

REACH!



blocher'08

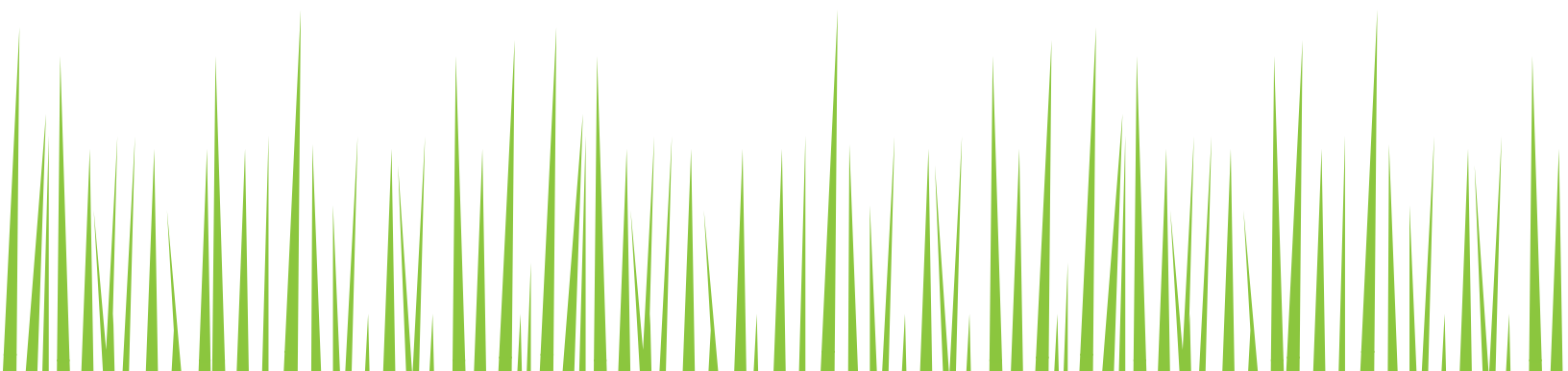
PRE-CONFERENCE GUIDE

Tips for:
How to prepare
What to expect
and how to help us GREEN
the BlogHer '08 Conference

Brought to you by



Chevrolet is determined to be the fuel solutions leader in the global automotive market and is a proud sponsor of BlogHer. As GM's largest brand, Chevrolet will offer customers a broad choice of fuel-saving cars and trucks in every segment in which it competes. There are five key fuel solutions: fuel-efficient gasoline engines; ethanol; hybrids, electrically driven vehicles and hydrogen fuel cell vehicles. Chevrolet is investing heavily in future technologies aimed at reducing or eliminating petroleum dependence so that our customers can choose fuel-saving technologies based on their needs and their budget.



WELCOME TO BLOGHER '08'S PRE-CONFERENCE GUIDE.

Inside
you'll find all kinds
of useful tidbits from the
BlogHer staff and community.

We've designed this guide to be
a fun, handy tool...but it is NOT
designed to be printed out! BlogHer
is moving toward greener business
practices, including reducing paper
consumption wherever possible. So
we ask that you limit your printing
to only those pages you really
need on-hand, if any.



CONFERENCE TIPS



QUESTION/ANSWER



GOING GREEN



What do I do if I have a question? What if I lose something?

There will be volunteers (wo)manning the registration desk during Conference hours. Need something? Lose something? Find something? Head to registration, which will serve as "Conference Central." Our fabulous volunteers will be able to steer you in the right direction.



BlogHer's brochure: online only

It takes a lot of paper – and a lot of trees – to print our multi-page brochure for 1000 people. So this year, we decided to make it digital. You will be emailed a link to download the full brochure before the event.



DON'T LOSE YOUR BADGE!

You will need your badge to access all of our meeting rooms, including general sessions, the exhibitors' area, the bookstore, break-out rooms, and the off-site cocktail receptions.



BlogHer introduces the Recycling Room

Swag overload?

We all love Conference swag, but in the end, not every freebie makes it into our suitcases. That doesn't mean these goodies should be thrown away!

