

cool as ever
TECH



YOU'RE INVITED TO COOL AS EVER TECH!

The second annual Cool as Ever Tech event will bring together SoCal's web/tech scene for an interactive event hosted at the Del Mar Racetrack on August 14th, 2010.

Join 600+ of your closest friends in San Diego's tech and social media industry from noon until 6 PM, as we check in on Foursquare, eat, drink, tweet, people-watch and bet. And, of course, we'll do all of this in an über-connected and geektastic style. Expect real-time Twitter walls, a livestream of the event, tech giveaways, and introductions to some of the newest phone apps and gadgets.

Even better, this is Reggae & Beer Fest Day at the racetrack, with reggae playing through out the day, craft beer tastings on the infield, and after 6:30, a concert on the infield stage with Jimmy Cliff and Matisyahu!

Your free ticket gets you...

- Free admission (normally \$6) to the races
- Free admission (normally \$20) to the Jimmy Cliff/Matisyahu concert
- Access to the exclusive 4,200-square-foot trackside party tent
- Some of the best seats in the house for the races!
- Access to our own private seating next to the race track
- Access to three private betting booths (no lines!)
- Betting tips from a professional handicapper
- Access to our own, super special, private bar
- Reggae! •Geeks! •Swag! ... and more!



Don't get left out...RSVP today!

Individual RSVP's: <http://coolasevertch.eventbrite.com>

Bulk RSVP's 10+ or questions, email phelan@coolasevertch.com

Details for **Cool As Ever Tech** can be found online at

<http://coolasevertch.com> or [@coolasever](https://twitter.com/coolasever) on Twitter

WHEN:

Saturday, August 14

12:00 p.m. - 6:00 p.m. + after party

WHERE:

Del Mar Racetrack's Seaside Tropical Cabana
2260 Jimmy Durante Blvd., Del Mar, CA 92014

Racing at Del Mar is held Wednesday through Sunday, with post time for the first race at 2 p.m. On Fridays first post is at 4 p.m. For more information, call 858-755-1141 or visit www.DelMarScene.com

**RSVP
Tickets** 

<http://coolasevertch.eventbrite.com/>

Get your company involved: We're looking for sponsors to help make this event spectacular. Tables and banner space available.
<http://www.coolasevertch.com/sponsor>