O'REILLY®

Strata

Making Data Work

CONFERENCE

Strata Conference 2011 Sponsor Prospectus

strataconf.com

Strata is a new conference from O'Reilly Media, Inc. focusing on the business and practice of data. Big data is here, and it changes everything. From startups to the Fortune 500, smart companies are betting on data-driven insight. Unprecedented computing power and connectivity are bringing layers of experience to our lives: a change that brings both opportunity and the challenge of new technologies and skills. The future belongs to those who understand how to collect and use their data successfully. Bringing together decision-makers, practitioners and leading vendors from enterprise and the web, Strata will provide three days of training, breakout sessions and plenary discussions, along with a Sponsor Pavilion showcasing vendors of the new data ecosystem.

Strata will explore the following key topics:

- Becoming a data-driven organization
- Data's evolution from research to product
- Applications, case studies, and cautionary tales
- Distributed data processing, Hadoop ecosystem
- Data acquisition, crowdsourcing, cleaning, distribution and markets
- Real-time data processing and analytics
- Data science best practice
- Visualization and design principles
- Augmented reality and immersive interfaces
- Data protection, privacy and policy
- Training and recruitment of data scientists

A Partial list of 2011 Speakers Include:

Matt Biddulph, *Nokia*
Lukas Biewald, *CrowdFlower*
Amber Case, *Geoloqi*
Allistair Croll, *BitCurrent*
Mike Olson, *Cloudera*
Bradford Cross, *Flightcaster*
Edd Dumbill, *O'Reilly Media Inc.*
Phillip Kromer, *Infochimps*
Hillary Mason, *bit.ly*
Carol McCall, *Tenzing Health*
Tim O'Reilly, *O'Reilly Media Inc.*
Simon Rodgers, *Guardian*
Toby Segaran, *Google*
Rod Smith, *IBM Emerging Technologies*
Werner Vogels, *Amazon.com*
Kevin Weil, *Twitter, Inc*

Connect with active buyers who are exploring new opportunities and products on the horizon that will change the definition of computing.

Sponsors of Strata include:

- Cloud infrastructure players
- Database vendors
- Data & analysis tools vendors
- Hiring organizations
- Data service providers

Anticipated Attendees:

- VP's Marketing, Marketing Business Analysts
- VP's and Directors of Analytics/Data Warehousing
- CIOs, CTOs, Managers with IT Infrastructural responsibility
- Enterprise architects, and data scientists
- IT Roles: DBAs, Developers, Developer Analytics

O'Reilly Strata Conference
February 1-3, 2011 - Sponsor Pavilion February 2–3
Hyatt Regency Santa Clara · Santa Clara Convention Center
Santa Clara, CA

For more information
contact Susan Young
at syoung@oreilly.com or
707-827-7148

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Sponsorship Packages

The O'Reilly Strata Conference sponsorship packages are designed to give you maximum exposure to an influential audience in an intimate setting.

Premier Diamond Sponsorship: (limit 1)

Pre-Conference:

- Company logo and 100 word description on event website
- Static banner ad in rotation on event website for 90 days
- Sponsor logo included in HTML emails to prospective attendees
- Access to the pre-registered media list
- One pre-event email to opt-in attendees
- Sponsorship of webcast promoting the conference subject

Onsite Benefits:

- 15 minute keynote (subject to approval by Program Chairs)
- One (1) Sponsored Products & Services Session
- 20 second slide presentation in housekeeping slides*
- One (1) single-sided meter board with sponsor graphics
- 2 page, full color ad in Event Guide in premium location*
- 10 conference session passes (tutorials not included)
- 10x20 Exhibit space in the Sponsor Pavilion
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Lunch Sponsorship (Includes food & beverage)
- Logo on Attendee Bag*
- Attendee Bag Insert *
- 3 re-tweets from conference Twitter account (subject to approval)
- Company listing in Strata Event Guide*

Post-Conference:

- One post event email to opt-in attendees

Diamond Sponsorship: (limit 3)

Pre-Conference:

- Company logo and 100 word description on event website
- Static banner ad in rotation on event website for 90 days
- Sponsor logo included in HTML emails to prospective attendees
- Access to the pre-registered media list
- One pre-event email to opt-in attendees

Onsite Benefits:

- 10 minute Keynote (subject to approval by Program Chairs)
- One (1) Sponsored Products & Services Session
- 20 second slide presentation in housekeeping slides*
- Full page, full color ad in Event Guide*
- 8 conference session passes (tutorials not included)
- 10x20 Exhibit space in the Sponsor Pavilion
- Use of press meeting room for interviews and briefings (first-come first served basis)
- PM Break Sponsorship (Includes food & beverage)
- Attendee Bag Insert*
- 3 re-tweets from conference Twitter account (subject to approval)
- Company listing in Strata Event Guide*

Post-Conference:

- One post event email to opt-in attendees

Platinum Sponsorship

Pre-Conference:

- Company logo and 100 word description on event website
- Static banner ad in rotation on event website for 60 days
- Sponsor logo included in HTML emails to prospective attendees
- Access to the pre-registered media list
- One pre-event email to opt-in attendees

Onsite Benefits:

- Ability to purchase Sponsored Products & Services Session
- Full page, full color ad in Event Guide*
- 6 conference sessions passes (tutorials not included)
- 8x10 Exhibit space in the Sponsor Pavilion
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Attendee Bag Insert*
- 3 re-tweets from conference Twitter account (subject to approval)
- Company listing in Strata Event Guide*

Post-Conference:

- One post event email to opt-in attendees

Gold Sponsorship

Pre-Conference:

- Company logo and 100 word description on event website
- Static banner ad in rotation on event website for 30 days
- Access to the pre-registered media list

Onsite Benefits:

- Half page, full color ad in Event Guide*
- 4 conference session passes (tutorials not included)
- 8x10 Exhibit space in the Sponsor Pavilion
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Attendee Bag Insert (subject to approval)
- Company listing in Strata Event Guide*

Silver Sponsorship

Pre-Conference:

- Company logo and 100 word description on event website
- Access to the pre-registered media list

Onsite Benefits:

- 2 conference session passes (tutorials not included)
- 8x10 Exhibit space in the Sponsor Pavilion
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Company listing in Strata Event Guide*

Additional sponsorship opportunities are also available, such as:

- Cocktail Reception
- Media Room Sponsorship
- Video Sponsorship
- Registration Sponsorship
- Speaker Lounge Sponsorship
- Single-sided meter Board

Custom packages are available, please call for details.

*Subject to deadline

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at syoung@oreilly.com or 707-827-7148

O'REILLY

Strata Conference • Feb 1 – 3, 2011
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 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 is due upon execution of this Application and Contract. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor/Exhibitor does not relieve Sponsor/Exhibitor of liability for full payment of fees, notwithstanding the loss of Sponsor/Exhibitor package benefits.

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: $ _____

For more information,
contact sponsorships@oreilly.com

conferences.oreilly.com

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 Sponsor and Exhibitor Application and Contract ("Agreement") for **Strata** ("Conference" and/or "Event"). I have read and agree to all the terms and conditions of the 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 Agreement 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 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. 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 (including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God), O'Reilly shall determine that the Conference or any part will not be held, O'Reilly may cancel the Conference or any part thereof. In that event, the liability of O'Reilly is limited to the amount of fees paid, and 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 to under this Agreement 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. Cancellation notices must be in writing and sent to sponsorships@oreilly.com.

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 Company or any Company representative(s) 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 Agreement represents the final, complete and exclusive agreement between the Company and O'Reilly concerning the subject matter of this Agreement. 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. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. 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.