



Innovation Everywhere

April 20–23, 2009
Santa Clara Convention Center
Santa Clara, CA



“The goodwill at a MySQL Conference & Expo is amazing. As an exhibitor, the event resulted in significant business opportunities for our company. The return on investment was superior to other shows.”

Richard Rabins, Co-chairman, Alpha Software

Presented by  **O'REILLY**

SPONSOR & EXHIBITOR PROSPECTUS

mysqlconf.com



CONFERENCE OVERVIEW

The 7th Annual MySQL Conference & Expo, happening April 20-23, 2009 at the Santa Clara Convention Center in Santa Clara, California, brings over 2,000 open source and database enthusiasts together to harness the power of MySQL and celebrate the huge MySQL ecosystem. The MySQL Conference & Expo is an interactive learning community—four days packed with opportunities to connect with MySQL developers and open source experts who know their subject inside and out.

The largest gathering of MySQL developers, users and DBAs worldwide, the MySQL Conference & Expo reflects MySQL's wide-ranging appeal and capabilities. The open atmosphere of the MySQL Conference & Expo inspires IT professionals and community members to create the best database applications, tools, and software through expert instruction and hands-on tutorials.

The 2009 conference will offer more than 120 sessions on multiple tracks for a wide range of skill levels—everything from new views of the MySQL universe, to an overview of the latest product developments, to an in-depth look at scaling, optimization, and structure. A business and case studies track will offer practical advice and best practice knowledge to help CXOs to maximize the advantages of MySQL in the enterprise. New to the 2009 program is the MySQLCamp, a space where any and all participants can create an “unconference” within the larger event.

This extensive program is designed for MySQL developers, programmers and DBAs from companies of all sizes; business managers looking out for their bottom line; technology evangelists and entrepreneurs who are pushing enterprise boundaries; as well as researchers and academics. Users will gain the knowledge they need to rapidly build solid MySQL applications that scale with the enterprise.

For sponsors and exhibitors, the MySQL Conference & Expo is one of the most targeted events in the industry to showcase products and services to the growing open source marketplace. You will enjoy meeting with hundreds of attendees, speakers, media, and members of the MySQL team that share the common goal of promoting the open source community and MySQL database applications. Be part of this dynamic event by becoming a sponsor or exhibitor today.

CONFERENCE OVERVIEW

Hot Topics include:

- Architecture and Technology
- Business and Case Studies
- Data Warehousing and Business Intelligence
- Cloud Computing
- Java
- LAMP
- Migration
- MySQL Cluster and High Availability
- .NET/Windows
- Performance Tuning and Benchmarks
- PHP and MySQL
- Replication and Scale-Out
- Ruby and MySQL
- Security and Database Administration
- Storage Engine Development and Optimization
- Web 2.0, Ajax, and Emerging Technologies

CONFERENCE AT-A-GLANCE

Conference Tutorials
April 20, 2009

Conference Sessions
April 21–23, 2009

Expo Hall

Tuesday, April 21, 2009
10:00 a.m. – 4:30 p.m.
6:00 p.m. – 7:30 p.m.
(Sponsor Reception)

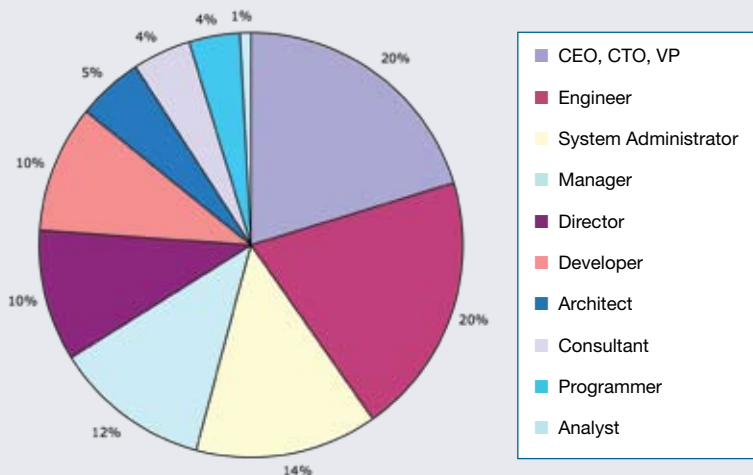
Wednesday, April 22, 2009
10:00 a.m. – 5:00 p.m.

