

NETROOTS ★ NATION

NETROOTS NATION 2009
AUG. 13-16 ★ PITTSBURGH

Dear Supporter:

We are pleased to enclose Exhibit Hall information for Netroots Nation 2009. This year's conference takes place August 13-16 at the David H. Lawrence Convention Center in Pittsburgh, PA and will include panels, workshops, caucuses, keynotes, film screenings, and other creative sessions designed to educate, stimulate, and inspire the nation's next generation of progressive leaders.

Netroots Nation 2009 will feature a spectacular Exhibit Hall centrally located near all the action. The Exhibit Hall will include interactive displays from non-profit, progressive organizations and corporate sponsors eager to connect with the progressive community, as well as a convention bookstore featuring book signings from well-known authors. Plus, we'll host daily mixers, provide coffee and snacks, and create a lounge area within the Exhibit Hall, giving attendees even more incentive to spend time there.

We invite you to join us.

Netroots Nation 2009 offers your organization an incomparable opportunity to connect with and exchange ideas with thousands of technologically savvy and politically informed attendees. Our conference-goers are educated, curious and affluent. In addition, you'll be included in our Sponsor/Exhibitor Directory that will be distributed to all sponsors and exhibitors before the convention, providing a unique business-to-business networking opportunity.

Please look through the attached materials for more information, or contact us directly anytime at exhibits@netrootsnation.org.

Sincerely yours,
The Netroots Nation Team

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ABOUT NETROOTS NATION Netroots Nation amplifies progressive voices by providing an online and in-person campus for exchanging ideas and learning how to be more effective in using technology to influence the public debate. Through our annual convention and a series of regional salons held throughout the year, we strengthen our community, inspire action and serve as an incubator for ideas that challenge the status quo and ultimately affect change in the public sphere.

The fourth annual gathering of the Netroots (formerly known as the YearlyKos Convention) will be held August 13–16 at the David L. Lawrence Convention Center in Pittsburgh, PA. Netroots Nation 2009 will include panels led by national and international experts; a progressive film screening series; practical training sessions and workshops; and the most concentrated gathering of progressive bloggers to date.

The origin of Netroots Nation is traced to a time when a tremendous and growing number of citizens gathered every day in the virtual world to raise their collective voice and proactively influence their government. That group is broadly called the Netroots and has since grown to include progressive organizations and politicians who use new media technologies to communicate with their constituents.

The convention rebranded to Netroots Nation in 2007 in an effort to more accurately reflect the makeup of its audience and mission of implementing programs that teach and empower Netroots communities to affect change in the public sphere. Past gatherings have included a Presidential Leadership Forum that drew seven Democratic candidates, a surprise visit from Al Gore; an interactive Ask the Speaker session with Nancy Pelosi; and hundreds of panels, roundtables, training sessions, workshops and keynotes.

Netroots Nation is committed to fostering a legacy of environmental stewardship. We believe we have a responsibility to not only green our event, but to use our gathering to educate others about sustainability issues. Netroots Nation 2009 will be held at the first and largest certified “green” convention center in the world (Gold LEED certified) and will incorporate green practices such as minimizing waste and donating leftover food to reducing our greenhouse gas emissions as much as possible.

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WHO WILL ATTEND? Netroots Nation is a one-of-a-kind event that connects 2,000-plus educated, affluent, politically active and technologically savvy professionals from all walks of life, numerous backgrounds, and countless geographic locations. Our network of contacts includes more than 30,000 progressive activists and leaders, bloggers, and blog readers. In addition, Netroots Nation encompasses politicians and staffers, policy experts and academics, and more than 250 members of the traditional media.

A survey of past convention attendees found the following:

AGE

Under 24: 5.3 percent
25-35: 14.5 percent
35-45: 22.3 percent
45-55: 32.5 percent
55 and above: 25.4 percent

EDUCATION LEVEL

High school grad: 1.1 percent
Some college: 11.7 percent
Associate's degree: 3.9 percent
Bachelor's degree: 40.3 percent
Graduate degree: 28.3 percent
Doctorate degree: 14.8 percent

ANNUAL HHI

Less than \$30K: 7.2 percent
\$30K-50K: 14.0 percent
\$50K-70K: 15.5 percent
\$70K-100K: 25.9 percent
\$100K-250K: 29.5 percent
More than \$250K: 7.9 percent

GEOGRAPHIC LOCATION

West Coast: 17.7 percent
Mountain West: 6.7 percent
Midwest: 37.2 percent
South: 16.3 percent
Northeast: 19.2 percent
Other: 2.8 percent

OTHER FINDINGS

37.8 percent spend 21-39 hours per week online.
97.5 percent say they regularly vote.
89.9 percent say they participate in online activism (petitions, writing letters to elected officials, etc.)
64.3 percent say they participate in grassroots activism.
91.5 percent say they donate to campaigns or progressive organizations.

