

O'REILLY®

OSCON®

Open Source Convention

July 20–24, 2009

San Jose McEnery Convention Center  
San Jose, CA



# Open for Business



SPONSOR & EXHIBITOR PROSPECTUS

[conferences.oreilly.com/oscon](http://conferences.oreilly.com/oscon)

## CONFERENCE OVERVIEW

The first ten years of OSCON were about opening the minds of big business to the philosophy of open source; the next ten are about opening the minds of the open source community to the practical possibilities of its future. As OSCON “goes to eleven” in 2009, how can we turn up the volume on efficiency, knowledge transfer, and working smarter within constraints to achieve more with what we already have—or even with less?

Join us at OSCON 2009, the crossroads of all things open source. Come together with 3,000 of the best, brightest, and most interesting people to explore what’s new and to help define, maintain, and extend the identity of what it means to be open source. For sponsors and exhibitors, OSCON is one of the most targeted events in the industry to showcase products and services in the growing open source marketplace.

**Estimated attendance:** 3,000+

**Target Audience:** Developers, programmers and engineers, CxOs, hackers and geeks, sys admins, enterprise developers and managers, entrepreneurs, activists, designers, IT managers, trainers, and educators

**Selected past speakers include:**

Tim O’Reilly, *O’Reilly Media*

Chris DiBona, *Google*

Joe Brockmeier, *Novell*

Damian Conway, *Thoughtstream*

Sam Ramji, *Microsoft*

Tim Bray, *Sun Microsystems*

Chris Blizzard, *Mozilla Foundation*

Larry Wall, *Perl*

Stormy Peters, *OpenLogic*

Mark Shuttleworth, *Canonical*

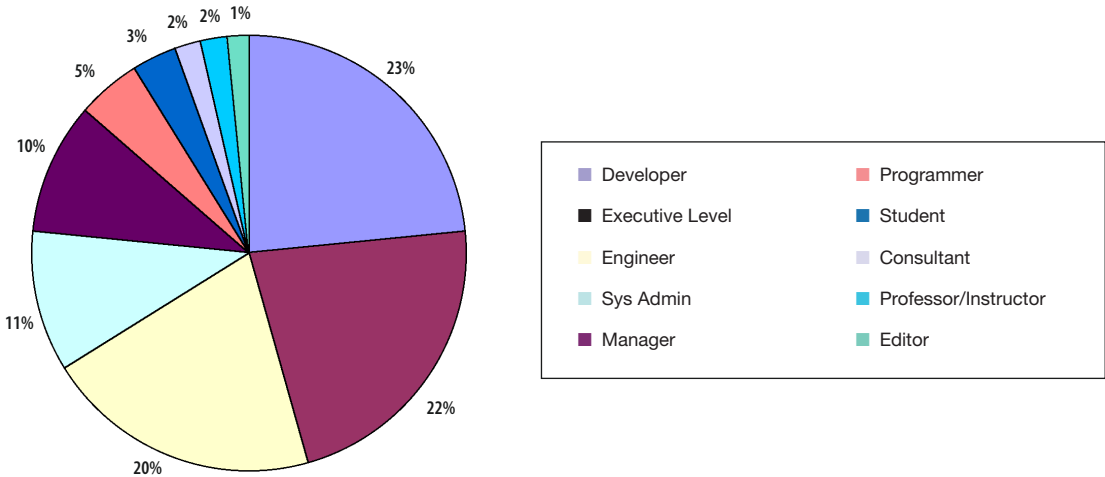
**Two-day Expo Hall:** July 22-23, 2009

**Past sponsors include:** Intel, Microsoft, Sun Microsystems, Google, BT, IBM, Yahoo!, Zimbra, Atlassian Software, Disney, EnterpriseDB, Etelos, Ingres, Jaspersoft, Kablink, Linagora, Mindtouch, Mozilla, Novell, Open Invention Network, OpSource, RightScale, Silicon Mechanics, Ticketmaster, VoiceRoute, White Oak Technologies, and Xaware

**OSCON DEMOGRAPHICS**

The OSCON audience is highly technical, professional, and serious about Open Source.