Projected Attendance
2,000+

Conference Reach

- 11 million active MySQL users will be exposed to the conference with regular communications on the MySQL website
- MySQL website: 160,000 unique visitors per day
- MySQL newsletter: 750,000 subscribers
- Projected conference attendance: 2,000+ attendees, speakers, and press

2008 MySQL Conference & Expo Attendee Demographics by Title



REACH DECISION MAKERS

30% of 2008 Conference attendees were Director level and above.

EXPO HALL

The Expo Hall is where leading-edge companies can demonstrate new technologies, meet and recruit potential employees, and solidify relationships with members of the community and press. This two-day event is designed to give you maximum exposure to a sophisticated technical audience. Focused demographics. Cost-effective marketing. Quality leads.

Move In: Monday April 20, 2009 12:00 PM – 6:00 PM
Tuesday April 21, 2009 7:00 AM – 10:00 AM

Expo

Hall Hours: Tuesday April 21, 2009 10:00 AM – 4:30 PM
6:00 PM – 7:30 PM (reception)

Wednesday April 22, 2009 10:00 AM – 5:00 PM

Tear Down: Wednesday April 22, 2009 5:00 PM – 9:00 PM

Cost: 10' x 10' Booth **\$4,995**

Includes:

- 8'-high draped back wall
- 3'-high draped sidewalls
- 50-word description of your company's product/services and logo in the printed event guide (subject to deadline)
- Publication of your company's logo and description on the MySQL Conference & Expo website, with a link to your company's URL
- Four exhibitor staff passes, which include admission to keynotes and meal functions (but not to sessions or tutorials)
- One conference pass; additional passes are available to exhibitors at a 20% discount

Event Guide Ads (Subject to deadline)

Full-page \$5,000

Half-page \$3,000

Bag Insert:

\$1,000 per piece

EXHIBITOR AND SPONSOR PACKAGES AT A GLANCE

	Diamond Sponsor (3 Total)	Platinum Sponsor	Gold Sponsor	Exhibitor	OEM Exhibitor
Investment	\$45,000	\$30,000	\$15,000	\$4,995	\$2,500
Keynote					
20 minute keynote	Yes	-	-	-	-
Inclusion of company logo in a rotating slide show before keynotes and plenary sessions	Yes	Yes	Yes	-	-
Speaking Opportunity (subject to approval)*					
Technical presentation about your Solution in Products & Services track	60 min	60 min**	45 min	-	-
Booth & Conference Passes					
Booth size	30 x 30	20 x 20	10 x 20	10 x 10	3x3
Exhibitor Staff passes (floor, keynotes, meals)	4	4	4	4	2
Conference passes (excludes tutorials)	8	6	4	1	1
Conference Advertising					
Your company's ad in event guide (subject to deadline)	2-page	Full page	Half page	-	-
Company logo on t-shirt (subject to deadline)	Yes	-	-	-	-
Your 728 x 90 static online banner ad will rotate on the conference website	Yes	Yes	-	-	-
Company description in event guide and on the conference website (subject to deadline)	100 words	75 words	50 words	50 words	Company Listing
Use of Who's Who opt-in email list	Two-time	Two-time	One-time	-	-
Attendee bag insert (Provided by sponsor)	Yes	Yes	Yes	-	-
MySQL Demand Generation					
1-month front page ad on MySQL Partner Site	Yes	-	-	-	-
Web seminar hosted by MySQL	Yes	Yes	-	-	-
Newsletter sponsorship	Yes	Yes	-	-	-
Logo placement on mysqlconf.com	Top placement, home page	Home page	Home page	Exhibitor page	-
Press announcement at the conference	Joint	Quote	Quote	Quote	Quote
MySQL Career Fair					
Included Career Fair sponsor benefits:	Yes	Yes	Yes	-	-
<ul style="list-style-type: none"> ■ Table top display at the Career Fair ■ 2 interview rooms (available on a first come, first served basis) ■ Job board in prominent location ■ Inclusion in all fair-related promotion (subject to deadline) 					
Other					
Use of press room for one private event (subject to approval)	Yes	-	-	-	-

*Speaking opportunities are offered on a space available basis only

**First three Platinum sponsors will be eligible for a 60 minute session; subsequent sponsors at this level will be eligible for a 45 minute session.