This year, BlogHer is partnering with Zwaggle to create our first "Recycling Room." Simply bring any items you don't want or need to the Recycling Room, and Zwaggle will ensure that the items get recycled properly, or donated to organizations that could use them. Zwaggle's Recycling Room will be open on Friday during lunch and the second afternoon break; and on Saturday during breakfast, lunch, and the afternoon break. Please stop by!

You can also check out www.zwaggle.com to find out how you can share your gently used items throughout the year (not just at conference time).





BlogHer member **Stephanie** says: "I'm a local and what Mark Twain said can be true, 'The coldest winter I ever spent was a summer in San Francisco.' Even though July is the middle of summer, it can get very cold and foggy in SF this time of year so check the weather reports and bring at least a sweater. If not, you could end up buying one of those 'I heart SF' sweatshirts. No kidding!"

<http://backskinnyjeans.com>



I've arrived at the hotel. Yay! Now what?

Step One: Make sure to pick up your BlogHer '08 Pin. Pins will be distributed at hotel check-in, so be sure you get yours. Wear your pin to let others in the hotel (and around San Francisco) know you're with the BlogHer Conference.

Step Two: Get to your room and unwind. If you've brought your laptop, remember that in-room wifi is complimentary for BlogHer Conference guests.
Username: BlogHer08
Password: REACH

Step Three: If you arrive on Thursday evening, there's plenty to do. If this is your first BlogHer Conference, follow signs to the BlogHer Newbie Mixer (taking place from 8-10 p.m. on the top floor of the hotel). If you're not new, there's at least one other shindig on-site open to all BlogHer attendees. Find someone wearing a BlogHer Pin and ask! Of course, if jumping into Conference activity isn't your thing, remember - you're right at Union Square, and all of SF is at your doorstep.



(Pssst. Don't Call It 'Frisco.)

Whatever their reasons, people who live in San Francisco are very particular about their city's name, and revile the once-popular designation of 'Frisco. Calling it "San Fran" isn't much better. Your best bet is to call it by the full "San Francisco," or simply: "the city." If you feel compelled to go for something short, try "ess eff."



How does registration work? When do I get my badge?

Registration opens on both Friday and Saturday morning at 8 a.m. Registration is located on the mezzanine level of the hotel: up a flight of stairs from the lobby, or up one floor from the elevators.

At the registration desk, you will pick up your badge and your Official BlogHer Bag, along with a printed agenda and floorplan, so you know where you're going. After that, it's all up to you!



Is San Francisco really that cold?

Yes.

At least, it can be. Avoid having to run to the drug store to buy cheap sweatshirts and fleece jackets. If it's a foggy night, you're more likely to see locals wearing coats, hats and scarves than wearing sundresses. Unless there's a heat wave, temperatures can dip into the 40s in the morning and at night, while reaching the 80s during the day.



When you don't want to give up your bottled water

BlogHer is working with the Westin St. Francis to move away from serving individual water bottles with meals and breaks. But in case you forget to bring a reusable water bottle, you'll have an opportunity to get one from Primo, one of our event sponsors. Primo (www.primowater.com) will be providing water in bottles made from 100% annually renewable plants.



Win cool stuff!

Check out BlogHer.com's [Special Offers page](#) regularly. Conference-related goodies become available all the time, through contests, raffles, giveaways, and cool on-site events. For example, did you know that [Smilebox](#) is giving away a free year of premium membership to every BlogHer '08 attendee? This photo-and video-sharing service is a \$40 value, and when you register, you're also entering a drawing for a free iPhone. Sign up [here](#).



Do I have to attend every session?

Our Conference agenda is full, full, full! We don't expect every attendee to attend every session – that would be impossible. We do recommend that you attend all of the keynotes, and after that, just pick any break-out sessions that appeal to you. If you don't like the session you've selected, you should feel free to walk right out and go to another.

Our Conference "tracks" work like "themes" for the sessions. Tracks help us (and you) to organize and identify session content, but you are under NO obligation to attend only one track. There are no pre-session sign-ups either, so track-hop all you like!

