



"Embracing the Facebook opportunity requires more than just optimism."

—Tim O'Reilly, O'Reilly Media, Inc.

With nearly 5,000 Facebook applications alone, how can companies foster the growing interest in Facebook, MySpace, Google, and other social networking platforms? What are the winning economic models? How can companies effectively reach online communities using social networking platforms and applications?

Graphing Social Patterns explores the components of building and distributing apps for social networking platforms, specifically addressing the needs of business marketers, advertisers, application developers, open source programmers, entrepreneurs, and VCs.

A focused, interactive forum, GSP brings together both the technology and business communities to investigate current opportunities and future developments in the shifting social networking landscape.

Target audience: Marketers (particularly business marketers), advertisers, developers, open source programmers, entrepreneurs, and venture capitalists.

Expected attendance: 500+

Previous speakers from GSP West 2008:

- Ben Ling, Facebook
- David Glazer, Google
- Amit Kapur, MySpace
- Ian Kennedy, Yahoo!
- Jia Shen, RockYou
- R. Tyler Ballance, Slide
- Hooman Radfar, ClearSpring
- Lou Moore, hi5 Networks
- Jessica Alter, Bebo
- Mark Pincus, Zynga Game Networks
- Seth Sternberg, Meebo
- Prof. BJ Fogg, Stanford University
- Seth Goldstein, SocialMedia
- Charlene Li, Forrester Research
- Jeremiah Owyang, Forrester Research
- Dan Farber, CNET Networks
- Jeremy Liew, Lightspeed Ventures
- Jim Scheinman, Charles River Ventures

Previous sponsors from GSP West 2008:

Yahoo! Developer Network, CollegeNET, Friendster, Google, introNetworks, Podclass, RockYou!, Userplane, Charles River Ventures, Facebook, and SocialMedia.

Two day Exhibit Hall: June 10 – 11, 2008

Reach technology innovators and business leaders at Graphing Social Patterns East.

Use Graphing Social Patterns East as a platform to position yourself in the emerging technology space. Sponsorships, networking events, hands-on demonstrations and onsite marketing promotions are available.

Graphing Social Patterns East
June 9 – 11, 2008
Hyatt Crystal City
Washington, DC

For more information,
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