DIAMOND SPONSOR PACKAGE \$45,000

The Diamond Sponsor Package gives you top billing to all attendees before, during, and after the event, and premium advertising and exhibit placement at the event, solidifying your company's leadership position in the MySQL community.

Keynote

- One 20-minute keynote speaking opportunity (subject to MySQL/O'Reilly consultation and approval of speaker and content)
- Inclusion of company logo in a rotating slide show before Keynotes and Plenary sessions

Technical session

- One 60-minute technical session in the Products & Services track

Booth and conference passes

- 30' x 30' Booth in premium location in Expo Hall
- Eight conference passes (excluding tutorials); conference materials included

Conference advertising

- 2 page color ad in the event guide (subject to deadline)
- Company logo on t-shirt (subject to deadline)
- Your 728 x 90 static online banner ad will rotate on the conference website
- 100 word company description in the event guide and on the website (event guide subject to deadline)
- Two time use of Who's Who opt-in email list
- Insert in attendee bag (to be provided by sponsor)

MySQL Demand Generation

- One month front page ad for your company on the MySQL Partner site
- Web seminar hosted by MySQL
- MySQL Newsletter sponsorship
- Diamond sponsor designation, company logo and link on the mysqlconf.com website
- Press release: opportunity for joint press release with quote from a MySQL executive

MySQL Career Fair

Included Career Fair sponsor benefits:

- Table top display at the Career Fair
- 2 interview rooms (available on a first come, first served basis)
- Job board in prominent location
- Inclusion in all fair-related promotion (subject to deadline)

Other

- Use of press room for one private event (subject to approval)

PLATINUM SPONSOR PACKAGE \$30,000

The Platinum Sponsor Package gives you unparalleled access and exposure to all attendees before, during, and after the event, and demonstrates your company's leadership position in the MySQL community.

Technical session

- One 60-minute technical session in Product & Services track*

Booth and conference passes

- 20' x 20' Booth in premium location in Expo Hall
- Six conference passes (excluding tutorials); conference materials included

Conference advertising

- Full page color ad in the event guide (subject to deadline)
- Your 728 x 90 static online banner ad will rotate on the conference website
- 75 word company description in the event guide and on the website (event guide subject to deadline)
- Two time use of Who's Who opt-in email list
- Insert in attendee bag (to be provided by sponsor)

MySQL Demand Generation

- Web seminar hosted by MySQL
- Newsletter sponsorship
- Platinum sponsor designation, company logo, and link on the mysqlconf.com website
- Press release: opportunity for a MySQL supported press release with quote from a MySQL executive

MySQL Career Fair

Included Career Fair sponsor benefits:

- Table top display at the Career Fair
- 2 interview rooms (available on a first come, first served basis)
- Job board in prominent location
- Inclusion in all fair-related promotion (subject to deadline)

*First three Platinum sponsors will be eligible for a 60 minute session; subsequent sponsors at this level will be eligible for a 45 minute session.

GOLD SPONSOR PACKAGE \$15,000

The Gold Sponsor Package is a powerful way to gain the mindshare and marketshare of the MySQL community.

Technical session

- One 45-minute technical session in the Products & Services track

Booth and conference passes

- 10' x 20' Booth in premium location in Expo Hall
- Four sessions passes (excluding tutorials); conference materials included

Conference advertising

- Half page color ad in the event guide (subject to deadline)
- 50 word company description in the event guide and on the website (program subject to deadline)
- One time use of Who's Who opt-in email list
- Insert in attendee bag (to be provided by sponsor)

MySQL Demand Generation

- Press release: opportunity for a MySQL supported press release with quote from a MySQL executive
- Gold sponsor designation, company logo, and link on the mysqlconf.com website

MySQL Career Fair

Included Career Fair sponsor benefits:

- Table top display at the Career Fair
- 2 interview rooms (available on a first come, first served basis)
- Job board in prominent location
- Inclusion in all fair-related promotion (subject to deadline)

CONTACT:

scordesse@oreilly.com
for custom packages and
reception opportunities

OEM EXHIBIT PACKAGE **\$2,500**

The OEM Exhibit Package is designed for MySQL ISVs and OEMs to showcase their status in the MySQL ecosystem for a minimal investment.

