Dear Bioinformatics Sales and Marketing Professional:

O'Reilly & Associates is pleased to announce exhibiting and sponsorship opportunities at the second O'Reilly Bioinformatics Technology Conference, to be held in San Diego, CA, February 3-6, 2003.

The O'Reilly Bioinformatics Technology Conference brings together practitioners from biology, computer science, software engineering, mathematics, and many other disciplines for four days of information exchange, learning, and fun. Under the theme of “Practical Tools for Innovation,” this conference explores practical ways of applying the tools of computer science to biology.

For leading companies, our Platinum, Gold, and Silver sponsorship opportunities combine direct access to programmers, developers, and IT executives during our two-day Technology Showcase, with blanketed exposure to over 100,000 prospective attendees in our conference mailer, color ads in the attendee program, online advertising across our highly trafficked web sites, and much more.

The two-day Technology Showcase for sponsors and exhibitors is designed to bring you direct exposure to attendees and press with a minimum investment. The Showcase will be situated in large hallways directly outside the session rooms, guaranteeing constant traffic. In order to keep your costs to a minimum, all exhibits will be tabletop displays (small pop-up back walls are allowed). Space is limited to 25 vendors.

We will be providing our Platinum, Gold and Silver sponsors with speaking opportunities in the special Products and Services Track. These 45-minute presentations are available on a first-come, first-served basis. Sign up if you’d like plenty of time to present your products and services to a room full of pre-qualified leads.

About O'Reilly:

O'Reilly Books: The leading publisher of quality technical information to the developer community, O'Reilly has published Developing Bioinformatics Computer Skills and Beginning Perl for Bioinformatics, with several bioinformatics books in development.

O'Reilly Network: The O'Reilly Network (oreillynet.com) is one of the foremost independent developer portals on the Web, with over 2,000,000 unique visitors each month to sites such as perl.com, linux.oreilly.com, onjava.com, and many more.

We’ve built a fiercely loyal audience of developers with our “all content/no hype” approach to providing technical information. Our growing Conference division attracts industry leaders and high-end developers who are serious about technology. O'Reilly Conferences don’t draw tire-kickers. And the press is taking notice, as well—see coverage of previous O'Reilly conferences, including the recent successful Open Source Convention at www.oreillynet.com/oscon2002.

Please contact me today so that we may discuss how the O'Reilly Bioinformatics Technology Conference can help your business.

Best regards,

Andrew Calvo
Conferences Sales Manager
1005 Gravenstein Highway North
Sebastopol, CA 95472
Telephone: 707-827-7000
Fax: 707-823-9746
Email: andrewc@oreilly.com

conferences.oreilly.com/biocon/
Overview

Tutorials
February 3, 2003

Conference Sessions
February 4–6, 2003

Technology Showcase
February 4–5, 2003

Projected Attendance
1000+ Attendees, speakers, and press

Dates to Remember
5% Early Bird Exhibitor and Sponsor Discount ends—October 14, 2002
Last date to include logo and company description in attendee program—December 15, 2002

Conference Overview
The conference is divided into four major areas:
- Tool design
- Algorithm design
- System administration / infrastructure
- End-user applications

Each area or track will explore topics in biology—from the fundamental levels to the advanced—and will focus on the technologies, techniques, and tools used to understand and analyze that biological data. Some topics we’ll be exploring are:
- Data modelling
- Emerging data types
- Dynamic programming
- Building, managing, and using databases
- Microarray expression data
- Protein structure and structural genomics
- Sequence Analysis
- Building and using clusters
- High-throughput analysis techniques
- Pharmacogenics
Technology Showcase

The Technology Showcase is for leading-edge companies wishing to demonstrate new technologies, meet and recruit potential employees, and solidify relationships with members of the community and press.

The Technology Showcase will be strategically located in the hallways and foyers directly outside the conference session rooms. This two-day event is designed to give you maximum exposure to a sophisticated technical audience with a minimum investment. We provide the draped tabletop—you provide one or two staff members, one or two banners, demo setup, and product literature.

Focused demographics. Cost-effective marketing. Quality leads.

Move In:
Monday, February 3, 2003 7PM – 10PM
Tuesday, February 4, 2003 7AM – 10AM

Technology Showcase Hours:
Tuesday, February 4, 2003 10 AM – 4 PM
Wednesday, February 5, 2003 10 AM – 4 PM

Tear Down:
Wednesday, February 5, 2003 4 PM – 7 PM

Costs—Tabletop Displays — $2,995
Includes:
- 6’ draped counter (AV, electricity, Internet available at additional charge)
- 8’ high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- 50-word description of your company’s product/services and logo in Attendee Program
- Publication of your company’s logo on the Bioinformatics Technology Conference web site, with a link to your company’s URL
- Four exhibitor staff passes, which include admission to keynotes (but not to sessions, tutorials, or meal functions)
- One full conference pass; additional full conference passes are available to exhibitors at a 30% discount

Projected Attendance: 1000+ attendees, speakers, and press

Conference Program Ads
Full-page Color $1,495
Half-page Color $995
Quarter-page Color $595

conferences.oreilly.com/biocon/
Platinum Sponsor Package

Package Price: $20,000

The Platinum Sponsor Package gives you unparalleled access and exposure to all attendees before, during, and after the event, and demonstrates your company's leadership position in the bioinformatics community.

