

Blogger Social '08

★ ★ ★ ★
New York City

April 4th - 6th, 2008

Official Event Guide

Events ★ Fun ★ Meetups

www.blogger-social.com





What's the *deal* with Social?

blog-ger *n.* a person who keeps and updates a blog

so-cial *v.* 1. seeking or enjoying the companionship of others

n. 2. a friendly gathering

mar-ket-er *n.* one who creates, communicates, delivers, and exchanges offerings that have value for customers, clients, partners, and society at large

But enough
talk already...



Let's get down
to business!

Friday Night!



Fun in the HEART of the city...Social kicks off with a (Marathon) Mixer in Times Square!

What's more New York than Times Square? A famed Irish Pub in New York's Times Square! Join us at "The Perfect Pint," NYC's premier venue for the greatest food and traditional Irish atmosphere. Nestled right off of Broadway, this rockin' venue is located next to scores of Broadway Shows, boasts a zillion beers on tap, plenty of the hard stuff (hey, it's the Irish!) and a spirited environment. We have **secured the pub's 3rd floor**—replete with a patio—for our Marathon Mixer. The only question is: can you last until last call?

Do take some time to take a walk around Times Square before you come to the mixer as the bright lights are indeed brighter than on TV (and it might be daylight when you leave!)

Date: Friday, April 4th

Time: 7pm – 4am

Note: Don't worry if you can't be at the mixer right at 7pm, we'll be mixing until the wee hours. But do walk up to the Pub's 3rd Floor to start mixing!

What's included: 6 hours of open bar, way cool "Get Social!" goodie bags, and all-you-can-eat appetizers until 1am ...with venue secured until 4am. (While you'll want to eat dinner before, we can assure you that gobs of bar goodies will be available to munch on.)



Dress code: Casual, trendy, fun or all-out fabulous (but save your 'party dress' for Saturday night).

Do I have to stay until 4am? Nope. But for late-night warriors, last call is at 3:45am.

Do I have to speak with an Irish accent? Nope. But it sure is social (and fun).

What is the address? 123 West 45th Street (between Sixth Avenue & Broadway)



What subway stops is it near? Located only 3 blocks from the "Times Square" (42nd Street) subway stop which caters to the 1, 2, 3, 7, A, C, E, N, R, W and Q trains, as well as the cross-town Shuttle from Grand Central. Also located only 3 blocks from the "Bryant Park" subway stop which caters to the B, D, F, and V lines. Once off the subway, walk to 123 West 45th street, between 6th Avenue and Broadway Avenue.

What's the phone number? 212.354.1099

What directions to tell the cab driver? "Take me to 123 West 45th Street—between Sixth Avenue & Broadway...I've got some mixing to do!"



NOTE: For those staying in hotels in the Times Square area, you will likely just walk to this venue (like, it will take you longer to sit in a cab and it's very conveniently located near many of the hotels where socialites are staying).

Website: <http://www.theperfectpintnyc.com>

Saturday Afternoon



Join fellow Socialites aboard the “USS *Blogger Social*,” and get a close-up look at the hottest lady in NYC!

The best way to see the city is from the sea! We'll experience the grandeur of New York on a 2-hour city highlights tour featuring magnificent views of the world's premier skyline and a close-up view of Lady Liberty. After all, you can't come to New York and not get up close and personal with the city's hottest lady. We'll sail down the Hudson; cruise around the Battery, up the East River, and under the Brooklyn, Manhattan and Williamsburg Bridges to the United Nations and back. Other highlights include the USS Intrepid Pier, The South Street Seaport, Battery Park, Ellis Island, Wall Street, the Empire State Building and some special NYC souvenirs for our Socialites!

Date: Saturday, April 5th

Time: 12:30pm – 3pm

Note: Be AT the Dock at 12:30pm SHARP. Do not miss the boat – because the boat moves away from the dock (and into the river). **Look for 3 “Ladies of Liberty” to get your tickets (you can't miss them).**

What's included: Lunch (sandwiches and chips) and unlimited refills on non-alcoholic drinks--plus some special NYC souvenirs!

Dress code: Casual.

Is the boat warm? Yes, it's totally climate controlled and you can go outside or inside.

Will I get seasick? Well, we're not *really* “cruising the high seas” but gliding along Manhattan's East Rivers and Hudson Rivers so we've been told that sea sickness is not a problem. BUT...do take a Dramamine ½ hour before if you're at all concerned.

Is there still a cruise even if it's raining? Yes!

What is the address? From Pier 83 at 42nd Street on the Hudson River.

