

CONFERENCE OVERVIEW



Now in its 14th year, OSCON is the best place on the planet to prepare for what comes next, from learning new skills to understanding how new and emerging open source technologies are going to impact how we live, work, and do business. In keeping with its O'Reilly heritage, OSCON is a unique gathering of all things open source, where participants find inspiration, confront new challenges, share their expertise, renew bonds to community, make significant connections, and find ways to give back to the open source movement.

Join us at OSCON 2012, the crossroads of all things open source. Come together with thousands of the best, brightest, and most interesting people in the tech industry. For sponsors and exhibitors, OSCON has become a key venue for showcasing products and services in the growing open source marketplace.

Estimated attendance: 3,000+

Target Audience: Developers, programmers, architects, engineers, CxOs, designers, sys admin, hackers, analysts, IT managers, enterprise developers & managers, entrepreneurs & business development professionals, community leaders & managers, activists, trainers and educators, and vendors in the open source ecosystem

Two-day Expo Hall: July 18–19, plus opening night reception on July 17

OSCON 2011 sponsors included: Microsoft, Nebula, Google, SugarCRM, Facebook, HP, Intel, Rackspace Hosting, WSO2, Alfresco, BlackBerry, CUBRID, Dell, eBay, Heroku, InfiniteGraph, JBoss, LeaseWeb, Liferay, Media Temple, OpenShift, Oracle, Percona, Puppet Labs, Qualcomm, Rentrak, Silicon Mechanics, SoftLayer Technologies, SourceGear, Urban Airship, Vertica, and VMware

OSCON 2012 program tracks include: Business of Open Source, Cloud Computing, Open Source Community, Databases and Datastores, Healthcare, Open Hardware, Mobile Platforms, Geek Lifestyle, Tools and Techniques, Operations and Systems Administration, Programming, Emerging Languages, Java and JVM Languages, JavaScript and HTML 5, Perl, PHP, Python, Ruby

Selected past speakers include:

Jono Bacon, *Canonical Ltd.*

Josh Bloch, *Google*

Adrian Cockcroft, *Netflix*

Eri Gentry, *BioCurious*

John Graham-Cumming, *Causata, Inc.*

Raffi Krikorian, *Twitter*

Dwight Merriman, *10gen*

Gianugo Rabellino, *Microsoft*

David Recordon, *Facebook*

Karen Sandler, *GNOME Foundation*

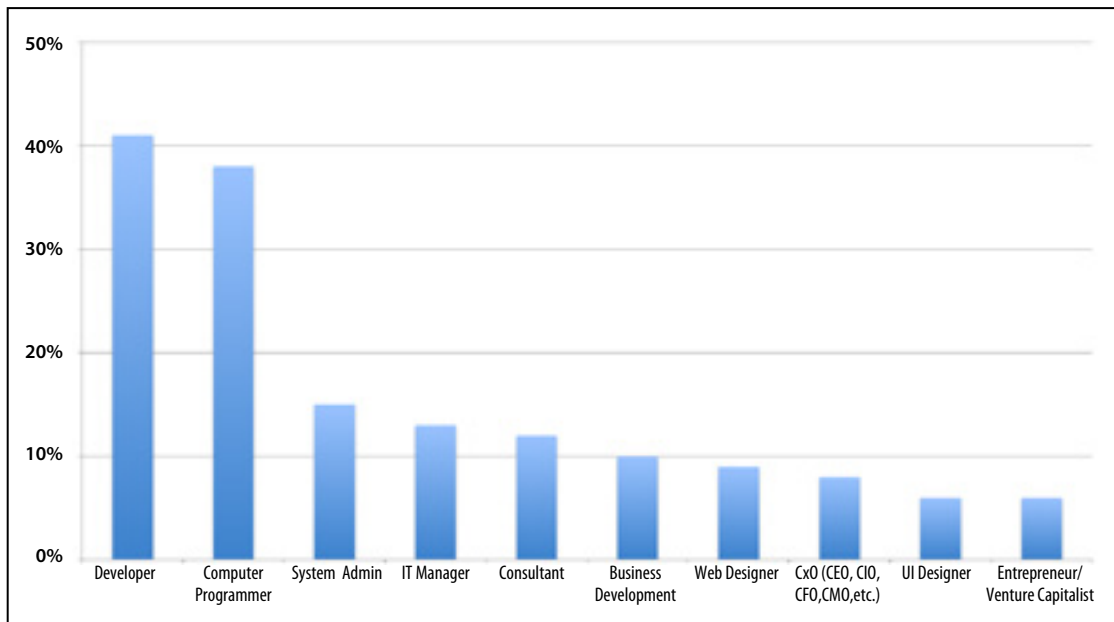
Ariel Waldman, *Spacehack.org*

Gabe Zichermann, *Gamification.Co & Gamification Summit*

OSCON DEMOGRAPHICS

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

OSCON 2011 Attendee Titles (more than one may apply)



Attendee Company Size

1,000 or more.....	30%
501 to 1,000	4%
101 to 500.....	13%
51 to 100	7%
11 to 50	11%
2 to 10.....	12%
1	13%

Attendee Purchasing Role

18%	Evaluate Products
18%	Determine Needs
17%	Recommend Purchases
17%	Introduce New Products/Technologies for Consideration/Evaluation
14%	Develop Specifications
7%	Authorize Purchases
9%	Not Involved