We also recommend that you peruse the agenda ahead of time and create an itinerary – however rough – for yourself, to be sure you don't miss something important to you. Be sure to leave yourself time to eat, catch your breath, and enjoy some of the "extras" we have planned as well.



BlogHer Co-Founder, **Elisa Camahort Page** reminds us: "Best BlogHer advice? Vote with your feet. Really. If you pick a panel, and it doesn't float your boat, pick again."

<http://www.blogger.com/blog/elisa-camahort>



Reusable totes made from organic cotton

BlogHer partnered with CafePress (www.cafepress.com) to provide this year's custom-branded tote bag in 100% organic cotton. Not only is the bag great for holding many Conference giveaways, it's perfect to use (and reuse, and reuse) on just about any shopping expedition.

It's especially helpful if you head out to a grocery store in San Francisco, where plastic shopping bags are banned.



BlogHer member **Gena** says: "You don't have to go to every session if your spirit is getting overwhelmed. If you are having an anxiety-inspired moment, scope out the nearest bathroom or head to your room. It is OK."

<http://outonthestoop.blogspot.com>



I signed up for the BlogHer OpenSpace on Sunday ... but I don't know what that is. What goes on there?

The "BlogHer Open Space" is an opportunity for attendees to discuss whatever they want to discuss in an open-yet-moderated forum. Rather than have a set topic, attendees determine what the session will address. This could include:

- Digging deeper into one or more of the topics covered on the BlogHer panels.
- Discussing something that happened or was said during the course of the Conference.
- Ideas for/around the Conference itself.
- Addressing something that wasn't covered at the Conference.
- Open Q&A.

The Sunday session will begin with breakfast (included in the price of the ticket), while moderator Kaliya Hamlin works with attendees to set the agenda. Lunch is included.

Exact timing can be found on the Conference agenda.



Look for recycling receptacles

The Westin is increasing the number of recycling receptacles it carries for our event. So before you throw something away, consider if it can be recycled instead, and then look for the proper container. It won't take much additional effort to impact our trash output!



BlogHer's **Liz Henry** did a roll-through of the Westin St. Francis, and [summarized her findings on the BlogHer.com Conferences blog](#). She reminds us: "The numerous staircases in every corner of the building are great for me because the elevators will be less crowded. Take the stairs if you feel up to it, you walkies!"

<http://liz-henry.blogspot.com>

? Should I bring my laptop? What if I don't have one?

Laptops are encouraged, and our events team is working hard – very, very hard – to ensure that there will be free wifi in every nook and cranny of our meeting space. So bring 'em if ya got 'em.

That is, if you want to. Some people feel that bringing their laptop is too heavy, too cumbersome, and too distracting. This is why many people choose to ditch the laptop in favor of good, old-fashioned notebooks. It's completely up to you.

If you don't have a laptop, you won't be alone.



Power down, don't just "sleep"

Whenever possible, unplug your electronics instead of just setting them to "standby." LED screens, even little bulbs in phone chargers, waste energy. According to the Department of Energy, by 2010 20% of each American's electricity bill will come from appliances sitting on standby.

A better solution? Plug your computer, monitor, phone charger, printer, external hard drive, etc. into a power strip, and turn the power strip off whenever your electronics won't be in use for more than an hour.

So when you leave your hotel room with your juiced-up phone and laptop, remember to unplug your chargers. (Don't forget to switch off the lights and turn the AC off, too!)



Will there be wifi? Places to plug in?

We will provide free wifi for all Conference attendees throughout every one of our meeting rooms (and there are lots!). Remember, in-room connectivity is free for BlogHer attendees.

Electricity for recharging will be provided toward the front of each break-out room and in the Internet Café.



Help a sister power up

If you can fit it, consider bringing a power strip with you to the sessions. You never know where you might find a hidden place to plug in, and you'll likely find new friends (in need of a recharge) who are grateful you did.



What if I don't know anyone? Who will be there?

Many attendees travel alone and don't know anyone before they arrive at the event. Granted, this can be a little scary at first, but try to remember that most people feel a little overwhelmed. More importantly, remember that BlogHer attendees are a super friendly bunch.

