, 2008

Sheraton Grande Walkerhill
Seoul, South Korea



Introduction: What is Open Web Asia '08?

Open Web Asia '08 is the birth of new conference that will be the first truly pan-Asian web technology event. The top technology executives, entrepreneurs, and venture capitalists throughout Asia will gather for this premier event hosted in Seoul, Korea for its inaugural year.

The event is organized by the Open Web Asia Workgroup and other prominent entrepreneurs, thinkers, and bloggers within the Asian web industry. It was spurred by a desire to create a high quality, informative and practical technology conference focused on the internet industry. To date this has been lacking in Asia.

Open Web Asia will be held in association with the World Knowledge Forum (WKF). The WKF has established itself as one of the most prestigious conferences in Asia with speakers and attendees such as Bill Gates, Colin Powell, Jack Welch, Alan Greenspan, Michael Dell, and Paul Wolfowitz. Our team is excited about this partnership since their organization is providing resources, recognition and support for our conference.

2008 Theme - "The Social Web"

- This year's theme of the conference is “social”
- Social has been a game changing development of the internet industry
- Social networks recently took the whole world by storm, but many also say they are just “fad”: Is social networking “Web 3.0” or a fad?
- The social web is an area where Asia has its own strength and vibrance. Asian countries have a distinct internet cultures and market players, so informative and educational cross-country comparisons can be made

Who will attend?

Open Web Asia '08 will attract over 500 attendees throughout Asia. The leading entrepreneurs, web professionals, and venture capitalists will be in attendance at this inaugural event and all the major media outlets and tech bloggers will be invited.

Venue and Dates

- **Venue:** Sheraton Grande Walkerhill (<http://www.sheratonwalkerhill.co.kr/>)



- **Dates:** October 14th, 2008

Planned Program*

9:00-9:30	Registration and Opening Remarks	Korean Ministry of Culture
Session 1: Insights and Best Practices ("智") Coordinated by: Bernard Moon		
9:30-10:30	Keynote	Andreas Weigend, Consultant and Lecturer Kim James Woo, CEO of Yahoo!'s Korea Region (Additional speakers to be confirmed)
10:30-11:00	Panel discussion	Moderator: Bernard Moon; Panelists: Kim James Woo, Andreas Weigend, Kwan Yoon, Yozo Kaneko
11:00-11:30	Morning Break	
Session 2: Innovations in Asia ("创") Coordinated by: Tangos Chan & Gang Lu		
11:30-12:10	Presentations on social media, mobile internet, and online gaming	Tangos Chan/Gang Lu Kevin Dai, CEO, Comsenz Shusaku Maruko, GM, Felica Networks Akio Tanaka, Partner, Infinity Ventures Jimmy Kim, EVP, Nexon
12:10-13:00	Panel discussion	Moderator: Tangos Chan, Gang Lu
13:00-14:30	Lunch	
Session 3: Collaboration ("協") Coordinated by: Benjamin Joffe		
14:30-15:10	Introduction to Asia's social web	Benjamin Joffe, CEO, Plus8Star Ram Lee, Head of Communities, Naver Jean K. Min, Director International, Ohmynews Loic Le Meur, CEO, Seismic (Additional speakers to be confirmed)
15:10-16:00	Panel discussion	Moderator: Benjamin Joffe
16:00-16:30	Afternoon Break	
East meets West ("道") Coordinated by: George Godula		
16:30-17:30	The challenges of internationalization from or to Asia	Kent Lindstrom, Senior VP Corporate Development, Friendster Bill Wang, VP, Perfect World Arthur Chang, VP Global Sales, Alibaba.com Yongseok Jang, VP, Ebay Asia Yongjoon Hyung, CEO, Storyblender
17:30-18:00	Panel discussion	Moderator: George Godula
18:00	Closing	
Time TBD	Networking dinner	

*Subject to change, confirmed speakers are in **bold**)



Sponsors Benefits

The Open Web Asia Conference is the perfect opportunity for organizations looking to position themselves or one of their key services to an international group of high-profile entrepreneurs and venture capitalists in the web/mobile 2.0 industry, as well as influential industry pundits, bloggers and press.

