O'REILLY®

TOC

Tools of Change for Publishing

CONFERENCE

TOC Conference 2012 Sponsor Prospectus

toccon.com

"This conference really is the bleeding edge of the industry. We're smarter just for having been in the building."

—**STEPHEN SOLOMON**, ELEVEN LEARNING

O'Reilly's TOC Conference is where the publishing and tech industries converge, as practitioners and executives from both camps share what they've learned from their successes and failures, explore ideas, and join together to navigate publishing's ongoing transformation. TOC 2012 delivers a deft mix of the practical and the visionary to give attendees the tools and guidance they need to succeed—and the inspiration to lead change.

TOC is happening February 13–15, 2012, returning to the Marriott Marquis Times Square in New York City.

Expect a wide range of practical, in-depth sessions that cover the innovations rocking every aspect of the art, craft, and business of publishing in the 21st century. Sessions will be organized into three tracks:

- **Manage.** If you make key decisions or manage people or projects, you'll find sessions here to help you craft profitable business models and digital rights agreements, design mobile-driven strategies for data-rich content, hire train and manage 'hybrid' employees, apply agile technologies to traditional publishing, and more
- **Make.** If you are in product acquisitions, development, or production, or have a hand in crafting a product, these sessions will help you solve UX problems, embed video into eBooks or web pages, discover ground-breaking developments in digital typography for screen-based reading, build an EPUB 3 from start to finish, and more
- **Market.** If you are involved in any aspect of sales or marketing, these sessions will help you discover how consumers find books online, get real-time market intelligence and see how to use that data to market your products, capture and re-purpose customer data, optimize content rights and licensing, and more

Join over 1,700 publishing professionals, editors, developers, authors, agents, marketing executives, production managers, librarians, researchers, academics, and technologists who are passionate about books, and find out how technology is changing publishing forever.

TOC 2011 sponsors: Ingram Content Group, Qualcomm, codeMantra, Copia, iPublish, Aptara, Bowker, Connotate, HP, Jouve North America, LibreDigital, Malloy, MarkLogic, Random House, SPi Global, Sterling Commerce, Baker & Taylor, BookMasters Group, Constellation, GitHub, Jacquette Consulting, Mashery, Silverchair, Wolfram, and Smashwords

Two day Exhibit Hall: February 14–15, 2012, plus new this year: Opening Night Reception on Monday evening February 13th.

TOC has consistently sold out for the past five years and interest in this event continues to grow. Sponsor and exhibitor opportunities are limited—secure your package soon for optimal visibility.

O'Reilly Tools of Change for Publishing Conference
February 13–15, 2012
Marriott Marquis Times Square
New York, New York

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

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Sponsorship Packages

TOC Sponsorship packages are designed to provide you with maximum exposure to an influential audience in an intimate setting.

Premier Diamond Sponsorship
One Exclusive Opportunity

- Strategic Speaking Opportunity (to be determined by TOC Conference co-chairs)
- Custom-branded ebook
- Custom-branded white paper
- Sponsorship of official TOC party (includes F&B; event to be planned and executed by O'Reilly)
- 8 x 20 turnkey booth in premium location (includes internet, electricity and furniture)
- 2 Sponsored Breakout sessions
- Sponsorship of 2 TOC webcasts (details on request)
- 15 conference sessions passes (plus up to four booth staff passes)
- Single-sided meter board sign in high traffic location
- Exclusive, high visibility ad in TOC Mobile Event Companion
- 60 day banner ad on O'Reilly Radar
- 5 Sponsored blog posts
- Banner ad on TOCcon.com
- Logo listing on marketing emails*
- Top logo placement on conference website. 100 word company description in sponsor listing on website and in the TOC Mobile Event Companion*. Logo on conference signage and in housekeeping slides
- 20-second ad in housekeeping slides shown onsite
- Two emails to TOC attendee opt-in list*
- Access to pre-registered media list
- Attendee bag insert*

Diamond Sponsorship—Two Opportunities

- Strategic Speaking Opportunity (to be determined by TOC Conference co-chairs)
- Custom-branded ebook OR white paper
- Sponsorship of cocktail reception (includes F&B; event to be planned and executed by O'Reilly)
- 8 x 20 turnkey booth in premium location (includes internet, electricity and furniture)
- 2 Sponsored Breakout sessions
- Sponsorship of one TOC webcast (details on request)
- 10 conference sessions passes (plus up to four booth staff passes)
- Single-sided meter board sign in high traffic location
- Banner ad in TOC Mobile Event Companion*
- 60 day banner ad on O'Reilly Radar
- 3 Sponsored blog posts
- Banner ad on TOCcon.com
- Logo listing on marketing emails*
- Logo on conference website. 100 word company description in sponsor listing on website and in the TOC Mobile Event Companion*. Logo on conference signage and in housekeeping slides
- 20-second ad in housekeeping slides shown onsite
- Two emails to TOC attendee opt-in list*
- Access to pre-registered media list
- Attendee bag insert*

Platinum Sponsorship
Three Opportunities

- Custom-branded ebook OR white paper
- Sponsorship of TOC lunch (includes F&B)
- 8 x 10 turnkey booth (includes internet, electricity and furniture)
- 1 Sponsored Breakout session
- Sponsorship of one TOC webcast (details on request)
- 6 conference sessions passes (plus up to four booth staff passes)
- Banner ad in TOC Mobile Event Companion*)
- 60 day banner ad on O'Reilly Radar
- 2 Sponsored blog posts
- Banner ad on TOCcon.com
- Logo listing on marketing emails*
- Logo on conference website. 100 word company description in sponsor listing on website and in the TOC Mobile Event Companion*. Logo on conference signage and in housekeeping slides
- Two emails to TOC attendee opt-in list*
- Access to pre-registered media list
- Attendee bag insert*

Gold Sponsorship

- 8 x 10 turnkey booth (includes internet, electricity and furniture)
- 1 Sponsored Breakout session
- Sponsorship of TOC break (includes F&B)
- 4 conference sessions passes (plus up to four booth staff passes)
- Banner ad in TOC Mobile Event Companion*
- 30 day banner ad on O'Reilly Radar
- 1 Sponsored blog post
- Logo on conference website. 100 word company description in sponsor listing on website and in the TOC Mobile Event Companion*. Logo on conference signage and in housekeeping slides
- Access to pre-registered media list
- Attendee bag insert*

Exhibit Booth Package

- 8 x 10 turnkey booth (includes internet, electricity and furniture)
- 1 conference sessions pass (plus up to four booth staff passes)
- Logo and 100 word description in exhibitor listing on website and in the TOC Mobile Event Companion*. Logo on conference signage
- Access to pre-registered media list

Tabletop Exhibit Package

- Turnkey tabletop exhibit (includes internet, electricity and furniture)
- 1 conference sessions pass (plus up to two booth staff passes)
- Logo and 100 word description in exhibitor listing on website and in the TOC Mobile Event Companion*. Logo on conference signage
- Access to pre-registered media list

** Subject to deadline*

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TOC Conference • February 13–15, 2012

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 **TOC** ("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 beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God ("Force Majeure"), 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. In the event, however, that O'Reilly cancels the Conference for any reason other than Force Majeure, O'Reilly shall refund to Company the full amount of the fees paid by Company.

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.