Who will be there? Check out our [BlogHer.com Conference page](#), and click on "attendees" (and why not add yourself to the page if you haven't yet?)

Be sure to review the [Conference agenda](#) as well, and especially at the Birds of a Feather and Room of Your Own options. These smaller, attendee-run sessions are designed to help BlogHers find others with shared interests. It's a great way to meet people.



Let the laundry go

Many hotels have a linen re-use program, and the Westin St. Francis is no exception. Follow the instructions on your in-room signage to let the cleaning staff know that you don't need your towels or bed linens laundered or replaced every day of your stay.



BlogHer member **Shannon** says: "Have your personal "pitch" ready. What do you do? What's your blog about? When someone asks you why you're there, what will you say? And remember: Your personal blog is not "just" a personal blog. I heard that too many times last year. Your personal blog is your stage, baby, and there's no "just" about it!"

<http://www.threeseven.ca>



Can I bring my husband/partner/friend/children along?

Everyone, regardless of gender and age, is welcome to register for the event. However, only paid registrants will be allowed into the Conference area (though infants are allowed to accompany a parent or guardian).

If you would like to bring someone along who does not wish to attend the sessions, s/he may join us for our cocktail parties by purchasing a separate, cocktail-party-only package. (See the [registration page](#) for details.)

On-site childcare is available for children ages 3 months to 10 years, for those who pre-register. [Register here.](#)



Will there be men at BlogHer?

Of course! Men are welcome to attend, and many do. About 10% of attendees will be BlogHims. We've also added a [Blogging Birds of a Feather Meet-Up](#) for and about BlogHims on Saturday, July 19 from 1:45 - 3:00.



BlogHer member **TW** says: "Do keep your pain reliever and/or migraine meds on you even if you are not usually prone to aches/pains/etc. Band-aids too."

<http://ramblewoman.blogspot.com>



What should I wear?

Wear whatever makes you feel most comfortable.

"Proper BlogHer Attire" runs the gamut. There will be attendees in jeans, shorts, skirts, suits, dresses, and yoga pants. There will be tailored jackets and there will be t-shirts. Amid 1000 women with 1,000 tastes, whatever you choose to wear should be just fine.

Do people change clothes for the cocktail parties? Some do and some don't. Some attendees will "freshen up" and others will change their outfits completely, shedding their day clothes in favor of evening attire - the kind they'd wear to a nice restaurant, bar or club. A majority of attendees, however, will not change clothes and will head to the receptions as-is.

Wear comfortable shoes! Even with everything taking place in one venue, there's still a lot of walking and standing around.

Lastly, bring layers. San Francisco's temperatures vary widely, and meetings rooms can sometimes run a little warm or cold.

*Scarves are a very handy and helpful accessory for SF in July.



Prevent sore feet

One tip for preventing sole fatigue is to bring at least two pairs of comfortable shoes with you, and to switch pairs halfway through the day. This helps keep your feet energized.



Bring your own reusables

While we'll be doing our best to offer attendees reusable items, we encourage you to bring your own. Consider packing your own traveler's mug for coffee and tea, your own water bottle to use throughout the event, or even bring your own utensils. Yep, utensils. Organizations like To-Go Ware (www.to-goware.com) specialize in providing reusable utensils that you can easily store in your purse or bag, to use any time your only alternative is plastic ware.



What are the cocktail parties like?

The BlogHer Cocktail receptions are informal and fun, and a great way to let your hair down after an intense day of Conference-ing.

Friday night's event lasts from 6 p.m. to 9 p.m. and is located "behind" the hotel at a club called Ruby Skye. We'll be serving heavy hors d'oeuvres and giving away two drink tickets at the door. In addition to Greenopolis' community site demo, the folks at TNT will be bringing a few stars from their fall lineup to meet and greet BlogHer attendees.

