

# PHOENIX RISING

NEW ORLEANS, LOUISIANA • MAY 17-21, 2007 • WWW.THEPHOENISRISES.ORG

## WIRELESS WEB NETWORK

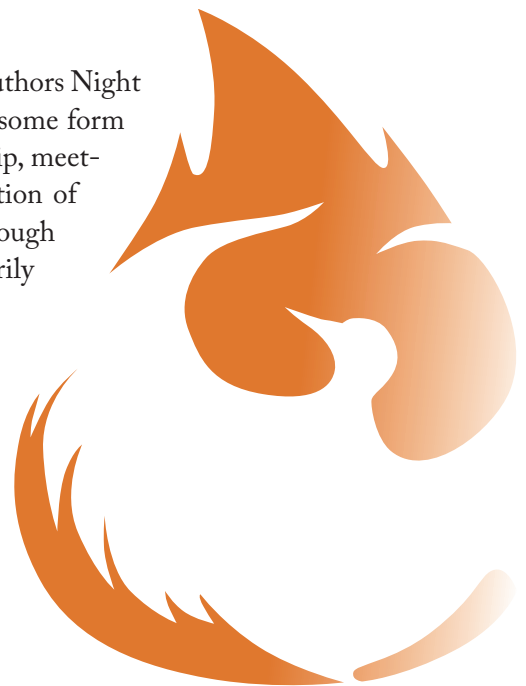
Phoenix Rising's Artists and Authors Night showcases the many facets of the *Harry Potter* fan community, and as part of that, Phoenix Rising has created the Wireless Web Network to feature those fan groups and websites that have supported our conference through sponsorship. Any sponsorship of Phoenix Rising by the fan community, from a programming session to a major event, from an auction item to a Quidditch team, comes with a complimentary table in our Wireless Web Network room during Artists and Authors Night.

Modeled after the famous WWN Magical Fair, the Wireless Web Network provides an exciting and unique opportunity for groups and websites to highlight the creativity and diversity that they bring to the fan community – and for attendees to discover new aspects of the fandom. Tables can be used for a multitude of purposes, including meeting attendees, handing out trinkets, or performing demonstrations. To encourage attendees to stop at your booth, the Wireless Web Network will offer a trivia challenge – and attendees will have to visit the participating tables to discover the answers!

The Wireless Web Network will be available throughout the entirety of the Artists and Authors Night. Participating groups may select their table's location according to amount of sponsorship, and the top three sponsors will each receive two tables instead of one. All participating sponsors finalized by March 1, 2006 will be listed as a regular sponsor in the program book, and also on a special WWN page; moreover, Phoenix Rising will include a small blurb about the top 50% of participants by amount and a small picture for the top 25%. In addition, all sponsors will be listed on our website, again as regular sponsors and on a special WWN page. Finally, in the spirit of the original WWN's radio broadcasts, Phoenix Rising will include a "commercial" for each participating group or website in one of its upcoming podcasts, and will interview the top five sponsors by amount as well.

Obtaining a table in the Wireless Web Network during Artists and Authors Night at Phoenix Rising is simple. Your group just needs to participate in some form of sponsorship. Any *Harry Potter* fan group, website, community, 'ship, meet-up, archive, forum or other fan organization that sponsors any portion of Phoenix Rising may participate in the Wireless Web Network, though participation is limited to those groups and websites that are primarily non-commercial fandom participants.

For more information on the Wireless Web Network or to discuss sponsorship options, please contact Amber Charleville, Phoenix Rising's Sponsorship Coordinator, at [sponsorship@thephoenixrises.org](mailto:sponsorship@thephoenixrises.org).



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## WNN INFORMATION

The Wireless Web Network, located in the Sheraton Grand Ballroom during the fan community bustle of Artists and Authors Night, will provide fan groups, websites, 'ships, meet-ups, archives, message boards and other organizations an opportunity to share their enthusiasm with Phoenix Rising's attendees. The following information provides details for potential participants in the Wireless Web Network.

### — QUALIFICATION —

#### *Sponsorship*

Any fan group, website or organization may participate in the Wireless Web Network simply by sponsoring Phoenix Rising in some way. A multitude of sponsorship opportunities are available, from auction items to Quidditch teams to programming sessions. The sponsorship need only be a monetary donation or an item that Phoenix Rising can use.

#### *Purpose*

All Harry Potter fan groups are eligible, including theorists, regional groups, 'ships, archives, message boards and other organizations. Businesses and other commercial enterprises are not eligible, even if they operate in the Harry Potter fan community.

### — TIME —

#### *Artists and Authors Night*

The evening of Saturday, May 19, 2007, at Phoenix Rising is devoted entirely to Artists and Authors Night, a showcase of the creativity and passion of the fan community. The Wireless Web Network will be one element of this evening, and will focus on fan participation.

