

# NETROOTS ★ NATION

EXHIBITOR PROSPECTUS  
NETROOTS NATION 2008  
JULY 17–20 ★ AUSTIN, TX

Dear Supporter:

I am pleased to enclose Exhibit Hall information for Netroots Nation 2008 (formerly known as the YearlyKos Convention). This year's conference takes place July 17–20 at the Austin Convention Center 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 2008 will feature a spectacular 26,000-square-foot 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. We will also reprise the successful convention bookstore featuring book signings from progressive authors. *We invite you to join us.*

Netroots Nation 2008 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.

Please look through the attached materials for more information, or get in touch with me directly at [exhibits@netrootsnation.org](mailto:exhibits@netrootsnation.org).

If you are interested in becoming a Netroots Nation sponsor, email [sponsors@netrootsnation.org](mailto:sponsors@netrootsnation.org) for more information.

Sincerely yours,

*Marna Riser*  
*Exhibit Hall Manager*

*Changing the face of progressive politics*

NETROOTS NATION 5758 GEARY BLVD. PMB #303 SAN FRANCISCO, CA 94121 [WWW.NETROOTSNATION.ORG](http://WWW.NETROOTSNATION.ORG)

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**ABOUT NETROOTS NATION** Netroots Nation amplifies progressive voices by providing an online and in-person forum for exchanging ideas and learning how to be more effective in using technology to influence the public debate.

The third annual gathering of the Netroots (formerly known as the YearlyKos Convention) will be held July 17–20 at the Austin Convention Center in Austin, Texas. Netroots Nation 2008 will include panels led by national and international experts, including a virtual session held in conjunction with the 2008 Blogger Conference; identity, issue and regional caucuses; prominent political, issue and policy-oriented speakers; a 26,000-square-foot interactive exhibit hall; a progressive film screening series; 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.

In June of 2006, progressive activists, representatives from progressive organizations, elected officials, candidates for office, and bloggers from all over the world gathered for the first YearlyKos Convention in Las Vegas to discuss everything from education to the future of energy resources. The second annual convention, held in Chicago last August, included a Presidential Leadership Forum that drew seven of the eight Democratic candidates.

The Exhibit Hall has been and will continue to be a hub of activity during the convention. The 26,000-square-foot Exhibit Hall is centrally located where the daily sessions will be held. Exciting merchandise, interactive demonstrations, and opportunities to connect with progressive vendors—as well as daily scheduled book signings and opportunities to meet major progressive authors—ensure that Netroots Nation attendees will make the Exhibit Hall a destination throughout the four-day convention.

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**WHO WILL ATTEND?** Netroots Nation is a one-of-a-kind event that connects 3,000 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 mainstream media.

After the 2007 YearlyKos Convention, organizers surveyed past convention attendees to find out general demographic information. The results of that survey can be found below.

## 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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**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 HOURS

Thursday, July 17, 10:30 a.m.–5:30 p.m.

Friday, July 18, 10:30 a.m.–5:30 p.m.

Saturday, July 19, 9:30 a.m.–5:30 p.m.

Exhibitor Move-in: Wednesday, July 16

Exhibitor Move-out: Saturday, July 19

## EXHIBIT HALL PRICING

**One (1) 10 x 10 booth space in the Exhibit Hall: \$1,250**

Package includes:

- 10 x 10 demo table space with one six-foot skirted table, two chairs, and high-speed wireless Internet (standard electricity and phone lines are not included)
- Four (4) booth personnel passes for staff (provides entrance into Exhibit Hall only, not the full convention)
- Two (2) full convention registration for your staff at a discounted rate of \$250 per pass
- 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.

## PRELIMINARY SCHEDULE

### Wednesday, July 16

1 p.m. .... Move-in begins

5:30 p.m. .... Move-in ends

### Thursday, July 17

10:30 a.m. .... Exhibit Hall opens

5:30 p.m. .... Exhibit Hall closes

### Friday, July 18

10:30 a.m. .... Exhibit Hall opens

5:30 p.m. .... Exhibit Hall closes

### Saturday, July 19

9:30 a.m. .... Exhibit Hall opens

5:30 p.m. .... Exhibit Hall closes

5:30 p.m. .... Move-out begins

10 p.m. .... Move-out ends

## 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. If you have questions regarding format, email [mary@netrootsnation.org](mailto:mary@netrootsnation.org).

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**EXHIBIT HALL REGISTRATION FORM** YES! I'd like to exhibit at Netroots Nation 2008 and want to reserve:

\_\_\_\_\_ 10 x 10 booth(s)

\_\_\_\_\_ discounted full convention registrations (\$250 per pass\*)

*\* Limited number available, a Netroots Nation representative will contact you to confirm your order.*

## PRIMARY CONTACT INFORMATION

Organization Name \_\_\_\_\_

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

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 2008, email this completed form to Marna Riser at [marna@netrootsnation.org](mailto:marna@netrootsnation.org) or fax to 888-627-9541.

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 May 31, 2008.

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