Saturday night's event takes place from 6:30 p.m. to 9:30 p.m. and is located across the street at Macy's Union Square. There, BlogHers will enjoy a "progressive" party, where we'll be treated to several floors of for-us-only food and drinks, plus all kinds of shopping specials. Macy's will be giving attendees discount coupons along with unique offers, raffles, and giveaways just for BlogHers. As you make your way through the party, you'll have an opportunity to demo some Nintendo Wiis, right there in the shoe department. Further along, Johnson&Johnson will host a lovely lounge in ladies' lingerie, where they'll be giving away hot new items from their Intimate Brands. The last stop of the evening will be atop the building, overlooking Union Square in Macy's furniture department/"BlogHer Bistro." Sip wine, enjoy fantastic fare, lounge on comfy cushions, and be sure to stop by BlogHer's "Sleep Is for the Weak" book-signing.

Check out the [Conference blog](#) on BlogHer.com regularly to get updated details on these fantastic events. And remember: you WILL need your badge to gain entry to these parties, so hang on to 'em!



Enjoying San Francisco's "greenery"

If you're interested in exploring San Francisco's greenest offerings well beyond those at Union Square, check out this SF Green Map: <http://www.sfgreenmap.org>, where "nearly 400 San Francisco and 275 Northern California site references are iconized and classified into more than 40 categories."



GM's Rideshare Program

Thanks to GM for sponsoring many aspects of our Conference, including working with us to help "green" our event (and provide this guide).

Did you know that GM offered a small fleet of hybrid vehicles to attendees across the country – providing an opportunity for attendees to carpool instead of fly? Check out our [Special Offers pages](#) to learn more about how this program worked, and what GM has in store for our upcoming Reach Out Tour.



What is BlogHer's relationship with the Sponsors?

We do everything we can to keep BlogHer attendee costs to a minimum. In order to do this, our events must be subsidized...and that's where our sponsors come in. Frankly, without them, our events would not be possible.

Nor would they be as fun. Not only do sponsors help defray the costs of the event, they provide many of our Conference "extras," such as the cocktail parties, our Internet Cafe, and some pretty cool (if occasionally debated) swag.

Sponsors do not pay for or influence session content.

Our sponsors are selected because they offer products or services that are relevant to women and bloggers, and because they believe in what BlogHer is about. Please consider stopping by our [Sponsor Page](#) to see who will be joining us at BlogHer '08.



Food donations

BlogHer will be working with the Westin St. Francis to ensure that any leftover food is donated to those in need.



Eat For Free!

Meals are included in your BlogHer Conference pass. Each day's pass covers breakfast, lunch, snacks and entrance to the cocktail reception (where food will be served).

If you feel like wandering off in search of something off-site, Union Square and its vicinity offers dozens, if not hundreds, of low-cost options. You're likely to find anything you like simply by wandering around, but if you want to plan ahead, try a search through www.yelp.com, a local favorite.



Carbon offsetting

To help with the environmental impact of our conference, BlogHer sponsor, Michelin (www.michelin.com), will be offsetting over 200 tons of CO2. That's enough to offset 1000 attendees' travel and accommodations, plus three days of venue operations. Thanks, Michelin!



Make dinner reservations

If you and your newfound group of BlogHer BFFs want to get together post-cocktail reception to go to a restaurant, consider making reservations ahead of time. While plenty of local establishments take walk-in business, don't forget that it's a weekend in the middle of July – i.e., high tourist season. Most places are happy to accommodate large groups with a little advance warning. Consider using a service like www.opentable.com to find last-minute availabilities.



BlogHer member **Melanie** says: "Everyone brings business cards to exchange. Have some made—they don't have to be elaborate, they just need to have basic info on them (your blog URL, e-mail, name, etc.)"

<http://bloggingbasics101.com>



And BlogHer member **mooshindy** adds: "It can be overwhelming to meet so many new people. Gather all your cards, take notes on them if you can and keep them all in one place. It will make it much easier to keep track of everyone in the post-BlogHer haze."

<http://www.mooshindy.com>



(Inter)Act locally

On Friday night, BlogHers will have an opportunity to demo the newest online green community, Greenopolis.com. Greenopolis features a green marketplace, green jobs, green initiatives, a green "university," all with a mission of rewarding individuals for making incremental positive environmental changes.