Includes:

- Cocktail tabletop display in Expo Hall
- Company listing in the event guide (subject to deadline)
- Company listing on conference website
- Two Exhibitor Staff passes (floor, keynotes, meals)
- One conference pass; additional passes are available at a 20% discount

MYSQL CAREER FAIR

The MySQL Career Fair offers sponsors the opportunity to promote job openings to the hundreds of MySQL developers, DBAs, and system administrators attending the conference. The fair will take place on Monday evening April 20, from 5:00pm–7:30pm, and will be open to the public.

Premier Career Fair Sponsor – \$5,000

- Premier placement of table top display at Career Fair (up to two tables will be provided)
- Premier sponsor designation in all fair-related advertising/promotion and on the conference website (subject to deadline)
- Meterboard sign at Career Fair designating sponsorship (tall, free-standing sign, about 38"W x 90"H)
- Opportunity to sponsor food & beverage during the Career Fair (Sponsor responsible for F&B)
- Opportunity to use one of two interview rooms (available on a first-come, first-served basis)
- Opportunity to post positions on the job board

Standard Career Fair Package – \$1,000

- Tabletop display at the Career Fair
- Opportunity to use one of two interview rooms (available on a first-come, first-served basis)
- Company name listed in all fair-related advertising/promotion (subject to deadline)
- Opportunity to post positions on the job board

ADDITIONAL SPONSOR OPPORTUNITIES

- **Lanyard Sponsorship (One only)** – Place your logo and company name on every lanyard at the show! This is an excellent way to increase your company visibility. \$5,000; sponsor provides lanyards
- **Attendee Pens and Notepads (One only)** – Your logo will appear on all pens and notebooks included in the attendee bag. These go home with most attendees, extending your reach! \$2,500
- **Custom Water Bottles (One only)** – Let a water bottle carry your message before, during, and after the user conference! \$5,000
- **Hotel Key Card (One only)** – Your logo will appear on all hotel key cards at the Santa Clara Hyatt Regency. Call for a quote.
- **Hotel Room Drop (One only)** – Have your marketing piece delivered to 100 MySQL Conference & Expo attendees staying at the Hyatt Regency. \$3,500
- **Breakfast Sponsorship (Multiple)** – Sponsor the first meal of the day! Includes thank you by program chair; announcement in conference slide show before sessions, and table tents with your logo at every table in the dining area. \$5,000
- **Lunch Sponsorship (Multiple)** – Sponsor lunch for every attendee. Includes thank you by program chair; announcement in conference slide show between sessions, and table tents with your logo at every table in the dining area. \$7,500
- **AM/PM Break Sponsorship (Multiple)** – Sponsor one of those important snack breaks. Includes announcement in conference slide show between sessions, and table tents with your logo in the hospitality area. \$3,500
- **Movie Night (One only)** – Host the showing of a popular movie one evening of the conference. Sponsorship includes use of a ballroom, set-up of AV equipment, movie rental and snack foods. \$10,000
- **Gaming Center (One only)** – You provide the equipment (a minimum of ten machines) and we will provide the space, signage, and promotion of this video game center to allow attendees to play some of the latest video games during the conference. \$15,000
- **MySQL Quiz Show Sponsorship (One only)** – The MySQL Quiz Show is a well-attended, annual event where attendees compete for prizes while testing their knowledge of industry trivia. Sponsorship includes signage in the event area. \$3,000
- **Partner Cocktail Reception (One only)** – Host the cocktail reception which follows the annual MySQL Partner Meeting. This opportunity is ideal for extra space distributors or system integrators who want to raise their profile in the MySQL partner ecosystem. \$5,000
- **Floor Graphics (Multiple)** – Direct attendees to your booth or presentation with durable, retail floor graphics. With over 2,000 attendees walking the conference halls, the floors offer valuable marketing and advertising space. Call for a quote.
- **Full-page Advertisement (Multiple, subject to deadline)** – Advertise in the event guide with a full page ad. Use the space to promote your company or products, or to encourage attendees to visit your booth or presentation during the conference. \$5,000
- **Half-page Advertisement (Multiple, subject to deadline)** – Advertise in the event guide with a half page ad. \$3,000

DEMOGRAPHICS

Gain access to a highly qualified audience from many well-known companies.