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WHY PARTICIPATE? A few of our exhibitors, sponsors and champions on why they support Netroots Nation:

“The Netroots Nation convention was the best networking event we’ve ever been to. We made tons of great connections and spoke to as many people as possible, and after the convention, **the number of visitors to our website doubled**. We’ve also been inundated with new guests who want to come on GoLeft TV. We will definitely be back next year.”

—Farron Cousins, *GoLeft.tv*

“The Netroots for the Troops exhibitor’s booth at Netroots Nation 2008 was an indispensable resource for our group, which put on a troop care-package event at the convention on Saturday afternoon. Our double-size booth provided plenty of space for organizing and storing purchased and donated items prior to the event. We also collected hundreds of dollars in donations at our booth. **But most important, our booth drew a lot of attention to our project** and ensured that there were plenty of volunteers at our event, where we assembled packages for U.S. troops in Iraq and Afghanistan. We’re already getting thank-you notes from recipients, and we can’t wait to come back to Netroots Nation next year and do it again!”

—Rosemary Wetherold, *Netroots for the Troops*

“Netroots Nation is a fantastic venue for promoting your products and services! The conference sessions and keynote addresses were unbelievably impressive and packed with rich content. Attendees seemed appreciative of every bit of information they could get their hands on, and I found everyone who stopped by my exhibitor booth to be extremely friendly and receptive. If your target audience includes people who follow politics, **there is no better place to promote yourself and your network than at Netroots Nation.**”

—Jill K., *LiePie.com*

“This was our second year attending Netroots Nation as an exhibiting opportunity for our business, Clothing of the American Mind. The 2008 event far surpassed our expectations and we were able to meet our highest goals for exhibiting. Netroots Nation is a place where we can go and be among our peers from around the country, even if only for a few days. The contacts we make at these events are invaluable, the workshops and panels unparalleled, and the array of progressives amazing. The Netroots Nation community *is* our target market; they love us and we love them. We provide a product that they want and, in turn, we’re able to raise more awareness and funds for the most vital social, political and environmental causes we support. **We are truly proud and honored to be a part of the organizations and companies that support Netroots Nation.** We look forward to seeing everyone at an even better conference in 2009.”

—Carly Miller, *Executive Director, Clothing of the American Mind*

“**Netroots Nation was a great place to introduce our real world issue to a growing virtual community.** It was a win-win, as attendees gave us great suggestions on boosting our web presence and agreed to take the need to end drug prohibition to their audience.”

—Jodi James, *L.E.A.P.*

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EXHIBITOR OPPORTUNITIES Netroots Nation offers myriad marketing opportunities that prominently place your brand in front of thousands of progressive leaders, activists, and members of the media. Showcase your products and services to a uniquely targeted audience, build your brand, and establish lasting relationships with like-minded supporters.

EXHIBIT HALL PRICING

One (1) 8 x 10 booth space in the Exhibit Hall: \$1,000

Package includes:

- 8 x 10 booth space with one six-foot skirted table and high-speed wireless Internet
(Standard electricity, phone lines and furniture are not included but may be ordered directly from our decorator or the convention center at additional cost)
- Space in exhibit hall may be selected once payment is received
- One (1) ticket to sponsor/exhibitor-only session on green business practices.
- Inclusion in Sponsor/Exhibitor Directory distributed to all sponsors and exhibitors before the convention
- Four (4) booth personnel passes for staff (provides entrance into Exhibit Hall only, not the full convention)
- 100-word company profile, logo, and link on the Netroots Nation 2008 website
- 100-word company profile and logo in the official convention program

These exclude any costs due the official service contractor for drayage, &c. That information will follow under separate cover.

LOGO REQUIREMENTS

Please send an eps file or a high-resolution jpg or tif (300 dpi or higher), along with your 100-word company profile, at your earliest convenience.

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EXHIBIT HALL REGISTRATION FORM YES! I'd like to exhibit at Netroots Nation 2009 and want to reserve:

_____ 8 x 10 booth(s)

_____ full convention registrations (current price is \$225)

PRIMARY CONTACT INFORMATION

Organization Name _____

First Name _____

Last Name _____

Mailing Address _____

City _____ State _____ Zip _____

E-mail _____

Phone _____ Fax _____

BILLING INFORMATION (IF DIFFERENT THAN ABOVE)

First Name _____

Last Name _____

Mailing Address _____

City _____ State _____ Zip _____

Email _____

Phone _____ Fax _____

To reserve your Exhibit Hall space at Netroots Nation 2009, email this completed form to Nolan Treadway at nolan@netrootsnation.org or fax to 866-774-8551.

Please note, no money should be sent with this registration form. An invoice will follow under separate cover. Full payment must be received no later than June 30, 2009.