



O'REILLY

MySQL

Conference & Expo

Information Unleashed

April 12–15, 2010
Santa Clara Convention Center
Santa Clara, California

SPONSOR & EXHIBITOR PROSPECTUS

conferences.oreilly.com/mysql

Information Unleashed

The **2010 O'Reilly MySQL Conference & Expo** is a new event that builds on the tradition of past MySQL conferences (previous events were co-presented with MySQL AB and with Sun). This inclusive, innovative event will showcase the full spectrum of the MySQL ecosystem, representing a wide array of the most influential companies and projects in the MySQL community. Nearly 2,000 open source and database enthusiasts from around the world will come together to explore the power of MySQL and related technologies—from data warehousing, business intelligence, and migration to high availability, performance tuning, and scale-out—at the **2010 O'Reilly MySQL Conference & Expo**.

Join us at MySQL Conference & Expo, happening April 12-15, 2010 at the Santa Clara Convention Center in Santa Clara. Come together with over 2,000 open source and database enthusiasts to harness the power of MySQL and celebrate the huge MySQL ecosystem. For sponsors and exhibitors, the MySQL Conference & Expo is one of the most targeted events in the industry to showcase products and services growing in the open source marketplace.

Estimated attendance: 2,000

Target Audience: Developers, programmers and DBAs, business managers, technology evangelists, entrepreneurs, researchers, and academics.

Two-day Expo Hall: April 13 – 14, 2010

2010 SPONSORSHIP PACKAGES

Diamond Level Sponsorship (limit 3)

- 20 minute Plenary Keynote (pending approval by program chairs)
- Recognition by Program Chairs
- 45 minute speaking opportunity in the Products & Services track
- 30 x 30 Exhibit Hall Booth in premium location (does not include carpet, furniture, electricity or internet)
- 8 Conference sessions passes (tutorials not included; speaker will also be issued a pass plus up to four booth staff passes will be provided)
- Two-page, full color ad in Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Sponsor logo included on html marketing email blasts (subject to deadline)
- Company name, logo, 100-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the website, on onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Opportunity to host private reception (additional investment plus sponsor responsible for costs)
- Attendee bag insert (subject to deadline)

Gold Level Sponsorship

- 45 minute speaking opportunity in the Products & Services track
- 10 x 20 Exhibit Hall Booth (does not include carpet, furniture, electricity or internet)
- 4 Conference sessions passes (tutorials not included; up to four booth staff passes will be provided)
- Half-page, full color ad in Event Guide (subject to deadline)
- Ability to send one email to attendee opt-in list for either one pre-event or one post-event communication
- Company name, logo, 50-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the website, on onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Opportunity to host a private reception (additional investment plus sponsor responsible for costs)

Platinum Level Sponsorship

- 45 minute speaking opportunity in the Products & Services track
- 20 x 20 Exhibit Hall Booth (does not include carpet, furniture, electricity or internet)
- 6 Conference sessions passes (tutorials not included; speaker will also be issued a pass plus up to four booth staff passes will be provided)
- One-page, full color ad in Event Guide (subject to deadline)
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication
- Online banner ad: Your 728 x 90 static banner ad will rotate on the conference website
- Sponsor logo included on html marketing email blasts (subject to deadline)
- Company name, logo, 75-word description, and link in printed Event Guide and listing on the conference website (Event Guide subject to deadline)
- Sponsor designation and right hand rail visibility on the website, on onsite signage, and in outbound marketing and PR announcements (subject to deadline)
- Access to pre registered media list
- Use of media meeting room for one private press event (available on first-come, first-served basis)
- Opportunity to host a private reception (additional investment plus sponsor responsible for costs)
- Attendee bag insert (subject to deadline)

Exhibit Only Package

- 10 x 10 Exhibit Hall Booth (does not include carpet, electricity or internet)
- 1 Conference Pass (sessions only)
- Company name, logo and 50-word description and link in Event Guide and listing on the conference website (Event Guide subject to deadline)
- Access to pre-event media list

Dot Org Package – (limited availability)

- Tabletop display (does not include electricity or internet)
- 1 Conference Pass (sessions only, up to four booth staff passes will be provided)
- Company name, logo and 50-word description and link in Event Guide and listing on the conference website (Event Guide subject to deadline)

Eligibility to be determined by O'Reilly. Please call for information

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

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- **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. \$5,500; sponsor provides lanyard per required specification
- **Hotel Key Card** (One only) – Your logo will appear on all hotel key cards at the Santa Clara Hyatt Regency. Call for a quote.
- **Hotel Room Drop** (One only) – Have your marketing piece delivered to MySQL Conference & Expo attendees staying at the Hyatt Regency. \$3,500
- **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. \$10,000
- **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. \$5,000
- **T-Shirt Sponsorship** – This sponsorship opportunity is limited to one qualified applicant and is reserved on a first-come, first-served basis. \$20,000.
- **Late Night Reception Sponsorship** Sponsor a cocktail party following evening events at the conference. Includes event signage and pre-conference marketing. \$10,000 (food & beverage costs additional)
- **MySQL 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 MySQL attendees to relax and network. 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. \$15,000
- **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. \$10,000
- **Double-sided or Single-sided Meter Board Sign** Place your brand and marketing message on a tall, freestanding sign in the common area at the conference. We will design or the sponsor may submit a design for us to use. Double-sided \$10,000; Single-sided \$5,000 (meter board is about 38"W x 90"H; subject to deadline)
- **Ignite Sponsorship** (Exclusive) – Please call for more information. \$15,000
- **Web Banner** Your 728x90 static web banner will rotate on the conference website. \$3,500
- **Full-page Advertisement** (Multiple, subject to deadline) – Advertise in the event guide with a full page ad. Use the space to promote your company or products, or to encourage attendees to visit your booth or presentation during the conference. \$5,000
- **Half-page Advertisement** (Multiple, subject to deadline) – Advertise in the event guide with a half page ad. \$3,000
- **Attendee Bag Insert** Have your brochure or promotional item distributed in the attendee conference bags. \$1,500 (subject to deadline)

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 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. Adobe Illustrator or Freehand eps file, (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 Photoshop TIFF, EPS 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
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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 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®

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For more information contact:

*Yvonne Romaine at
yromaine@oreilly.com*