ORGANIZATIONS REPRESENTED AT THE MYSQL CONFERENCE 2008

ABB Inc.	Ayala Systems Technology Inc	Ccube
About.com	BabyCenter	Center Stage Software
abs solutions	Bacher Systems EDV GmbH	Centrify
Accenture	BakBone Software	Cisco Systems, Inc.
ACCO Engineered Systems	Baylor Institute for Immunol Res.	City of Aurora
ACD	BBC News Online	Clickability
Acronis	Bell Canada	CNET Networks, Inc.
Acteva	Bellrock Dev. Co.	CNR - Istituto Informatica e Telematica
ActionMessage	Big Fish Games	CodeGear
Activant Solutions	Bilan Software	CodeRyte, Inc
Active Endpoints	Bilddagboken AB	
Adobe	Binary Analytics Laboratory	
Adoos Classifieds	BioTechNiks	
ADSI	Bite Communications	
Advertising.com	BitNami	
AFICON LTD	Blender Foundation	
Aggregate Knowledge	Blinkx	
AideRSS Inc.	Blizzard Entertainment	
Aloha Airlines	Bluepulse, Inc.	
Amazon.com	BMP	
American Greetings Interactive	Broadnet	
American Psychological Association	Brocade	
Andrews Internatonal	Brookhaven National Laboratory	
AOL, LLC	Bump Limits	
Apatar, Inc.	BusinessWeek	
Appcelerator	C3WARE PVT LTD	
AppFolio, Inc	Cable & Wireless Barbados Limited	
Apple, Inc	CAC	
Application Development Trends	CafePress.com	
Approver.com	California Digital Library	
Atlantic Trust	Caltech	
Auto Summit Commercial Servicer	Canadian Meteorological Centre	
Avolent	CBS Interactive	
axept	CC Research	

ATTENDEE COMPANY SIZE

5,000+	24%
1,000 - 4,999	13%
500 - 999	8%
100 - 499	29%
50 - 99	15%
20 - 49	12%

ATTENDEE PURCHASING ROLE (MAY SELECT ALL THAT APPLY)

- DETERMINES NEEDS 65%
- INTRODUCES NEW PRODUCTS/TECHNOLOGIES FOR EVALUATION 60%
- EVALUATES & TESTS PRODUCTS 64%
- DEVELOPS SPECIFICATIONS 48%
- RECOMMENDS PURCHASES 58%
- AUTHORIZES PURCHASES 23%
- NOT INVOLVED 1%

DEMOGRAPHICS *continued*

Collaborative Drug Discovery, Inc.	Esurance	Ingres Corporation
Comcast Entertainment Group	Exadel	Innobase / Oracle Corp.
Command Prompt, Inc.	Exploreos, Inc.	Intel Corp.
Compass Health	Facebook, Inc.	Intertek, Inc
Comprehensive Health Mgmt, Inc.	FAQware	iStockphoto
Compubasic	FastCommerce	Jaspersoft
Continuent.com	FileMaker, Inc	Jigsaw
Control Risks	First American CoreLogic	Joyent Inc
Core Mobility	FirstRain	JPMChase Bank
CSE Insurance Company	Flickr	KBA Wireless
Cyworld	Fotolog, Inc.	Kebok.com
DailyMotion	Fox Interactive Media	Kickfire, Incorporated
DataDirect	FranceTelecom R&D	Lawrence Livermore National Laboratory
dealnews.com	Friendster, Inc.	Lifelock
DealsDirect.com.au	Fujitsu Network Communications, Inc	LIG
Defensio	Gaia Interactive, Inc.	Linagora
DemonWare	Genius.com	LINBIT Information Technologies GmbH
Department of Defense	Gifts.com	LinuxWorld.com
Digg.com, Inc.	GigaSpaces	Liquidity Services, Inc.
Dolphin Interconnect Solutions	Globo.com	LiveText, inc.
Donnell Systems, Inc.	Godaddy	LiveWorld Inc
Drive Current, Inc	Goldshine Pharmaceuticals Inc.	Lockheed Martin
Drupal	Google, Inc.	LogicWorks
Duke University	Greenplum	ManheimLLC
E! Entertainment	Harvard University	Maxiscale, Inc.
EarthLink	Hewlett-Packard Co	Mayfield Fund
eBay, Inc	HMS	McClatchy Interactive
EBCLOSION	HSBC	Meebo
EC Navi Company	Hyperic, Inc.	Melissa Data
Ecommerce Solutions	IBM	Mertech Data Systems, Inc.
EDS	ICTV	Microsoft Corporation
EFILM	IDG News Service	Midwest Laboratories, Inc.
ehealth	IMDb.com	mig33.com
EMC Corporation	Indiana University	Millennium Software / Jinny Software
eNotes.com	InfoBright Inc.	MindTouch
EnterpriseDB	InformationWeek	Miniclip Limited
ESPN	InfoWorld	Motorola, Inc.

