

O'REILLY®
OSCON®
Open Source Convention

July 19-23, 2010

Oregon Convention Center
Portland, Oregon

Make It Happen



SPONSOR & EXHIBITOR PROSPECTUS

oscon.com

CONFERENCE OVERVIEW

Since 1998, OSCON has been bringing together tech's visionaries and hackers to explore all that open source has to offer. As the pace of innovation accelerates, OSCON provides a central place to gain exposure to and evaluate the new projects, tools, services, platforms, languages, software, and standards sweeping through the open source community. As open source becomes fully integrated into the corporate environment, OSCON helps to define what it means to be open source. This annual convention has become one of the most important places to make open source related announcements, and to unveil projects and products.

Join us at OSCON 2010, the crossroads of all things open source. Come together with over 2,500 of the best, brightest, and most interesting people to explore what's new in 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: 2,500+

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:

Chris DiBona, *Google*

Tim Bray, *Sun Microsystems*

Tim O'Reilly, *O'Reilly Media*

Artur Bergman, *Wikia*

Dirk Hohndel, *Intel*

Mark Surman, *Mozilla Foundation*

Simon Wardley, *Canonical*

Larry Wall, *Netlogic Microsystems*

Erik Meijer, *Microsoft*

Douglas Crockford, *Yahoo!*

Joe Brockmeier, *Novell*

Randy Kim, *NASA*

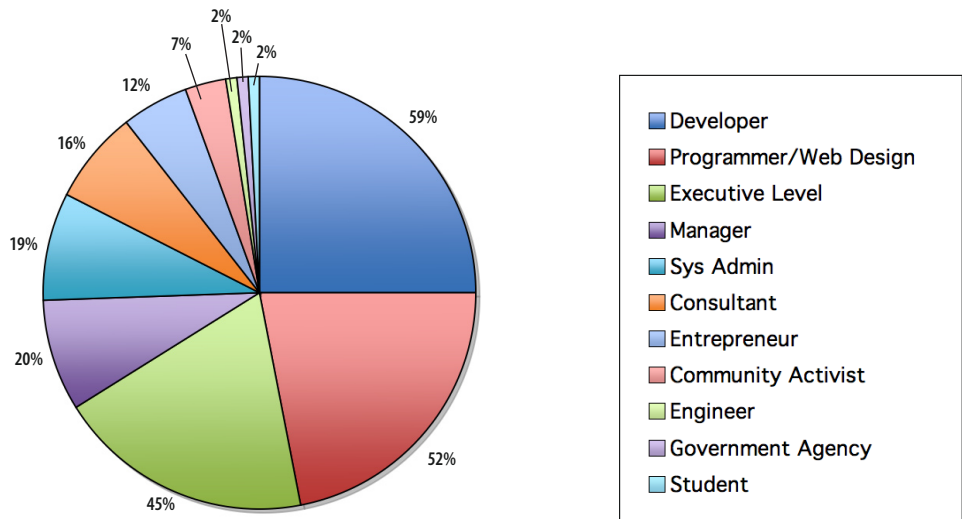
Two-day Expo Hall: July 21–22, 2010

Past sponsors include: Intel, Microsoft, Google, SouceForge, Sun Microsystems, Facebook, Gear6, Kaltura, Liferay, MindTouch, MySpace, Novell, Open Invention Network, Rackspace Cloud, Schooner Information Technology, Silicon Mechanics, Symbian, Twilio, WSO2, and Yabarana Corporation.

