

Velocity

Web Performance and
Operations Conference



Fast by Default

Velocity, the Web Operations and Performance Conference from O'Reilly, exposes the crucial skills, key technologies, and innovative products that are the foundation for creating fast, scalable, resilient, and available websites. Velocity brings together hundreds of developers, engineers, CxOs, entrepreneurs, researchers, and managers seeking to streamline operations, maximize efficiency, and push the enterprise boundaries for a healthier bottom line and a better customer experience. Through keynotes, sessions, tutorials, panels, and events, Velocity is a rich and engaging showcase for the most innovative and successful web operations and performance players.

Audience profile: Developers, engineers, and managers from companies of all sizes; efficiency-minded CXOs; strategists and business developers; technology evangelists and entrepreneurs pushing enterprise boundaries; researchers and academics

2009 Sponsors: Keynote Systems, Google, Shopzilla, Aptimize, Facebook, NeuStar, Rackspace Cloud, Schooner Information Technology, SoftLayer, SpringSource and Sun Microsystems.

Program chairs:

- **Steve Souders** works at Google on web performance and open source initiatives. His books *High Performance Web Sites* and *Even Faster Web Sites* explain his best practices for performance along with the research and real-world results behind them. Steve is the creator of YSlow, Cuzillion, and SpriteMe. He is co-chair of Velocity and co-founder of the Firebug Working Group. He taught CS193H High Performance Web Sites at Stanford, and frequently speaks at conferences including OSCON, The Ajax Experience, SXSW, and Web 2.0 Expo.
- **Jesse Robbins** is CEO of Opscode and a recognized expert in Infrastructure, Web Operations, and Emergency Management. He serves as co-chair of the Velocity Web Performance & Operations Conference and contributes to the O'Reilly Radar. Prior to co-founding OpsCode, he worked at Amazon.com with a title of "Master of Disaster" where he was responsible for Website Availability for every property bearing the Amazon brand.

Expected attendance: 800–1000

Two day Exhibit Hall: June 23–24, 2010

Sponsorship Packages

Velocity sponsorship packages are designed to give you maximum exposure to a sophisticated technical audience in an intimate setting. As a sponsor of this event, your company will demonstrate leadership in the next generation of web development and secure a place in front of the industry's most influential developers.

Diamond Level Sponsorship (limit 3)

- 15-minute Plenary Keynotes (pending approval by program chairs)
- Recognition by Program Chairs, Steve Souders and Jesse Robbins
- 10 x 20 Exhibit Hall Booth in premium location
- 10 Conference sessions passes (tutorials not included; speaker will also be issued a pass plus up to four booth staff passes will be provided)
- Two-page, full color ad in Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Sponsor logo included on html marketing email blasts (subject to deadline)
- Company name, logo, 100-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the website, on onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Opportunity to host private reception (additional investment plus sponsor responsible for costs)
- Attendee bag insert (subject to deadline)

Platinum Level Sponsorship (limit 3)

- 5-minute "lightning demo" Plenary Keynote (pending approval by program chairs)
- 8 x 10 Exhibit Hall Booth
- 8 Conference sessions passes (tutorials not included; speaker will also be issued a pass plus up to four booth staff passes will be provided)
- One-page, full color ad in Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Sponsor logo included on html marketing email blasts (subject to deadline)
- Company name, logo, 75-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the website, on onsite signage, and in outbound marketing and PR announce-

ments (subject to deadline)

- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Attendee bag insert (subject to deadline)

Gold Level Sponsorship

- 8 x 10 Exhibit Hall Booth
- 6 Conference sessions passes (tutorials not included; up to four booth staff passes will be provided)
- Half-page, full color ad in Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Company name, logo, 50-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the website, on onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Attendee bag insert (subject to deadline)

Silver Level Sponsorship

- 8 x 10 Exhibit Hall Booth
- 4 Conference sessions passes (tutorials not included; up to four booth staff passes will be provided)
- Half-page, full color ad in Event Guide (subject to deadline)
- Company name, logo, 50-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the website, on onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre-registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)

Custom packages and additional sponsorship opportunities are available.

Please call for details and pricing.

- Hotel Key Card Sponsorship
- Lunch Sponsorship
- AM/PM Break Sponsorships
- Registration Sponsorship
- Speaker Lounge Sponsorship
- Spike Night Sponsorship
- Online Conference Sponsorship

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

Product to be displayed in booth space (if any):

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. Space is revocable until payment is accepted.

Cancellation Policy: We will refund (forgive) 75% of the total sponsor or exhibitor fee payable for cancellations received in writing 120 days before the first day of the conference. We will refund (forgive) 50% of the total sponsor or exhibitor fee payable for cancellations received in writing 60 days before the first day of the conference. We will refund (forgive) 25% of the total sponsor or exhibitor fee payable for cancellations received in writing 30 days before the first day of the conference.

After 30 days before the first day of the conference, no refunds will be made and all fees are due and payable. 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 website. Company description and logo should be submitted via email to 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

Agreed: Sponsor/Exhibitor is bound to this contract. 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 |
|---------|-------|------|
|---------|-------|------|

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 |
|----------------------|--|------|

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 Company 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 generally be made no later than four weeks before the event. Location assignments will be on a first-come, first-served basis, may be modified by O'Reilly due to changes in event layout, venue or other factors, and will be made solely at the discretion of O'Reilly.

USE OF SPACE: Company is allowed to distribute literature, run demonstrations, and sell products, limited to items other than books, 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 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. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with O'Reilly's schedule. O'Reilly may refuse permission to exhibit any products or services O'Reilly deems objectionable or unsuitable for the event. 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 assumes 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, contractors, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the conference. The Company hereby indemnifies, and shall 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 Company's officers, agents, employees, contractors, 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 or identity of persons who will attend the conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the conference and this agreement.

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 or agreed 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, except to the extent of timely sponsor cancellation refunds as set forth above.

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 consent to assignment.