



Maximum Blogosphere Exposure: Sponsor the “It Won’t Stay in Vegas” Party at CES 2007

Parnassus Ventures is the firm behind the acclaimed Blog Business Summit conference series. **We’ve been assisting the Consumer Electronics Association** as they evaluate bloggers applying for press passes to the 2007 Consumer Electronics Show in Las Vegas. As part of the process, **we’re rating bloggers in several key areas** including reach, influence and knowledge. As the blogger “hub” for CES, **we have direct access to the most influential bloggers in the consumer electronics space. So, of course, we decided to throw them a party. And as we all know, when it comes to bloggers what happens in Vegas never stays in Vegas.**

This reception is exclusively for bloggers attending the 2007 CES convention. It will be held in the edgy new Atomic Testing Museum, just a block off the strip on the evening of January 9, 2007 from 5-8pm.

This event offers an opportunity for sponsors to meet, engage and make an impression on some of the most influential people in the tech sector today. **At this time, we are offering sponsors the opportunity to host individual rounds of drinks and hors d’ourvres. As a sponsor, you can make a unique and newsworthy impression at CES without worrying about the logistics of hosting and while staying within your budget.**

Sponsorship Investment: \$1,995 per round of drinks or food

Reception Details:

- Full, hosted bar
- Hot and cold hors d’oeuvres, dessert
- Museum will be open for wandering & blogger hijinks
- 50-100 blogger attendees
- WiFi at the venue

Contact:

Kim Larsen, VP Operations and Partnerships
(425)-556-1941 • kim@blogbusinesssummit.com

About Us:

In addition to the Blog Business Summit, Parnassus Venture is responsible for such promotional blogger gatherings as:

Blogging the Stratosphere 1.0

<http://www.blogbusinesssummit.com/stratoblog/>

Blogger Mountain High

<http://www.blogbusinesssummit.com/evangelism/>

Grapes on a Plane

http://blogbusinesssummit.com/grapes_on_a_plane/

Sponsorship Benefits	\$29,750	3 Rounds	2 Rounds	1 Round
	Exclusive	Gold	Silver	Bronze
Party named after your company	●			
Your company name associated with each round you purchase	n/a	●	●	●
Sponsor signage at the party	●	●	●	●
Sponsor literature at the party	●	●	●	●
Logo featured prominently across Parnassus Ventures Blog Network	●	●	●	
Mention in pre-event e-mail to all guests	●	●	●	
Sponsor demo at the party	●	●		
A copy of the guest e-mail list	●	●		
Post-party blogosphere buzz analysis	●			