OSCON DEMOGRAPHICS

The OSCON audience is highly technical, professional, and serious about open source

OSCON 2009 Attendee Titles



Attendee Company Size

1 - 50	41%
51 - 100	8%
101 - 500	13%
501 - 1,000	5%
1001 - 2500	5%
2500+	28%

REACH DECISION MAKERS

86% of OSCON attendees are actively involved in the purchasing process

Attendee Purchasing Role (more than one may apply)

Determine Needs	53%
Introduce New Products/Technologies for Consideration/Evaluation	45%
Recommend Purchases	44%
Evaluate/Test products	46%
Develop Specifications	37%
Authorize Purchases	24%
Not Involved	14%

ORGANIZATIONS REPRESENTED AT OSCON 2009

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

3Leaf Systems	Cisco Systems, Inc	Forrester Research
Accenture	Citrix, Inc.	France Telecom R&D
Acquia	Cloudera, Inc.	Fujitsu Laboratories of America
Adobe Systems, Inc	CollabNet	Genentech, Inc.
Agilent Technologies	Computer Sciences Corporation	GoGrid/ServePath
Akamai technologies	Concentric	Google, Inc.
Alcatel-Lucent	Cornell University	Greenplum
Amazon.com	Coverity, Inc.	Groundwork Open Source
AMD	Craigslist	Harvard University
AOL	Deloitte & Touche, LLP	Hewlett Packard
Apache Software Foundation	DemocracyLab	Hotwire
Apple Inc.	Department of Defense	IBM
Ask.com	Digg, Inc.	Identi.ca
AT&T Services, Inc	Digium	Illumina, Inc.
Atlassian	Drupal	Information Week
Barnes & Noble	Earth Data Analysis Center	Infosys Technologies Ltd.
Benchmark Capital	eBay/Rent.com	Ingres Corporation
Bionetics	eHarmony	Intel Corporation
BitGravity	Eli Lilly and Co.	Jaspersoft
Boeing	EMC Corporation	John Muir Health
British Telecom (BT)	Engine Yard, Inc.	Joomla!
Business Week	EnterpriseDB	Juniper Networks, Inc.
California Department of Public Health	Ericsson	Kaiser
Caltrans	Ernst and Young	L'Atelier-BNP Paribas
Canada Revenue Agency	essentia	LibertyMutual.com
Canonical	F5 Networks	Linux Pro magazine
Carnegie Mellon Silicon valley	Facebook, Inc.	Livenation
Catalina Lifesciences, Inc.	Federal Government	Lockheed Martin Corporation
Chapman University	Federal Reserve Bank of New York	Logitech
China Mobile	Findlaw.com	LookSmart

ORGANIZATIONS REPRESENTED AT OSCON 2009 *continued*

Lycos, Inc.	Pennsylvania State University	SugarCRM
Macy's	Pentaho	Sunlight Foundation
Media Temple	Perot Systems	Symantec
Meebo	Philips	Symbian Foundation
Microsoft Corporation	Plaxo	T-Mobile
Midland Health	Princeton University	Tektronix
MindTouch, Inc.	Priority health	Texas A&M University - Computing Information Services
MIT	Qualcomm, Inc.	Texas Instruments
Mozilla Corporation	Qwest	The E.W. Scripps Company
MySpace.com	Rackspace Hosting	Thomson Reuters
Napster	Raytheon Missile Systems	Thoughtstream
NASA Ames Research Center	Red Hat, Inc.	ThoughtWorks
National public Radio	Redmonk	Time Warner Cable
Netflix	Ricoh Innovations, Inc.	Tufts University
NetApp	Samsung Electronics	US Bureau of the Census
New York Times media Group	SAP Labs	UPS
Nokia	Sega Corp.	Verizon Wireless
Nortel	SETI Institute	Virgin Mobile
Novartis	Shell Oil	Virident systems
Novell, Inc.	Siemens	Visible Technologies
OmniTI	Silicon Mechanics	VMware, Inc.
OpenID Foundation	SixApart	Voxeo Corporation
Opera Software ASA	Slashdot	Wells Fargo Advisors
Optaros	Sonic.net	Wikimedia Foundation, Inc.
Oracle USA, Inc.	Sony Ericsson Mobile Communications	Wipro Tech
Orange Labs	Space Telescope Science Institute	Wired.com
PACBELL	Splunk	Xerox
Pacific Gas and Electric	SpringSource	Yahoo!, Inc.
Palm, Inc.	Stanford University	Zend technologies, Inc.
Panasonic	State Farm Insurance Company	
Penn State Applied Research Laboratory	State of California	