- **Outstanding visibility before, during and after the Open Web Asia '08 conference, which is held in association with the World Knowledge Forum.**
- **Opportunity to demo their products and services to the audience during breakfast, coffee and lunch break.**
- **Connect to peers, potential customers and partners, as well as high caliber of press, analysts, and bloggers.**
- **Networking opportunities also include a VIP dinner.**
- **Unique opportunity to attend the 2008 World Knowledge Forum.**

Sponsorship Opportunities

Platinum Sponsor Package

The Platinum Sponsor Package gives you top billing to all attendees, before, during, and after the event, as well as premium advertising end exhibit placement at the event. Position your company as a leader in technology and strengthen your brand to business professionals across Asia.

Platinum Sponsors receive several additional custom benefits in addition to the basic package. These benefits are determined on a case-by-case basis depending on the sponsor's needs and goals.

Gold Sponsor Package

The Gold Sponsor Package gives you unparalleled access and exposure to all attendees before, during, and after the event, and demonstrates your company's strong leadership presence in the in the Asian technology marketplace.

Silver Sponsor Package

The Silver Sponsor Package is a powerful way to gain the mind share of business professionals across Asia.



Grassroot Sponsor Package

The Grassroot Sponsor Package is a great way for start-ups & early stage ventures to expose themselves to with business professionals and tech media across Asia. For USD 2,000 you can sponsor Open Web Asia '08 – your logo will appear on the website and all printed material, and you have the opportunity to supply one insert for the tote bag (provided that the sponsor takes care of all production and logistics). Additionally, you will receive one Open Web Asia '08 Conference Pass.



	Platinum	Gold	Silver
Pre Event			
Sponsor designation in outbound marketing efforts	✓	✓	✓
Company name, logo, and 10-word description and link on conference website	Large	Medium	Small
Company name included in pre-event e.-mails	✓	✓	✓
Company name listed in sponsor press release	✓	✓	✓
Access to the pre-registered press list	✓	✓	✓
On-Site			
Open Web Asia '08 Conference Passes	10	6	4
WKF Conference Passes	2	1	
Sponsor Snapshot – Your company will be profiled during the main conference.	✓	✓	
Company name, logo and 100-word description in the Program Guide	Large	Medium	Small
Logo on the Sponsor page in the Program Guide	Large, Platinum Sponsor designation	Medium, Gold Sponsor designation	Small, Silver Sponsor designation
Advertisement in the Program Guide	Two –page ad	Full-page ad	
Opportunity to distribute gift at registration	✓	✓	
Logo on tote bag	✓		
Tote bag insert	✓	✓	
Networking Dinner			
Designation as co-host of Networking Dinner	✓		
2 VIP tables	✓		
Listed as Dinner sponsor in all materials	✓		
Logo table card on all tables	✓		
Signage in ballroom during dinner	✓		
Opportunity to give out gift/literature etc. to dinner participants	✓		
Post Event			
Use of the final opt-in conference mailing list – postal and email	2 times	2 times	1 time
Budget in USD	20,000	10,000	5,000





Speaker Benefits

The Open Web Asia Conference will offer speakers a platform to address and network with an audience of professionals from across the continent. Many of the sessions will be panel discussions offering the chance to learn from peers and potentially opening the doors to business collaboration throughout the region and beyond.

As an additional incentive, speakers will be offered a free pass to the World Knowledge Forum (valued at US\$3,000). The World Knowledge Forum is one of the most prestigious and highest-profile forums in Asia.

Speakers are highly encouraged to speak in English, and we request that presentation materials are also supplied in English.

Contact Information

George Godula
Co-Organizer, Open Web Asia '08
sponsor@openwebasia.com
Mobile: +86 159 2100 2780

Websites

Open Web Asia '08 official
website
<http://openwebasia.com>

World Knowledge Forum
<http://www.wkforum.org>

The Open Web Asia
workgroup
<http://openweb.asia>