Unofficial SF insider's guide

For the *real* scoop on what to see, what to do, and what's going on in and around the city, check out this [stay-at-home dad's fabulous post](#). Mike points out after-hours drink spots, playgrounds, places for kids' apparel, and even gives a nod to the neighborhood's more colorful residents. Enjoy!

What to Bring to BlogHer: A Checklist

Tailor this list to suit your style, but here's a checklist of some of the important things to consider packing for your trip to BlogHer '08 aside from the basics.

- Comfortable shoes, two pairs if possible
- A camera (be sure to tag any photos you upload with "BlogHer08")
- A coat, or at least a heavy sweater
- Business cards with your blog's URL on them (if you haven't printed any yet, check out: [CafePress](#), [iPrint](#), [Zazzle](#), or [Moo](#))
- The address and phone number of the hotel
- Email and/or phone number of friends/bloggers/roomies you plan to meet-up with
- Your laptop or notebook
- Chargers for all of your electronics (phone, laptop, camera, video cam, etc.)
- Your BlogHer registration confirmation number (no need to print out the email, just have the number handy in case)
- Your ID
- Your student ID, if you registered as a student
- A general idea of what sessions you're planning to attend
- "Medical" supplies for any potential emergencies: ibuprofen, Midol, Band-Aids, etc.
- A power strip if you can manage it
- Extra room in your suitcase (especially if you're checking bags) for bringing stuff home with you, OR
- Collapsed boxes, pre-addressed, so you have something ready to ship extra stuff home in
- Pens/pencils for making notes, even just on business cards, to remind you of whom you met and what you discussed
- Your blog "pitch": people will ask you what your blog is about, so be prepared to tell 'em

*Remember, if you forget anything, the hotel is located smack-dab in the middle of a shopping mecca: you can replace just about anything. Plus, BlogHers are very good at sharing.

The Agenda...And Beyond!

The Conference programming is the heart and soul of the whole event. The official BlogHer '08 agenda is brimming with amazing sessions and panelists on every topic imaginable, inspired by you and your feedback. But beyond the Conference sessions, BlogHer '08 offers a host of add-ons to round out your Conference-going experience.

Be sure not to miss any of these exciting extras. *Details (including times, locations, and sign-up information) can be found at BlogHer.com's new [Special Events page](#).*

The BlogHer Makeover Pavilion

For the first time ever, BlogHer is offering attendees all kinds of free makeovers from the Girly to the Geeky. Featuring beauty makeovers, fitness makeovers, laptop makeovers, financial makeovers, and more.

Yoga

Whether you're an early riser or simply want to unplug and recharge, we invite you to [join this free yoga session](#). Saturday morning, 7 - 8 a.m., brought to you by



The BlogHer Bookstore & Internet Café, brought to you by iRobot®

iRobot is hosting this year's Internet Café, which will feature charging stations, free wifi, and free espresso drinks all day. The café will also feature a bookstore, where we'll be selling titles written exclusively by BlogHer community members and hosting book signings by several of our favorite authors. (All while various iRobots help keep the space spic-and-span.) Check out our book-signing schedule [here](#), and mark your agendas!

Learn CPR

The American Heart Association is offering [two free sessions](#) for BlogHer attendees interested in learning Infant CPR or Adult/Child CPR—Friday, July 18, 2:00 pm to 2:30 pm, and Saturday, July 19, 12:30 pm to 1:30 pm.



BlogHer Suite Retreat and Spa

Need to take a few minutes away from the hustle and bustle of the blogging crowds? We are pleased to announce that we will be offering [on-site mini-massage sessions](#) to anyone who wants one. Stop by the mellow [Suite Retreat and Spa](#) (see the on-site floorplan for locations) to sign up for your pick-me-up. Walk-ins will be welcome on a first-come, first-served basis. Brought to you by



Lunch With A Celebrity Chef

BlogHer attendees who sign up early enough will have an opportunity to dine with the one and only Rocco DiSpirito on Friday, July 18. Rocco will be showcasing some fabulous new tastes from Bertolli, which you'll have an opportunity to sample. Check our [Special Events page](#) for sign-up information.



