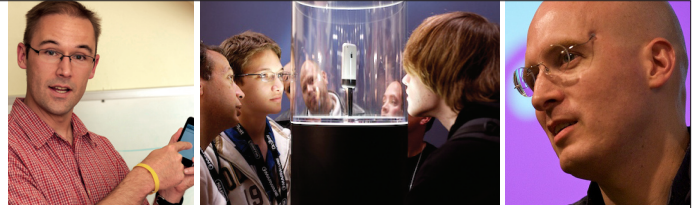


# iPhoneLive

## CONFERENCE



The iPhone is reshaping how we think about mobility and defining an entirely new class of devices. iPhoneLive is a new O'Reilly conference bringing together iPhone developers, entrepreneurs, and enthusiasts, and focusing on building and deployment issues surrounding this game-changing platform. For technologists, this rich event will cover development issues from coding to release. For business strategists, iPhoneLive will explore criteria for success and how to capitalize on the explosive growth the iPhone is spurring in the mobile industry.

**Expected attendance:** 500

**Audience profile:**

iPhone developers (and those wanting to become iPhone developers), entrepreneurs, investors, analysts and media

**Program chairs:**

**Raven Zachary** helps people create, develop, and launch iPhone products and services. He also is a Contributing Analyst with The 451 Group. Raven is Program Co-Chair for the O'Reilly Media conference iPhoneLive, and is the founder of iPhoneDevCamp, a not-for-profit iPhone developer conference. He is currently advising a number of companies on iPhone strategy and product development. Raven recently lead Platial's launch of their native iPhone application, Nearby, which was a top 20 free application in the App Store during July 2008. He is regularly quoted by the press about the iPhone and is a frequent conference speaker on the topic. Raven's iPhone pursuits can be viewed at [www.raven.me](http://www.raven.me) and he can be followed on Twitter, @ravenme.

**Bill Dudney** is a software developer and entrepreneur currently building software for the iPhone. Bill started his computing career on a NeXT cube with a magneto-optical drive running NeXTStep 0.9. Over the years, Bill migrated into the Java world, where he worked for years on building cool enterprise software. But he never forgot his roots and how much fun it was to write software that did cool things for normal people. You can follow him on his blog at <http://bill.dudney.net/roller/objc>

**Sponsor Demos:** November 18, 2008

The O'Reilly iPhoneLive Conference  
November 18, 2008  
Holiday Inn  
San Jose, CA

For more information,  
contact Yvonne Romaine  
at 707-827-7198  
or [yromaine@oreilly.com](mailto:yromaine@oreilly.com)

## Sponsorship Packages

Reach technology innovators and business leaders at iPhoneLive 2008. Use iPhoneLive as a platform to position yourself in the emerging technology space. Sponsorships, networking opportunities, hands-on demonstrations and onsite marketing promotions are available.

### Diamond Sponsorship: (limit 3)

- 5-minute plenary during the 1-day conference
- Online banner ad: Your 728 x 90 static banner will rotate on the conference web site
- 4 conference passes (speaker will also be issued a conference pass)
- Table-top display
- Ability to send email to the iPhoneLive attendee opt-in list for one pre-event and one post-event communication
- Company name, logo, 100-word description and link in the Program Guide and listing on the conference web site
- One page full color ad (subject to deadline)
- Sponsor designation in outbound marketing and PR announcements (subject to deadlines)
- Access to pre-event media list
- Use of press meeting room for one private press event (available on first-come, first-served basis)

### Platinum Sponsorship:

- 2 conference passes
- Table-top display
- Ability to send an email to the iPhoneLive attendee opt-in list for one pre-event and one post-event communication
- Company name, logo, 75-word description and link in Program Guide and listing on the conference web site
- Half page full color ad (subject to deadline)
- Sponsor designation in outbound marketing and PR announcements (subject to deadlines)
- Access to pre-event media list
- Use of press meeting room for one private press event (available on first-come, first-served basis)

### Gold Sponsorship:

- 1 conference pass
- Table-top display
- Company name, logo, 50-word description and link in Program Guide and listing on the conference web site
- Sponsor designation in outbound marketing and PR announcements (subject to deadlines)
- Access to pre-event media list
- Use of press meeting room for one private press event (available on first-come, first-served basis)

### Silver Sponsor:

- Company name, logo, 50-word description and link in Program Guide and listing on the conference web site
- Sponsor designation in outbound marketing and PR announcements (subject to deadlines)

### Additional Sponsorship Opportunities:

- Breakfast Sponsorship
- Lunch Sponsorship
- AM/PM Break Sponsorships
- Lanyard Sponsorship
- Registration Sponsorship
- Closing Reception Sponsorship

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

Product to be displayed: \_\_\_\_\_

**PRIMARY CONTACT INFORMATION**

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**BILLING INFORMATION**

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**SPONSOR & EXHIBITOR SELECTIONS**

**SPONSOR PACKAGES**

Conference \_\_\_\_\_

Sponsor Level \_\_\_\_\_

Price \$ \_\_\_\_\_

**EXHIBIT BOOTHS**

Square feet \_\_\_\_\_

@ \$ \_\_\_\_\_ per square foot

Exhibit fee \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:**

\$ \_\_\_\_\_

**Additional Marketing Opportunities**

Advertisements

Pages \_\_\_\_\_ Price \$ \_\_\_\_\_

Bag Inserts

Number of pieces \_\_\_\_\_ Price \$ \_\_\_\_\_

**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: \$ \_\_\_\_\_**

**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 conference program, related marketing material, and web site. Company description and logo should be submitted via email to [sponsorships@oreilly.com](mailto:sponsorships@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.) OR 2. 300 ppi Photoshop TIFF, EPS or JPEG file of your non-animated logo. The web logo will appear on a white background.

**CONTRACT SIGNATURES**

I have read and agree to all the terms and conditions of the Sponsor and Exhibitor Application and Contract, including the Participation Agreement. I warrant that I am authorized to sign on behalf of the Sponsor/Exhibitor listed above and that all information I have provided is complete and accurate.

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

O'Reilly Media, Inc.	Date
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Please sign and return this contract with your payment to:

Attn: O'Reilly Conference Sponsorships, O'Reilly Media, Inc. 1005 Gravenstein Highway North, Sebastopol, CA 95472 Telephone: 707-827-7000 Fax: 707-829-0104

**PARTICIPATION AGREEMENT**

Terms and Conditions for Vendor Participation in the \_\_\_\_\_ (event) taking place \_\_\_\_\_ (date).

**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.