



Pop!Tech Blog Partnership: An Invitation

Dear Juliana,

Because we at Pop!Tech recognize the unique ability of blogs and bloggers to help us in our mission to accelerate the positive impact of world-changing people and ideas, we have created a new category of conference sponsorship called **Blog Partners**. We are selecting six of the highest-quality high-traffic, thematically-aligned blogs, and six leading international-language blogs to attend and cover the conference live, October 17-20th 2007. Because of your outstanding work on your Spanish-language blog, we would like to extend an invitation for you to be a part of this very special program.

Blog Partners will receive an advanced briefing on the program as well as advanced access to select speakers. Blog Partners will be recognized on our website, in our program and from the stage; one representative from each of Blog Partner will participate in the conference for free, and international bloggers will be offered a small travel subsidy of up to \$500.

Blog Partners will be requested to promote Pop!Tech on their blogs between now and the conference with a persistent live link or banner ad. Blog Partners will be requested to liveblog the conference (with a minimum of two posts per day). International Blog Partners will be asked to liveblog in their home languages. After the conference, Blog Partners will provide two follow-up guestposts on the Pop!Tech blog, as well as 3 follow-up posts on their home blog.

This program will generate increased visibility, a stream of interesting and worthwhile content and marketing value for both our Blog Partners and Pop!Tech.

Blogger Deliverables

- Promotion of Pop!Tech on blog leading up to the event (via links, banner ads, Pop!Casts announcements etc.)
- Live blogging of the conference
- 2 cross-posts on the Pop!Tech blog
- 3 post-Pop!Tech posts follow up on home blog

Partnership Benefits:

- Listing as 1 of 6 exclusive 2007 International Blog Partners
- Blog presence on our web properties
- One Full Conference Registration
- Priority Purchase of Additional Registration
- Invitation to a special event during the conference