The ShutterSisters PhotoWalk

Immediately following the BlogHer '08 Photography session on Saturday afternoon, you're invited to join the [ShutterSisters](#) and fellow shutterbugs for a shared PhotoWalk around ever-picturesque San Francisco.

Meet Some Real Characters

In addition to our many great speakers, authors, and attendees, there will also be some larger-than-life celebrities on-hand for you to meet, greet and say cheese with. Not only will stars of TNT dramas be joining us for our Friday night cocktail reception, BlogHer '08 will feature many celebs of the soft and furry kind. Like...the Michelin Man. And characters from Sprout and PBS Parents. Or, if you spend some time in our **Sesame Street Suite**, you'll not only get to meet your favorite Muppets (for real!), but also meet the rarely seen Muppeteers.



How to Get to the Hotel

The easiest way to get to the hotel from the airport is to jump in a taxi. Taxis are always lined up right outside the baggage claim (just follow the signs). A cab ride from SFO to the hotel usually costs just under \$40, but there is no flat rate, and if you're caught in traffic your price may differ. Cabs from Oakland fall closer in the \$50-\$60 range.

There are also lots of shuttles that go to and from SFO and the Westin, which can be booked at the airport after you land or ahead of time. These are more economical than cab rides, running about \$15 - \$25/person. The downside is that you may have to wait to catch one, and you'll get dropped off/picked up along with other passengers, so the "short" ride to the airport can suddenly take much longer. SuperShuttle is a reliable option.

How to Get to the Hotel Via Public Transportation

Here's a quick guide of how to get to BlogHer if you don't want to rent a car, hire a shuttle from the airport, or have a GM carpool going ... public transit is easier than driving, cheaper than parking or a shuttle, and best of all, it's green.

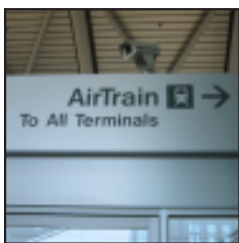
Like most major cities and their airports, SFO isn't in San Francisco proper—it's several miles south of the city. Luckily, public transit is extremely accessible right at the airport. The Westin St. Francis is just two and a half blocks away from a major public transit station, with shops, cafés, and plenty to see between the two.

For a printable version of these directions, go to <http://www.blogher.com/files/SFO-Westin.pdf>.

FROM SFO:

TOTAL COST FOR TRANSIT: \$5.35

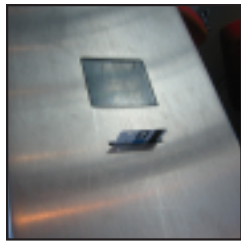
For more on riding BART from the airport, please visit http://bart.gov/guide/airport/inbound_sfo.asp.



From your airport terminal, find and board the free Airtrain. Ride the Blue Line (counter-clockwise) to the Garage G/BART station.



Insert cash or your credit/debit card into the BART machine; a one-way trip to Powell Station is \$5.35. Press the E button to print your ticket. Keep your ticket away from magnets such as your cell phone, purse closures, etc., as this can and will erase your card.



Insert your ticket into the fare gate. It will pop up midway through the gate; the plastic gates will open when you remove your ticket. Hold on to your ticket; you will need it to exit BART when you've reached Powell Station.



Take the elevator or stairs/escalator down to the BART platform. Board the San Francisco/Pittsburgh Bay Point train.

Ride BART up to Powell Station; the ride will last approximately 30 minutes. Once you arrive at Powell, exit at the Hallidie Plaza/Market Street exit.



Upon leaving BART, insert your ticket into the gate as above to exit; if you paid exact fare it will not return your ticket, but the gates will open for you. Turn right and walk out into the plaza. There's also an elevator to street level before you exit into the plaza, if you prefer/need to use the elevator.



Turn right and take the escalators up to the street. Stay on the left-hand side of the street and walk up Powell. Again, there is an elevator that can take you up to the street level as well.