**OSCON 2008 Attendee Titles**



**Attendee Company Size**

1 – 50	.29%
51 – 100	.6%
101 – 500	.11%
501 – 1,000	.4%
1001 – 2500	.4%
2500+	.46%

**Attendee Purchasing Role**

Determine Needs	.42%
Introduce new Products/Technologies for	
Consideration/Evaluation	.39%
Recommend Purchases	.36%
Evaluate/Test products	.35%
Develop specifications	.31%
Authorize purchases	.17%
Not involved	.20%

**REACH DECISION MAKERS**

*80% of OSCON attendees are actively involved in the purchasing process*

ORGANIZATIONS REPRESENTED AT OSCON 2008

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

454 Life Sciences/Roche	Autodesk, Inc.	Chapman University
A.E. Wood & Associated/Lockheed Martin	Avenue A/Razorfish	Charles Schwab and Co.
AboutUs	Avion Intl.	CheckFree
Accenture	Backcountry.com	Chesapeake Energy Corp.
Acotel Group	Ball Aerospace & Technologies Corp.	CinematX Digital Inc.
Adaptive Path	Bank of America	CIO.com
Adaptive Web Engineering	BBC	Cisco Systems, Inc.
AddThis.com	Benchmark Capital	City of Portland
Adnet Systems, Inc.	Bionetics	Clarium Capital Management
Adobe Systems, Inc	BJC HealthCare	Cloud Four
ADP dealer services	Blue Mountain Records, LLC	CloudScale
Advertising.com	Blue Shield of California	Cognex Corp.
Aerospace Testing Alliance	Bonneville Power Authority	CollabNet, Mozilla Foundation
Ag Leader Technology	Booz Allen Hamilton	Color Technology, Inc.
Agilent Technologies	Boston University	Columbia Sportswear
Amazon.com	Brigham Young University	Comcast Entertainment Group
AMD	Brilliant Software Solutions Inc.	Computer Sciences Corporation
American Family Insurance	BT	Computerworld Magazine
American Financial Group	Bungee Labs	Compuware Corp
AOL LLC	Burton Group	Concentric
Apache Software Foundation	Caltrans	Corporate Express Australia
Apple Inc.	Canonical Ltd.	Coverity, Inc.
Applied Biosystems	Carnegie Mellon West	Debian
Arcs Business Solutions, LLC	CARNET	Delaris, LLC
Ars Technica	Catalina Lifesciences, Inc.	Delphi Solutions (P) Ltd
ARTISTdirect, Inc.	Cengage Learning	DemocracyLab
ASCI Sweden AB	Centaur Software Engineering, Inc.	Department of Defense
Asurion	Centriq Training	Digium, Inc.
Atlassian Software	CH2M HILL E&AT	Direct Marketing Solutions
Atomic Learning, Inc.	Chambers IT, Inc	Dolphin Software

ORGANIZATIONS REPRESENTED AT OSCON 2008 *continued*

Dow Jones	GeoNorth LLC	Juniper Networks, Inc.
Drupal	Georgetown University	Kaazing
E.J. Bartells	GigaOM	L-3 Communications Integrated Systems
E.S.R.I.	GoLife Mobile	Lawrence Berkeley National Laboratory
Earth Data Analysis Center	Google, Inc.	Liberty Mutual Insurance Group
Earthlink, Inc.	Government Computer News	Liberty Northwest
eBay, Inc.	Government of Canada	Library of Congress
EdgeLink	Hallmark	Likewise Software
EDS	Harvard-Smithsonian Center for Astrophysics	Limelight Networks
ELC Technologies	HBO - Time Warner	Linux Pro Magazine
Eli Lilly & Company	HCL Technologies	Lockheed Martin
Elite Care Technologies	Hewlett-Packard Company	London Health Sciences Centre
Elite Designs	Hitachi Data Systems Corp.	Macy's
Embedded Control Logic Corp.	Hotels.com	Mark Logic
Embedded Intel Magazine	Hotwire	McAfee
Embossed Graphics, Inc.	Howard Hughes Medical Institute	McClatchy Interactive
Engine Yard Inc.	Hughes Information Systems	McKesson Provider Technologies
EnterpriseDB Corporation	Hyperic, Inc.	Medtronic, Inc.
Entrepreneur	IBM	Meebo
Essentia	Illuminata, Inc.	Microsoft Corporation
eWeek	IMDb.com	MindTouch, Inc.
F5 Networks	InformationWeek	Mitsubishi International
Facebook	InfoWorld	Motorola
Farwest Steel	Ingres Corporation	Mozilla Corporation
Federal Government	Integra Telecom	MySQL
Federal Reserve Bank of New York	Intel Corporation	NASA
Fidelity Investments	Inveneo, Inc.	National Public Radio
Fiserv EFT	Jabber Inc.	National Weather Service
Flickr	Janus Capital Group	Nautilus, Inc
GemStone Systems, Inc.	JasperSoft	NEC Corporation
General Dynamics	Jive Software	NetApp