What subway stops is it near? What subway stops is it near? Take the 1, 2, 3, 7, 9, A, C, E, N, Q or R trains to “Times Square” (42nd Street); or the B, D, F trains to 5th Avenue & 42nd Street, or the 4, 5, 6 trains to 42nd Street Grand Central Station—but then you must take a bus to get to the Pier! From 42nd Street take the M42 “Crosstown 42nd Street Pier” bus directly to the Circle Line Pier--or take the M42 “Crosstown Javits Center” bus to the 11th Avenue stop and walk one block west. From 49th Street take the M50 “Crosstown 42nd Street Pier” bus directly to the Circle Line pier. **Folks, because the boat is located on the Pier, you might find it worthwhile to take a cab to this particular event (just get a group together to save on cab fare!)**

What's the phone number? 212.563.3200

What directions to tell the cab driver? “Get me to Pier 83 at the foot of West 42nd Street on 12th Avenue to the Circle Cruise Lines...and get me to the boat on time!”

Website: <http://circleline42.com/>



Saturday Night!



On this night, NYC belongs to the Socialites, so get your Top Hat, Your Little Black Number...and Don't Forget Your Dancin' Shoes!

OPIA's dramatic and expansive 4,000 square-foot space is truly spectacular with beautiful arched windows and eleven-foot high ceilings. Elegant and elaborate, Socialites will be treated to one hour of cocktails and scrumptious passed appetizers, two and one-half hours of delicious dining with salad, choice of fish, pasta or steak, several decadent dessert options, coffee/tea and an open bar until 2am...with some very extra-ordinary signature drinks created only for you Socialites. Goodie bags brimming with copious goodness, dancing to a wide-range of genres and plenty, plenty more surprises in store.

Date: Saturday, April 5th

Time: 7pm – 2am

What's included: Open bar, special drink concoctions, full dinner, dessert, coffee/tea, dancing and (amazing!) goodie bags.

Dress code: Dressy. Cocktail dresses, skirts or nice pant suits for women. Suits or Sports coats and tie for men. You can get decked-out or just look "really spiffy" but – make no mistake about it - this is an elegant night.

Do I have to dance? Nope.

What's in my goodie bag (aka "Social SWAG BAGs")? Just like Christmas, you'll have to wait until Social. But like everything else at Social, it's all sorts of special.

Do I have to stay until 2am? Nope. But we can't imagine you'll want to leave this soiree early!



Wait, what if I want to party until 4am? Then we can spill over into the lounge next door...or we can head back to Times Square and party more there. This city never sleeps and we don't have to either.

What is the address? 130 East 57th Street (right before Lexington Avenue). Once at Opia, **walk up the stairs (or take the elevator) to the 2nd floor**...and ask for the "Blogger Social" party as we will be partying in a private room (not Opia's trendy lounge, but their elegant private room).

What subway stops is it near? The closest subway stops are off the 4, 5, 6, N,R and W trains at "59th Street", or the E, V and 6 trains at 51st street. Once off the train walk to 130 East 57th Street (right at Lexington Avenue).

What's the phone number? 212-688-3939

What directions to tell the cab driver? "Take me to 57th & Lexington ...I gotta get to Social!"

Website: <http://www.opiarestaurant.com/>





Blogger Social Meetups

(Do it Yo'Self!)

– Create+Join+Promote Meetups of your own making! –



We know that there are many people that you will want to carve out some time with — it is Social, after all! So we have made it extra easy for you to **create + join + promote** meetups outside of the 3 "official" events. How does it all work? **All you need to do is visit our BS '08 Meetup Forum located at: <http://bs.karmacredits.org>**

What do you do once there? 3 simple steps!

1. First you need to register with the bulletin board. (so click on the **register** button)
2. Next, **check the available free time slots** for blogger friends or activities that you would like to participate in.
3. When you find something that suits your interest and your availability, simply click the **post reply** button and register your interest.

Want to create your own meetup? That's 3 simple steps, too!

1. Simply go to the forum for the day/time you want, and then click the **new topic** button.
2. Enter the title/location of your meetup in the **subject** field and then enter the details in the **message body** field.
3. When you are finished, click the **submit** button. You and your meetup are now famous!

Also, if there is a particular group of Socialites that you would like to meet with, **be sure to drop them an email and encourage them to sign up for your meetup**. Enjoy getting social in-between the official events! Again, our Meetup Forum is available at: <http://bs.karmacredits.org>





Strike a Pose (Cheese!)

Help Build a “Social” Photolog of the Year’s Hottest Party!

In just a few weeks, we will be coming together for what is sure to be
THE Unforgettable Event of the Year.

Where there will be a professional photographer at the events, we’re pretty confident that the best pictures will be the ones **you** take (so don’t forget your camera). Since each of you is a storyteller, we want to give you a way to **tell the story of Blogger Social ’08** through the thousands of images that will be captured and archived.

We have created a **Flickr Group for Blogger Social Pictures**. All you have to do is register for a Flickr account (if you don’t already have one), join the group and start uploading.

