

WEB 2.0 EXPO 2007

Exhibitor	Octopz Inc.
Exhibitor Description	Octopz Inc. develops advanced online collaboration technologies built specifically for today's creative professionals.
Exhibitor Need	Octopz Inc. was looking to generate brand awareness, showcase their application and establish the credibility and viability of Octopz within the collaboration/Web 2.0 marketplace.
Solution	Octopz Inc. used Web 2.0 Expo, their first tradeshow, as a platform to publicly announce the launch of the company and showcase their Web 2.0 application to the marketplace.
Results	<p>Octopz Inc.'s participation in the Silver Sponsorship provided them with pre-event publicity opportunities. Attendees were repeatedly exposed to their brand and messaging through email blasts, advertisements, event press releases and logo inclusion on the Web 2.0 Expo website. As a result, they were able to establish relationships with key decision makers, industry writers and prospective investors, who were well aware of their presence at Web 2.0 Expo.</p> <p>Due to their constant booth traffic, Octopz Inc. offered numerous product demonstrations to a large audience interested in their product. The buzz created by their demonstrations lead to an increase of traffic to not only to their company website, but also to their blog site. Their goal of obtaining 100 free trial users was easily surpassed and they were thrilled to see that trials users came from 65 different countries.</p> <p>Octopz Inc. was pleased with the positive feedback they received from the announcement made at Web 2.0 Expo. Press highlights included articles in masternewmedia.org, InfoWorld and Webware, which named the application a "Top Five" Web 2.0 Service at Web 2.0 Expo.</p>

"Web 2.0 Expo provided us with an arena to introduce Octopz Inc. and unveil our collaboration technology to the far reaching Web 2.0 community."

—Ann Christie, VP, Marketing, Octopz

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