ORGANIZATIONS REPRESENTED AT OSCON 2008 *continued*

Nike	Sony Computer Entertainment America	U.S. News & World Report
Nokia	Space Telescope Science Institute	Unisys
Nordstrom	Spark Networks, Inc.	USATODAY
Northeastern University	SpringSource Inc.	VeriSign, Inc.
Novartis	Sprint	Verizon Wireless
Novell, Inc.	Stanford University	Vertex Pharmaceuticals
NPR, Digital media	State Farm	Veterans Administration
Ohloh	StockCharts.com, Inc.	Vidooop
Optaros	SugarCRM	VMware, Inc.
Oracle Corp.	Sun Microsystems, Inc.	Voiceroute LLC
Pacific Gas & Electric Company	Symantec	Voxeo Corporation
Penn State University	Symbian Software Ltd.	Voyager Capital
Pentaho	TechTarget	Walt Disney Internet Group
Platial, Inc.	Tektronix	Webcurl Design
Priority Health	Tele Direct	Wells Fargo Bank
Providence Health & Services	Tenth Planet	Western Family Foods
Purdue University	Texas A&M University	White Oak Technologies, Inc.
Qualcomm	Texas Instruments, Inc.	Wikia
Qwest Communications	The 451 Group	Wiley Publishing
Rackspace	The Boeing Company	Wind River
Radio France	The E.W. Scripps Company	Wipro technology
Radisys	The New York Times Company	XAware, Inc.
Raytheon	The Standard Insurance Company	Xerox Corp.
Red Hat, Inc.	Thomson Financial	Yahoo! Developer Network
Ricoh Innovations, Inc.	Thoughtstream	Yamaha Motor Corp.
Sharp Electronics Corp.	Thoughtworks, Inc.	Zend Technologies, Inc.
Shell Oil	Ticketmaster	Zimbra, a Yahoo! company
Shopzilla, Inc	Trolltech, a Nokia Company	Zvents, Inc.
Silicon Mechanics	Tulane University	
Six Apart	U S Bureau Of the Census	
Slashdot.org	U. S. Government Accountability Office	

## 2009 SPONSORSHIP PACKAGES

### Diamond Sponsorship – \$75K (limit 3) Top Tier Sponsorship at OSCON

- 15 minute Plenary Keynote (pending speaker/content approval by program chairs)
- Recognition by Program Chairs, Allison Randal and Edd Dumbill
- 10 Session Passes (tutorials not included)
- 40'x40' booth in the Expo Hall
- 45 minute speaking opportunity in the Products & Services track
- Sponsor designation in outbound marketing efforts
- Two page, full color ad in the conference event guide (subject to deadline)
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Company name, logo, and 100 word description in the conference event guide and on the OSCON website (subject to deadline)
- First chance for lanyard sponsorship (additional \$5K plus sponsor provides lanyards)
- Company name listed in conference press release(s)
- Access to pre-event press and analyst list
- Ability to send an email to attendee opt-in list for one pre-event and one post-event communication (using third party mail house)
- Use of press conference room for one private press event (available on a first-come, first-served basis)
- Opportunity to sponsor opening night reception (sponsor responsible for costs; one opportunity available)
- Attendee bag insert and logo on bag (subject to deadline)

### Platinum Level Sponsorship – \$50K (Limit 4)

- 8 Session Passes (tutorials not included)
- 30'x30' booth in the Expo Hall
- 45 minute speaking opportunity in the Products & Services track
- One page, full color ad in the conference event guide (subject to deadline)
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Sponsor designation in outbound marketing efforts
- Company name, logo, and 75 word description in the conference event guide and on the OSCON website (subject to deadline)
- Company name listed in conference press release(s)
- Access to pre-event press and analyst list
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication (using third party mail house)
- Use of press conference room for one private press event (on a first-come, first-served basis)
- Attendee bag insert (subject to deadline)