How to Help Build the Blogger Social ’08 Photolog in 3 Easy Steps:

Step 1: Join the Blogger Social ’08 Flickr Group

- First, you need a Flickr account. If you don’t already have one, head over to [Flickr](#) and register.
- Sign On and Go to the [Blogger Social Group Page](#)
- Click on the “Join this Group” link

Step 2: Take Some Pictures

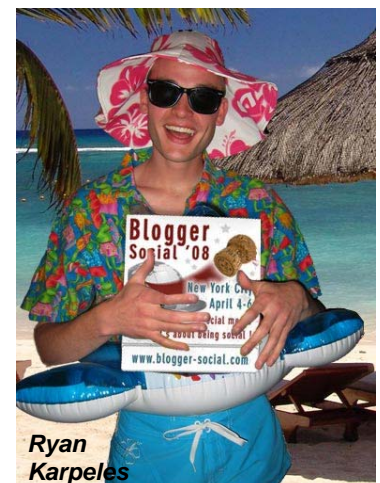
- You don’t have to wait until the big event to add pictures! If you go to the group, you will see some of the promo pictures that Socialites have already provided. Why not **create your own promo picture**...or perhaps capture your journey to NYC? It’s all part of the story and it’s not too early to start telling it!
- Be sure to add tags to your pictures (“Blogger Social ’08”, “BS08”). There is no way to create individual sets inside of a Flickr Group, but with tags we can make it easy to find stuff.

Step 3: Upload and Add to the Group

- **Upload** your pictures. To learn about upload tools read [this](#).
- The easiest way add a photo to a group is to go to the photo's page and click the “Send to Group” button between the photo title and the photo. Then, choose the group you want to send it to, and you’re done!

Please Note:

- If you have a free Flickr account, you are limited to 100MB of upload per month. You can read more about the limits and workarounds [here](#).
- If you are new to Flickr and have a question about how to do something, check out the Flickr [FAQ](#).



Social wouldn't be (extra) Special...without Specialty Drinks!

While our venues on Friday night and Saturday will have a veritable treasure trove of drink options—both alcoholic and non-alcoholic—we're also designing signature drinks especially for the momentous occasion.

Here's a glimpse of a few...

Social-tini: For the daring Socialite who's not afraid to show their sweet and sour sides. A base of raspberry vodka infused with cranberry juice, a dash of sour mix and a dose of sweet, smooth Chambord liqueur. Shaken with ice chips; served in a well-chilled martini glass.

The Brand Evangelist: With this concoction, you'll be your own biggest fan in no time. Bountiful punch of Peach Schnapps, Vodka, Cranberry, Orange and Pineapple juices over crushed ice.

Broadway Spritzer: Sparkle as bright as the Broadway lights! A hearty glass of full-bodied white wine brought to life with seltzer and wedge of lime.

The Budget Buster: Lose your grief tonight and your job tomorrow. Smooth tequila with orange juice, blended to a slush, spiked with grenadine that sinks to the bottom of the glass...along with all your woes.

Viral Fizz: You've had a million views, now it's time for double vision. Whiskey blended concoction with juice of lemon, powdered sugar and ice. Garnished with lemon, topped with cherry.

The Liberty Brew: Welcome to the land of the free and hearty ale. A rich, full-bodied ale with generous quantities of premium hops. A fragrant bouquet and spicy flavor give this beer a great taste (and this country a great name).

Brand(y) Fix: If only fixing your brand was this easy. Blend of lemon juice, powdered sugar, and water filled with shaved ice and smooth brandy. Complemented with lemon slice.

Link Love on the Rocks: Wash down your woes as fast as your Technorati rankings. Crushed mint, sugar, and lime topped with layers of ice, rum and club soda. Adorned with slice of lime.

ROI Relief: You made your numbers, let this shot make your night. Balance of vodka, triple sec and lime juice strained into a glass. (If relief isn't immediate, repeat as necessary.)

The Social Security: Dark roasted premium coffee served up in classic New York style – with the telephone number of a great limo company: 212-777-7777.



....and many more specialty drinks await you, but you'll have to wait until Social!

Social is a Green-Friendly Event: Please do YOUR Part!

(No, you don't have to hug any trees...but do feel free to hug bloggers)

In order to be more green, set an earth-friendly example—and save some serious greenbacks!—we are asking that **EVERY Socialite print-out their own materials, as we will not have this packet available in hard copy at the event.** But if you print it yourself then you will have what you need, and we're ensured of zero waste to paper, energy and budget.

And, since this promotion is 100% funded by registration revenues...the money we save on (very costly!) printing can be placed into the amazing, extraordinary, special and fun events we have planned for you.

Hey, that makes a lot of sense and saves trees in the process. So maybe marketers *can* save the world...or at least make it a better place.

Please print this out so you have the information **you need**—and print just enough, but no more.