REACH DECISION MAKERS

Over 91% of OSCON attendees are actively involved in the purchasing process

ORGANIZATIONS REPRESENTED AT OSCON 2011

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

52 Mobile Apps	ExamBuilder	Nokia
46 Enterprises	Expedia	OmniTI
Addison Wesley	F5 Networks	OpenLogic
ADP	Factual	Orbitz Worldwide
Akamai Technologies	FEI Company	Palm
Amazon	General Electric	PayPal
AOL	Graphic World	PennWell
Apple	Hostbaby	Percona
AT&T	Hybrid Robotics	Redmonk
Bank of America	IBM	Revolution Analytics
BBC	Infobright	Salesforce
Betaville	Intel	Sensio Labs
Blackboard	JavaWorld	Shell Oil
Canonical, Ltd.	JLD Systems	Shopzilla
Career Builder	Kaiser Permanente	Temporal Arts
Catalyst IT	Kronos	Think Big Analytics
CIGNA	Liberty Mutual	Thomson Reuters
Cisco Systems	LinkedIn	ThoughtWorks
Citrix	McAfee	USAA
Cloudera	MIT	Walmart
Comcast	Motorola	WebAssign
DaVinci Digital	Mozilla	Wikia
Daylight	Nike	Yahoo!
Ebay	National Cancer Institute	YouTube
eHarmony	NBC Universal	Zynga

2012 SPONSORSHIP PACKAGES

Diamond Level Sponsorship (limit 3)

Top Tier Sponsorship at OSCON

Pre-Conference

- Company logo and 100-word description on event website
- 728x90 static banner ad in rotation on event website*
- Sponsor designation in outbound marketing emails
- Access to the pre-registered media list
- One pre-event email to opt-in list*
- Exclusive Sponsorship of one OSCON webcast (includes access to attendee emails)
- Top clickable banner ad in Mobile Event Companion App *

Onsite

- On-Stage Recognition by Program Chairs
- 15-minute Plenary Keynote (subject to approval by Program Chairs)
- Two 40-minute speaking opportunities in the Products & Services track
- One (1) single-sided meter board with sponsor graphics*
- Company name, logo, 100-word description, and link in Mobile Event Companion App*
- 12 conference sessions passes (tutorials not included)
- 20 x 20 booth in the Expo Hall
- 20-second ad in housekeeping slides *
- 3 re-tweets from conference Twitter account (subject to approval) *
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Post-Conference

- One post event email to opt-in list*

Platinum Level Sponsorship (limit 4)

Pre-Conference

- Company logo and 100-word description on event website
- 728x90 static banner ad in rotation on event website*
- Sponsor designation in outbound marketing emails
- Access to the pre-registered media list
- One pre-event email to opt-in list*
- Bottom clickable banner ad in Mobile Event Companion App *

Onsite

- 40-minute speaking opportunity in the Products & Services track
- One (1) single-sided meter board with sponsor graphics*
- Company name, logo, 100-word description, and link in Mobile Event Companion App*
- 10 conference sessions passes (tutorials not included)
- 20 x 20 booth in the Expo Hall
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Post-Conference

- One post event email to opt-in list*

Gold level Sponsorship

Pre-Conference

- Company logo and 100-word description on event website
- Sponsor designation in outbound marketing emails
- Access to the pre-registered media list
- One pre-event email to opt-in list*
- Bottom clickable banner ad in Mobile Event Companion App *

Onsite

- 40-minute speaking opportunity in the Products & Services track
- Company name, logo, 100-word description, and link in Mobile Event Companion App*
- 8 conference sessions passes (tutorials not included)
- 10 x 20 booth in the Expo Hall
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Post-Conference

- One post event email to opt-in list*

Silver level Sponsorship

Pre-Conference

- Company logo and 100-word description on event website
- Sponsor designation in outbound marketing emails
- Access to the pre-registered media list

Onsite

- 40 minute speaking opportunity in the Products & Services track
- Company name, logo, 100-word description, and link in Mobile Event Companion App*
- 4 conference sessions passes (tutorials not included)
- 10 x 10 booth in the Expo Hall
- Use of press meeting room for interviews and briefings (first-come, first-served basis)
- Attendee Bag Insert *

Exhibit Only

Pre-Conference

- Company logo and 50-word description on event website
- Access to the pre-registered media list

Onsite

- Company name, logo, 50-word description, and link in Mobile Event Companion App*
- 1 conference sessions pass (tutorials not included)
- 10 x 10 booth in the Expo Hall

Custom packages are available—please call for details and pricing.

**subject to deadline*

MARKETING AND PROMOTIONAL OPPORTUNITIES

- **Targeted Track Sponsorship (multiple available)** These custom packages allow sponsors extensive reach within a select segment of the OSCON audience. Each package includes pre-event and on-site branding within a targeted area of the audience. **\$25k package includes a 10 x 10 booth in the OSCON Expo Hall. Details available on request.**
- **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 2012 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 2012 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.
- **Connectivity Lounge** Sponsor the area where OSCON attendees can get online and powered up. Includes a 2 x 3 foam core sign designating sponsorship in the lounge, signage on each table, sponsor designation in housekeeping slides, plus the opportunity to distribute literature in the area.
- **Late Night Reception Sponsorship** Sponsor a cocktail party following evening events at the conference. Includes event signage and pre-conference marketing.
- **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. Food & beverage included.
- **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. Food & beverage included.
- **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** Stake your claim in the 20'x 30' expo hall lounge. This completely furnished area 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 hardware internet connections, branded pillows and/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.
- **Mobile Event Companion App Sponsorship:** Your company brand and short message (clickable) will appear in our new OSCON Mobile Event Companion App, immediately after the app is opened on page 2. Includes sponsorship designation on the Mobile Event Companion App webpage and in the OSCON housekeeping slides.
- **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 you 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 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: \$ _____

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 OSCON ("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
<hr/>		

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
<hr/>	

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.