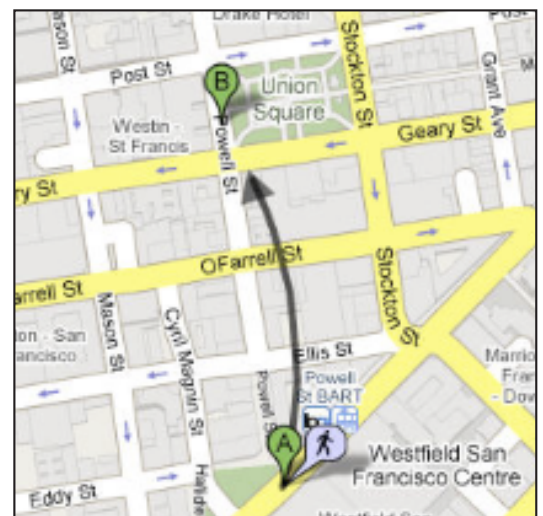
As you exit the escalator, you will see tourists lined up to board cable cars! You can catch a cable car here and ride it up to the hotel...for \$5. And a long wait. For two and a half blocks. (But if you do want to ride a cable car while in San Francisco, this is where to catch it.)



Walk up Powell street for two and a half blocks - you will cross two streets (Ellis and O'Farrell) before you reach Geary. Cross Geary...

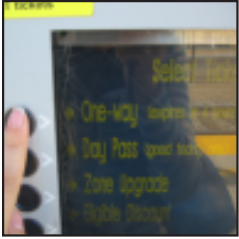


...and you're there! Welcome to the Westin St. Francis and BlogHer!



FOR CALTRAIN:

TOTAL COST FOR TRANSIT: \$12.50 and under



Purchase your Caltrain ticket from a ticket machine. Caltrain fares break down into “zones” according to how far you travel; San Francisco is in Zone 1.

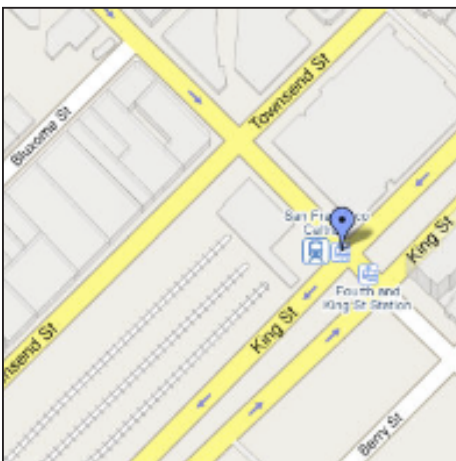
- If you are coming from San Bruno or north (Zone 1), you will pay \$2.25.
- If you are coming from Millbrae to Redwood City (Zone 2), you will pay \$4.00.
- If you are coming from Atherton/Menlo Park to Sunnyvale (Zone 3), you will pay \$5.75.
- If you are coming from Lawrence to Tamien (Zone 4), you will pay \$7.50.
- If you are coming from Capitol or Blossom Hill (Zone 5), you will pay \$9.25.
- If you are coming from Morgan Hill or south (Zone 6), you will pay \$11.00.

For a map of the Caltrain zones, please visit http://caltrain.com/caltrain_map.html. For a Caltrain timetable, please visit <http://caltrain.com/timetable.html>.

Ride Caltrain all the way to the end of the line, the 4th and King station in San Francisco.

Exit the Caltrain station and turn immediately right to the corner of 4th and King.

Cross to one of the two streetcar platforms across the street from the station.



You can purchase your streetcar transfer ticket at one of the vending machines or on board the first car for \$1.50. Hold on to your pass; they will likely check it when you exit.

Ride MUNI (the streetcar) along the Embarcadero; you will pass AT&T Park, the San Francisco Giants' baseball stadium, and the San Francisco Bay itself. For more on MUNI, please visit www.sfmuni.com.

Exit at Powell Street; it's the third stop once you've gone underground.

Go through the exit and turn LEFT out to Hallidie Plaza and the escalators up to the street.

Walk up Powell past Geary and you're there!

