

Velocity

Web Performance and Operations

CONFERENCE



Velocity, the Web Operations and Performance Conference from O'Reilly, exposes the crucial skills, key technologies, and innovative products that are the foundation for creating fast, scalable, resilient, and available websites. Velocity brings together hundreds of developers, engineers, CxOs, entrepreneurs, researchers, and managers seeking to streamline operations, maximize efficiency, and push the enterprise boundaries for a healthier bottom line and a better customer experience. Through keynotes, sessions, tutorials, panels, and events, Velocity is a rich and engaging showcase for the most innovative and successful web operations and performance players.

Audience profile: Developers, engineers, and managers from companies of all sizes; efficiency-minded CxOs, strategists and business developers, technology evangelists and entrepreneurs pushing enterprise boundaries; researchers and academics.

Estimated attendance: 2000+

Two-day Expo Hall: June 27–28, 2012

2011 Sponsors:

- Keynote Systems
- Cisco
- Google
- Neustar
- Betfair
- Cotendo
- Rackspace Hosting
- Akamai
- Apica
- dynaTrace
- Equinix
- Facebook
- New Relic
- Opscode
- Salesforce
- Yahoo!
- AppDynamics
- Aptimize
- Blaze
- CDNNetworks
- Cedexis
- Citrix
- Compuware
- Dyn
- F5 Networks
- Heroku
- Percona
- Quest Software
- Schooner Information Technology
- Sitespect
- Splunk
- Strangeloop
- Watchmouse
- Zeus

Past speakers include:

- John Allspaw, *Etsy.com*
- Artur Bergman, *Wikia/Fastly*
- Mark Burgess, *Cfengine*
- Rachel Chalmers, *The 451 Group*
- Douglas Crockford, *Yahoo!*
- Jon Flint, *Yahoo!*
- Jonathan Heiliger, *Facebook*
- Jon Jenkins, *Amazon*
- Patrick Lightbody, *BrowserMob*
- John Rauser, *Amazon*
- John Resig, *Mozilla Corporation*
- Theo Schlossnagle, *OmniTI*
- Alois Rutbauer, *dynaTrace*
- Jason Weber, *Microsoft*
- Nicole Sullivan, *Stubbomella Consulting Group*
- Mark Imbriaco, *Heroku*
- Yehuda Katz, *Strobe, Inc.*
- Bryan McQuade, *Google*
- Marcel Duran, *Yahoo!*

O'Reilly Velocity Conference
June 26 –28, 2012
Hyatt Regency Santa Clara & Santa Clara Convention Center
Santa Clara, CA

For more information contact
Gloria Lombardo at glombardo@oreilly.com
or 203.381.9245

Sponsorship Packages

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

Premier Diamond Sponsorship

Pre-Conference:

- Company logo and 100 word description on event website
- Static banner ad in rotation on event website
- 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:

- Company logo and and description in printed event guide*
- 15 minute Keynote (subject to approval by Program Chairs)
- One (1) Sponsored Products & Services Session (includes one full conference pass)
- 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*
- 12 conference session passes (tutorials not included)
- 20x20 Exhibit space in the Exhibit Hall (does not include power, internet, carpet or booth furniture)
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Lunch sponsorship (includes food and beverage)
- Logo on Attendee Bag* (subject to approval)
- Attendee Bag Insert* (subject to approval)
- 3 re-tweets from conference Twitter account (subject to approval)

Post-Conference:

- One post event email to opt-in attendees

Additional Benefit:

- Sponsorship of one webcast promoting the conference subject

Platinum Sponsorship (limit 3)

Pre-Conference:

- Company logo and 75 word description on event website
- Static banner ad in rotation on event website
- 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:

- Company logo and and description in printed event guide*
- 5 minute Keynote (subject to approval by Program Chairs)
- One (1) Sponsored Products & Services Session (includes one full conference pass)
- Full page, full color ad in Event Guide*
- 8 conference sessions passes (tutorials not included)
- 10x20 Exhibit space in the Exhibit Hall (does not include power, internet, carpet or booth furniture)
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Attendee Bag Insert* (subject to approval)

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
- 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:

- Company logo and and description in printed event guide*
- 15 minute Keynote (subject to approval by Program Chairs)
- One (1) Sponsored Products & Services Session (includes one full conference pass)
- 20 second slide presentation in housekeeping slides*
- 2 page, full color ad in Event Guide*
- 10 conference session passes (tutorials not included)
- 20x20 Exhibit space in the Exhibit Hall (does not include power, internet, carpet or booth furniture)
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Break Sponsorship (includes food and beverage)
- Attendee Bag Insert* (subject to approval)
- 3 re-tweets from conference Twitter account (subject to approval)

Post-Conference:

- One post event email to opt-in attendees

Gold Sponsorship

Pre-Conference:

- Company logo and 50 word description on event website
- Access to the pre-registered media list
- One pre-event email to opt-in attendees

Onsite Benefits:

- Company logo and and description in printed event guide*
- Half page, full color ad in Event Guide*
- 6 conference session passes (tutorials not included)
- 10x10 Exhibit space in the Exhibit Hall (does not include power, internet, carpet or booth furniture)
- Use of press meeting room for interviews and briefings (first-come first served basis)
- Attendee Bag Insert * (subject to approval)

Post-Conference:

- One post event email to opt-in attendees

Silver Sponsorship

Pre-Conference:

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

Onsite Benefits:

- Company logo and and description in printed event guide*
- Half page, full color ad in Event Guide*
- 4 conference session passes (tutorials not included)
- 10x10 Exhibit space in the Exhibit Hall (does not include power, internet, carpet or booth furniture)
- Use of press meeting room for interviews and briefings (first-come first served basis)

*Subject to deadline

Additional Sponsorship Opportunities

- **Attendee T-shirt Sponsorship** The exclusive sponsor of the official VELOCITY 2012 T-shirt and have your company logo displayed on a geek badge of honor! VELOCITY T-shirts are collected and prized by attendees, so your company will be recognized for years to come along with the VELOCITY 2011 logo. T-shirts will be designed and produced by O'Reilly.
- **Lanyard Sponsorship** Place your logo and company name on every lanyard at the show! This is an excellent way to increase your company visibility.
- **Late Night Reception Sponsorship** Sponsor a cocktail party following evening events at the conference. Includes event signage and pre-conference marketing. Sponsor responsible for all food and beverage costs.
- **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.
- **VELOCITY Lounge Sponsorship (Up to two available)** Stake your claim in one of the 20' x 20' expo hall lounge areas. These completely furnished areas offer a restful place for VELOCITY attendees to relax and network. 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, listing in the event guide and the opportunity to provide a gift to each attendee.
- **Speaker Lounge Sponsorship** Sponsor the registration area where every speaker must collect their conference badge and materials. Includes signage in the speaker lounge, listing in the event guide and the opportunity to provide a gift to each speaker.