DEMOGRAPHICS *continued*

MTV Networks	RightScale, Inc.	TRW Automotive
NASA	ScaleDB	UC Berkeley
National University of Singapore	Sega Corp.	Unifords Technologies (P) Ltd,
Navica	Seismic, LLC	Unisphere Media, llc
Newtek Business Services	SigmaSoft, Inc.	Univeristy of Nevada - Las Vegas
Nexation, Inc.	Six Apart	University of North Carolina at Greenboro
Nexen Services	Slide, Inc.	University of California, Davis
NitroSecurity, Inc.	Sonico.com	University of Hawaii
Nokia Corporation	Sony Computer Entertainment America, Inc.	University of Illinois at Chicago
Northwestern University	SourceForge, Inc.	University of Maryland
Novell Inc.	Space Telescope Science Institute	UNIVERSITY OF WASHINGTON
NTT COMWARE CORPORATION	SportsDataHub.com	US Army Corps of Engineers
Octagon Computer Services	Sprint	US Auto Parts Inc.
OLX Inc.	St. Jude Children's Research Hospital	US Court of Appeals, 9th Circuit
OpenMRS	Stanford University	US Environmental Protection Agency
OpSource, Inc.	SugarCRM, Inc.	Varian Medical System
Oracle / Innobase	Sumisho Computer Systems Corporation	Verifi, Inc.
OwensCorning	Sun Microsystems, Inc.	VeriSign
Pacific Fuel Technology	Sybase iAnywhere	Verizon Wireless
PayPal	Sybase Mobile 365	Vertex Pharmaceuticals
PennySaverUSA.com	Symantec Corporation	VirginMobile France
Pentaho Corporation	Symian Development	Virident Systems
peoplecomm, inc.	SYNNEX Corporation	VMWare
Percona Inc.	Tableau Software	Vonage Holdings
Philips Medical	Talend	Walt Disney Animation Studios
Posit Science Corporation	TargetCast Networks	Webyog
PrimeBase Technologies GmbH	The Carnegie Foundation	Wellcare Health Plans
Princeton University	THE NATIONAL BANK	XAware, Inc.
PROTRADE	The New York Times	Xfire (a division of MTVN / Viacom)
Quest Software, Inc.	The Pythian Group	Xinet, Inc
R1Soft	The Register	Yahoo! Inc.
Rackspace	The Weather Channel Interactive	Yelp
Radian6 Technologies	Ticketmaster, Inc.	Youtube
RealNetworks Inc	Time Warner Telecom	Zend Technologies, Inc.
Red Hat	TiVo, Inc.	Zmanda, Inc.
Reuters	Tokutek	
RightNow Technologies	TOSHIBA Solutions Corporation	



SPONSOR CONTRACT *page 1 of 2*

Please sign and return this contract to:
O'Reilly Media, Inc. via email or fax
Sharon Cordesse, scordesse@oreilly.com
Telephone: **707-827-7065** Fax: **707-829-0104**

Please print your company name exactly as it should appear in all marketing and promotional materials for the event .

