

Adaptive Path
Redesigning Blogger
37Signals
The Building of Basecamp
San Francisco, CA
November 8-9, 2004



Workshop Info

Workshop location

Hotel Monaco
501 Geary Street
San Francisco, CA 94102
Tel: 415.292.0100

NOTE: The workshop will be held on the bottom floor. When you enter the Monaco, go past the front desk and head down the stairs on your right.

Attire

Business casual is appropriate for this workshop.

Workshop Schedule

Monday, November 8th

8:30 - Registration Opens
9:00 - Workshop begins
10:30 - Morning Break
12:00 - Lunch
1:00 - Workshop back in session
3:00 - Afternoon Break
5:00 - Wrap up
5:30 - Cocktails

Tuesday, November 9th

8:30 - Registration Opens
9:00 - Workshop begins
10:30 - Morning Break
12:00 - Lunch
1:00 - Workshop back in session
3:00 - Afternoon Break
5:00 - Wrap up

Traveling to San Francisco

San Francisco International Airport-

Located approximately 15 miles from the Hotel Monaco.

Oakland International Airport- Located approximately 20 miles from the Hotel Monaco.

Take a taxi to get to downtown San Francisco or the convenient BART train. The BART schedule can be found out :
<http://www.bart.gov/index.asp>

To reach the Union Square area, get off at the Powell Street BART station.

San Francisco Hotels

Kensington Park Hotel- Boutique hotel located near Union Square. To make reservations, call 1-800-553-1900 and ask for the Adaptive Path rate of \$105/night plus tax. <http://www.kensingtonparkhotel.com>

Hotel Adagio

Located across the street from the Hotel Monaco. Call 1-800.228.8830 to make reservations and ask for the Adaptive Path room block. If you book prior to October 22nd, then they agreed to offer you a rate of \$125/night plus tax for a room with a queen bed for November 7-10 until the block is exhausted. Upgrades available at reasonable rates.

Hotel website is:
<http://www.jdvhospitality.com/hotels/hotel/15/>

Hotel Monaco & Hotel Serrano

Attendees can get a discounted rate at either of these Union square properties by going to the hotel's website and then entering the following codes when asked:

Rate code: LOY

Corporate client number: CRP123

The hotel websites can be found at:
<http://www.monaco-sf.com>
<http://www.serranohotel.com/>