#### *Hours*

The Wireless Web Network will be open to attendees from 8:00 p.m. on May 19, 2007, until midnight. Participants will have one hour before and one hour after to load-in and load-out any materials they choose to bring.

### — SIZE AND LOCATION —

#### *Booth Amenities*

Each Wireless Web Network booth will be equipped with a six-foot table, two chairs, and table linens. The top three participants by sponsorship amount will receive two booth spaces.

#### *Number of Booths*

At the moment, Phoenix Rising is planning to accommodate 17 Wireless Web Network participants. Should interest exceed our capacity, we will work with the Sheraton New Orleans to find additional space for participants.

#### *Location*

The current location is a section of the Grand Ballroom of the Sheraton New Orleans, which is in the center of Phoenix Rising's venue space. Should interest warrant, the location may be moved to accommodate additional participants.

### — AMENITIES —

#### *Podcast Commercial*

Each Wireless Web Network participant will receive a complimentary "commercial" that Phoenix Rising will feature in our conference podcasts leading up to May 17, 2007. In order to receive a commercial, both a group's sponsorship and its Wireless Web Network participation must be finalized by April 1, 2006.



For more information: Amber Charleville  
amber@thephoenixrises.org

## *Website and Program Book Acknowledgement*

All Wireless Web Network participants will receive acknowledgement on Phoenix Rising's website, both as a traditional sponsor and as a Wireless Web Network participant. All participants who have both their sponsorship and their Wireless Web Network participation finalized by March 1, 2007, will be featured in our program book. Additionally, the top 50% of participants by sponsorship amount will receive a small blurb about their group on the website and in the program book, and the top 25% will receive a logo in the materials as well.

## *Promotional Trivia*

Phoenix Rising is creating a trivia contest for attendees. In order to discover the correct answers, attendees will have to visit the booths at the Wireless Wizarding Network. When the conference is closer, our sponsorship team will be collecting questions from each participant.

# — GENERAL —

## *Access:*

All Phoenix Rising attendees will have access to the Wireless Web Network. Non-attendees, however, may not enter as this space is exclusively for conference use.

## *Suggestions and Ideas:*

The Wireless Web Network's theme for Artists and Authors Night is a Magical Fair, and we encourage all participants in the Wireless Web Network to incorporate that theme. Participants may want to have a display board with information about their site, along with brochures, flyers or trinkets for attendees to take home so that they'll have a reminder to visit later. Site administrators, volunteers, and users can also be on hand to greet current and future site or group members. Perhaps a trivia game all about a participant's site to have at its table? A wizarding spelling contest? A creative, on-the-spot contest that challenges an attendee to produce an essay, fanfiction, or fanart for a participant's site? Participants might also have everyone who stops by add to a conference keepsake, whether that's a round robin, a new verse for an original wizard song, a guestbook, a collage, a prediction for Book Seven, or a clip

for a post-conference podcast. Perhaps a participating group would like to give attendees something to take away from the conference, such as a palm reading, a caricature, or a temporary mark of their wizarding alliances created with face paint. Finally, don't forget about the games, whether it's a wizard's take on rock-paper-scissors, pin the tail on the dragon, the Knut toss, or gnome bowling.

## *Legal:*

The following are not permitted: attaching anything to the walls; causing damage to any property of the hotel; music, signage, merchandise or materials that extend beyond a participant's area; and using or blocking the aisles of the Wireless Web Network room. Phoenix Rising does not accept responsibility for stolen, lost or damaged items or materials. Participants may not create or use in any way any materials that would be rated NC-17; all display materials and handouts must be appropriate for a general audience. Participants are responsible for compliance with all laws and regulations, including intellectual property rights, gaming laws and health codes. Phoenix Rising reserves the right to disallow any activity at any time that it, in its sole discretion, finds to be illegal or infringing upon the rights of a third party; such disallowed activities include substantive trivia based upon others' intellectual property and unregistered games of chance. Participants may only sell items related to their fandom group. Participants that wish to sell such items must sign an agreement with Phoenix Rising that represents and warrants that the participant has the right to offer such items for sale and indemnifies Phoenix Rising for such potential sales. In the event that a participant is permitted to sell items, all required business and sales permits, as well as all taxes, are the responsibility of the participant. All questions about what activities Phoenix Rising will permit, and requests for the indemnification agreement, should be directed to [legal@thephoenixrises.org](mailto:legal@thephoenixrises.org).

# — CONTACT —

## *Contact*

For questions, concerns or more information – and of course, to participate in our Wireless Wizarding Network – please contact Amber Charleville, the Sponsorship Coordinator of Phoenix Rising, at [amber@thephoenixrises.org](mailto:amber@thephoenixrises.org).

