

O'REILLY®

Android Open CONFERENCE

O'Reilly Android Open Conference Sponsor Prospectus

October 9–11, 2011 • San Francisco, CA • androidopen.com



CONFERENCE OVERVIEW

The Android juggernaut is gaining force and momentum, rocketing past the iPhone and Blackberry to become the dominant smartphone platform. And the opportunity goes beyond phones—Android is powering tablets, set-top boxes, and a host of new embedded and connected devices. Android Open is the first conference to cover the entire Android ecosystem. Whether you're a developer, IT pro, business decision-maker, or marketer, you'll find the latest and best information for maximizing the power of the Android platform. But this new O'Reilly conference is not just about today's Android opportunity—it also spotlights tech, projects, and companies that point to Android's bright future.

Android Open is a big-tent meeting ground for app and game developers, carriers, chip manufacturers, content creators, OEMs, researchers, entrepreneurs, VCs, and business leaders to share best practices, tools, models, and lessons learned.

Android Open will explore the following key topics:

- Building Android apps: best practices
- The internals of Android – under the hood
- Development tools
- New frameworks
- Alternative languages
- Gaming and game development
- Enterprise solutions and considerations
- Performance and security
- Analytics and revenue models
- Multiple Android markets
- Promotion and consumer needs
- and much more

Expected Attendance: 800+

Two day sponsor gallery: October 10-11

Come face to face with some of the most important Android trailblazers in the world. If it's your business to sell or market products in the Android space, if you're launching an Android-centric venture or need to take stock of the competitive landscape, Android Open is the place to be.

Android Open
October 9–11, 2011
Hyatt Regency Embarcadero
San Francisco, CA

For more information,
contact Sharon Cordesse
scordesse@oreilly.com
707.827.7065

SPONSORSHIP OPPORTUNITIES

Android Open's exclusive sponsorship opportunities allow you to demonstrate your thought leadership and innovation before, during, and after the event.

DIAMOND SPONSORSHIP: (limit 2)

Thought Leadership

- Strategic Speaking Opportunity (to be determined in conjunction with O'Reilly conference chairs. Subject to approval)
- Sponsorship of one pre-event webcast*
- 40-Minute Sponsored Breakout Session

Access/Networking

- 12 full conference passes
- Sponsor discount for additional passes purchased
- Access to pre-event press and analyst list
- One-time use of both the pre and post event attendee opt-in lists*

Exposure

- Pre-marketing exposure includes logo designation in email blasts plus a 100-word description and logo on the event website
- Sponsor logo in onsite signage*
- 728 x 90 email banner on website
- Two page, full color ad in Event Guide, with premium placement*
- 100 word description and logo included in Event Guide*
- Attendee bag insert*
- 5 custom tweets from conference Twitter account

Presence

- One Demo Pod in premium location, including internet, power and branded header
- Double-sided meter board sign
- Sponsor of one lunch (food & beverage included)

GOLD SPONSORSHIP: (limit 5)

Thought Leadership

- 20-Minute Sponsored Breakout Session

Access

- 6 full conference passes
- Sponsor discount for additional passes purchased
- Access to pre-event press and analyst list

Exposure

- Pre-marketing exposure includes designation in email blasts and 100 word description and logo on event website
- Sponsor logo in onsite signage*
- 728 x 90 email banner on website
- Half page, full color ad in Event Guide*
- 100-word description and logo included in Event Guide*
- Attendee bag insert*

Presence

- One Demo Pod inclusive of internet, power, and branded header

PLATINUM SPONSORSHIP: (limit 2)

Thought Leadership

- Sponsorship of one pre-event webcast*
- 40-Minute Sponsored Breakout Session

Access

- 8 full conference passes
- Sponsor discount for additional passes purchased
- Access to pre-event press and analyst list

Exposure

- Pre-marketing exposure includes logo designation in email blasts plus a 100 word description and logo on the event website
- Sponsor logo in onsite signage*
- 728 x 90 email banner on website
- Full page, full color ad in Event Guide*
- 100 word description and logo included in the Event Guide*
- Attendee bag insert*
- One-time use of pre or post event attendee opt-in list*
- 3 custom tweets from conference Twitter account

Presence

- One Demo Pod in premium location, including internet, power and branded header
- Single sided meter board sign
- Sponsorship of one break (a.m. or p.m.; food & beverage included)

SILVER SPONSORSHIP:

Access

- 4 full conference passes
- Sponsor discount for additional passes purchased
- Access to press and analyst list

Exposure

- Pre-marketing exposure includes designation in email blasts and a 100 word description and logo on conference website
- Sponsor logo in onsite signage*
- 100 word description and logo included in Event Guide*

Presence

- One Demo Pod in premium location, including internet, power and branded header

**Custom packages and opportunities are also available.
Call for details.**

**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 INFORMATIONName Email

Company

Phone Fax

Mailing Address (if different from below)

City State Zip Code

BILLING INFORMATIONName Email

Phone Fax

Mailing Address

City State Zip Code

SPONSOR & EXHIBITOR SELECTIONS**SPONSOR PACKAGES**Conference

Sponsor Level

Price \$

EXHIBIT BOOTHSSquare feet

@ \$

 per square footExhibit 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 ExpressAccount 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
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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
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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.