### Gold Level Sponsorship – \$25K

- 6 Session Passes (tutorials not included)
- 20'x20' booth in the Expo Hall
- 45 minute speaking opportunity in the Products & Services track
- One page, full color ad in the conference event guide (subject to deadline)
- Sponsor designation in outbound marketing efforts
- Company name, logo, and 75 word description in the conference event guide and on the OSCON website (subject to deadline)
- Access to pre-event press and analyst list
- Company name listed in conference press release(s)
- Ability to send an email to attendee opt-in list for one pre-event and one post-event communication (using third party mail house)
- Use of press conference room for one private press event (on a first-come, first-served basis)
- Attendee bag insert (subject to deadline)

### Silver Level Sponsorship – \$15K

- 4 Session Passes (tutorials not included)
- 10'x20' booth in the Expo Hall
- 45 minute speaking opportunity in the Products & Services track
- Half page, full color ad in the conference event guide (subject to deadline)
- Sponsor designation in outbound marketing efforts
- Company name, logo, and 50 word description in the conference event guide and on the OSCON website (subject to deadline)
- Access to pre-event press and analyst list
- Company name listed in conference press release(s)
- Attendee bag insert (subject to deadline)

### Exhibit Space – \$5,500

- 1 Sessions Pass (tutorials not included)
- 10'x10' booth in the Expo Hall
- Company name, logo, and 50 word description in the conference event guide and on the OSCON website (subject to deadline)
- Access to pre-event press and analyst list

10'x10' Booth provided at no cost to .orgs and other nonprofit groups. Eligibility to be determined by O'Reilly. Please call for information.

**Custom packages are available. Please call for details and pricing.**

## 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)**
- **Hotel Key Card (One only)** Your logo will appear on all hotel key cards at the San Jose Hilton Hotel or the San Jose Marriott. **Call for a quote.**
- **Late Night Reception Sponsorship** Sponsor a cocktail party following evening events at the conference. Includes event signage and pre-conference marketing. **\$15,000 (food & beverage costs additional)**
- **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. **\$10,000**
- **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. **\$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. **\$5,000**
- **Massage Booth Sponsorship (One only)** A popular draw at OSCON, O'Reilly hires local masseuses to offer neck and shoulder rubs to weary attendees. This opportunity includes a one-sided meter board with your company logo and information. **\$7,500**
- **OSCON Lounge Sponsorship (Up to two available)** Stake your claim in one of the 20'x20' expo hall lounge areas. These completely furnished areas offer a restful place for OSCON attendees to relax, network, or write a few lines of code. This turnkey opportunity includes a double-sided meter board with your company logo and information. You may provide branded pillows or company literature in the area. **\$10,000**
- **Registration Sponsorship** Sponsor the registration area where every attendee must collect their conference badge and materials. Includes signage in the area and the opportunity to provide a gift to each attendee. **\$10,000**
- **Floor Graphics (Multiple)** Direct attendees to your booth or presentation with durable, retail floor graphics. With over 3,000 attendees walking the conference halls, the floors offer valuable marketing and advertising space. Call for a quote.
- **Full-page or Half-page Ad** Place your advertising message in the printed Event Guide. Use the space to promote your company or products, or to encourage attendees to visit your booth or presentation during the conference. **Full-page Ad \$5,000; Half-page Ad \$3,000 (Multiple opportunities; subject to deadline)**
- **Double-sided or Single-sided meter board sign** Place your brand and marketing message on a tall, free-standing sign in the common area at the conference. We will design or the sponsor may submit a design for us to use. **Double-sided \$10,000; Single-sided \$5,000 (meter board is about 38"W x 90"H; subject to deadline)**
- **Web banner** Your 728 x 90 static web banner will rotate on the conference website. **\$2,500**
- **One time opt-in email list** Send a marketing message to a targeted list of OSCON attendees. **\$3,500 (subject to deadline)**
- **Attendee bag insert** Have your brochure or promotional item distributed in the attendee conference bags. **\$2,500 (subject to deadline)**



# Sponsor and Exhibitor Application and Contract

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.

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*For more information contact:*

*Sharon Cordesse at  
[scordesse@oreilly.com](mailto:scordesse@oreilly.com)*