Primary contact information

Name	_____		Email	_____	
Phone	_____		Fax	_____	
Mailing Address (if different from below)					

City	_____	State	_____	Zip Code	_____

Billing information

Name	_____		Email	_____	
Phone	_____		Fax	_____	
Mailing Address					

City	_____	State	_____	Zip Code	_____

**For detailed information on Sponsor and Exhibitor opportunities,
please contact Sharon Cordesse at scordesse@oreilly.com**

Sponsor Packages

- _____ Diamond Sponsor – \$45,000
- _____ Platinum Sponsor – \$30,000
- _____ Gold Sponsor – \$15,000
- _____ Career Fair Sponsor – \$8,000
- _____ 10' X 10' Exhibit Booth – \$4,995
- _____ OEM Pavilion – \$2,500

Event Guide Ads

(Subject to deadline)

- _____ Full-page – \$5,000
- _____ Half-page – \$3,000

TOTAL AMOUNT DUE:

\$ _____

See next page for payment information.

Custom Item(s)

Payment Information

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor.

Cancellation Policy: We will refund 75% of the total sponsor or exhibitor fee paid for cancellations received in writing 120 days before the first day of the conference. We will refund 50% of the total sponsor or exhibitor fee paid for cancellations received in writing 60 days before the first day of the conference. We will refund 25% of the total sponsor or exhibitor fee paid for cancellations received in writing 30 days before the first day of the conference. After that date, no refunds will be made. In the unlikely event of cancellation of the conference, the liability of O'Reilly Media, Inc. is limited to the amount of fees paid.

Payment Type

Company check (Please make check payable to O'Reilly Media, Inc.)

Visa MasterCard American Express

Account number _____

Exp. date _____

Print cardholder's name _____

Cardholder's signature _____

Purchase Order _____

P.O. Number (required if payment is not submitted with application)

TOTAL AMOUNT DUE: \$ _____

Contract Signatures

I have read all of the terms and conditions of the Participation Agreement and agree to comply with these terms.

Sponsor/Exhibitor Title Date _____

Upon receipt of this contract and payment, O'Reilly Media will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly Media, Inc. Date _____

Company Logo and Information

Please submit a company logo and company/product description: Sponsors, see sponsorship details for number of words; Exhibitors submit a 50-word description.

O'Reilly Media, Inc. ("O'Reilly") is authorized to make use of this information for the event guide, related marketing material, and website. Company description and logo should be submitted via email to May Carver at mcarver@oreilly.com and should comply with one of the following print specs:

1. Adobe Illustrator or Freehand eps file, (vector file) with fonts outlined (this is very important: O'Reilly is not responsible for providing fonts for printing sponsor-submitted logos.)
2. 300 ppi Photoshop TIFF, EPS or JPEG file of your non-animated logo. The web logo will appear on a white background.

Terms and Conditions for Vendor Participation in the MySQL Conference & Expo, April 20–23, 2009

ASSIGNMENT OF SPACE: O'Reilly shall assign the booth, display and/or tabletop space as agreed to under this Contract for the period of the display and such assignment will be made no later than four weeks before the event. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of O'Reilly.

USE OF DISPLAY SPACE: Company is allowed to distribute literature, run demonstrations, and sell products within the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. Company shall not assign to a third party its space or any portion of that space without the prior written consent of O'Reilly, which O'Reilly may grant or withhold at its sole discretion. If such permission is given, the Company shall assume full responsibility for the conduct of the assignee and all its representatives.

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in O'Reilly's conference schedule.

INDEMNITY AND LIMITATION OF LIABILITY: Neither O'Reilly, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display at the conference. The Company shall indemnify, defend, and protect O'Reilly and hold O'Reilly, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will O'Reilly, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall O'Reilly's liability, under any circumstance, exceed the amount actually paid to it by the Company. O'Reilly makes no representations or warranties regarding the number of persons who will attend the conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances.

CANCELLATION OR TERMINATION BY O'REILLY: If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, O'Reilly shall determine that the conference or any part may not be held, O'Reilly may cancel the conference or any part thereof. In that event, O'Reilly shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by O'Reilly.

CANCELLATION BY COMPANY: All payments made to O'Reilly under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by O'Reilly and O'Reilly's lost or deferred opportunity to provide space and/or sponsorship opportunities to others.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. O'Reilly reserves the right to eject from the conference any Company or Company representative violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by O'Reilly from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the Company and O'Reilly concerning the subject matter of this application. O'Reilly does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by O'Reilly. The rights of O'Reilly under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of O'Reilly. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.



O'REILLY®

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For more information contact:

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