2010 SPONSORSHIP PACKAGES

Diamond Sponsorship – (Limit 3) Top Tier Sponsorship at OSCON

- 15 minute Plenary Keynote (pending speaker/content approval by program chairs)
- Two 40 minute speaking opportunities in the Products & Services track
- Recognition by Program Chairs, Allison Randal and Edd Dumbill
- 12 Conference Sessions Passes (tutorials not included)
- 40'x40' booth in the Expo Hall
- Sponsor designation in outbound marketing emails and press releases
- Two page, full color ad in the conference event guide (subject to deadline)
- Single sided meter board signage onsite
- Online banner ad: Your 728 x 90 static banner ad will rotate on the OSCON website
- Company name, logo, and 100 word description in the conference event guide and on the OSCON website (subject to deadline)
- 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)
- Attendee bag insert (subject to deadline)

Platinum Level Sponsorship

- 10 Conference Sessions Passes (tutorials not included)
- 30'x30' booth in the Expo Hall
- 40 minute speaking opportunity in the Products & Services track
- Full 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 OSCON website
- Sponsor designation in outbound marketing emails and press releases
- 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
- 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

- 8 Conference Sessions Passes (tutorials not included)
- 20'x20' booth in the Expo Hall
- 40 minute speaking opportunity in the Products & Services track
- Full page, full color ad in the conference event guide (subject to deadline)
- Sponsor designation in outbound marketing emails and press releases
- 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
- 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

- 4 Conference Sessions Passes (tutorials not included)
- 10'x20' booth in the Expo Hall
- 40 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 emails and press releases
- 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
- Attendee bag insert (subject to deadline)

Exhibit Space

- 1 Conference 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

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

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

ADDITIONAL SPONSOR OPPORTUNITIES

- **Attendee Bag Sponsorship (One only)** Keep your company name and logo top of mind by sponsoring the official OSCON attendee bags. These bags are given to all conference attendees and are a great way to see your brand everywhere at OSCON. Bags are produced by O'Reilly and include both the OSCON and sponsor logos.
- **Attendee T-shirt Sponsorship** Be the exclusive sponsor of the official OSCON 2010 T-shirt and have your company logo displayed on a geek badge of honor! OSCON T-shirts are collected and prized by attendees, so your company will be recognized for years to come along with the OSCON 2010 logo. T-shirts will be designed and produced by O'Reilly.
- **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. **(sponsor provides lanyards)**
- **Hotel Key Card (One only)** Your logo will appear on all hotel key cards at the the official OSCON hotels in Portland.
- **Video Sponsorship** Engage the OSCON community onsite and after the event through this official Video Sponsorship. Your company will receive sole placement on the opening titles of each plenary video posted on the OSCON website – as well as on Blip.tv and YouTube – where attendees, world-class press, and open source enthusiasts will ignite and drive the buzz.
- **Late Night Reception Sponsorship** Sponsor a cocktail party following evening events at the conference. Includes event signage and pre-conference marketing. **(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.
- **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.
- **Massage Booth Sponsorship (One only)** A popular draw at OSCON, O'Reilly hires local massage therapists to offer neck and shoulder rubs to weary attendees. This opportunity includes a one-sided meter board with your company logo and information.
- **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.
- **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.
- **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.
- **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. **(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. **(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.
- **One time opt-in email** Send a marketing message to a targeted list of OSCON attendees. **(subject to deadline)**
- **Attendee bag insert** Have your brochure or promotional item distributed in the attendee conference bags. **(subject to deadline)**

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. 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 TIFF, EPS, PDF 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.

O'REILLY®
OSCON®
Open Source Convention

conferences.oreilly.com/oscon

For more information contact: Sharon Cordesse at scordesse@oreilly.com