One 6’ tabletop display (pop-up booths allowed) in premium location
- Electrical and AV requirements at additional charge

Official sponsor of one keynote (6 keynotes available)
- Exclusive opportunity to hang banner in keynote ballroom
- Exclusive opportunity to distribute materials in ballroom during the keynote
- Listing and logo placement in conference program as keynote sponsor

Use of press room for one private press event (on a first-come, first-served basis)

Logo on attendee bag (one color)

Web/print ads
- Company logo and 100-word description prominently displayed on conference marketing materials and web site
- Top logo placement and link on conference home page

50,000 online banner impressions on oreillynet.com

Full-page/4-color ad in conference program

Conference passes
- Six full conference passes (excluding tutorials); conference materials included

Unlimited use of opt-in attendee list (email and full contact information)

Attendee bag insert

Post-conference attendee mailings
- Opportunity to distribute your company's collateral to all conference attendees (blind mailing, must use bonded mailing facility) in one post conference mailing

Opportunity to host reception at Westin Horton Plaza
(on a first-come, first-served basis; sponsor responsible for reception costs)

Two 45-minute speaking opportunities in Products and Services Track
(on a first-come, first-served basis)
Gold Sponsor Package

Package Price: $10,000

The Gold Sponsor Package is a powerful way to gain mind share and market share in the bioinformatics community.

One 6’ tabletop display (pop-up booths allowed) in a premium location
  • Electrical and AV requirements at additional charge

Official sponsor of breakfast and lunch for one day of the conference
  • Exclusive opportunity to hang banner during breakfast and lunch
  • Exclusive opportunity to distribute materials during breakfast and lunch
  • Company listing in conference program

Web/print ads
  • Company logo and 75-word company description prominently displayed on all conference marketing materials and web site
  • Logo placement and link on conference home page

Unlimited use of opt-in attendee list

Attendee bag insert

Half-page color ad in conference program

Conference passes
  • Four full conference passes (excluding tutorials); conference materials included

One post conference attendee mailing
  • Opportunity to distribute your company’s collateral to all conference attendees (blind mailing, must use bonded mailing facility) in one post conference mailing

Opportunity to host reception at Westin Horton Plaza
  (on a first-come, first-served basis; sponsor responsible for reception costs)

25,000 online banner impressions on oreillynet.com

45-minute speaking opportunity in Products and Services track
  (on a first-come, first-served basis)
Silver Sponsor Package

Package Price: $5,000

The Silver Sponsor Package is a low-cost way to increase visibility to this audience of technically sophisticated attendees.

One 6’ tabletop display
- Electrical and AV requirements at additional charge

Web/print ads
- Company logo and 50-word company description prominently displayed on conference marketing materials and web site
- Logo placement and link on conference home page

Quarter-page color ad in conference program

Conference passes
- Two full conference passes (excluding tutorials); conference materials included

One post conference attendee mailing
- Opportunity to distribute your company’s collateral to all conference attendees (blind mailing, must use bonded mailing facility) in one post conference mailing

Opportunity to host reception at Westin Horton Plaza
(on a first-come, first-served basis; sponsor responsible for reception costs)

45-minute speaking opportunity in Products and Services Track
(on a first-come, first-served basis)
Designated Sponsor Areas

Available to Platinum, Gold, and Silver Sponsors only.

**Press Room Sponsorship**
Price: $5,000

- Designation of your company as the Official Sponsor of the Press Room
  - Opportunity to display your company’s signage (production of signage is responsibility of sponsor) and set up one demo station in Press Room

One additional conference session pass

Logo placement on web site and program as Official Sponsor

**Connectivity Room Sponsorship**
Price: $5,000

- Designation of your company as the Official Sponsor of the Connectivity Room
  - Opportunity to display your company’s signage (production of signage is responsibility of sponsor) in the Connectivity Room

One additional conference session pass

Logo placement on web site and program as Official Sponsor
## Demographics

### Demographics at first O'Reilly Bioinformatics Technology Conference

<table>
<thead>
<tr>
<th>Primary Job Function</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Programmer/Developer</td>
<td>48%</td>
</tr>
<tr>
<td>CEO/CIO/VP/Director</td>
<td>21%</td>
</tr>
<tr>
<td>Consultant</td>
<td>11%</td>
</tr>
<tr>
<td>IS/MIS Manager/SysAdmin</td>
<td>10%</td>
</tr>
<tr>
<td>Student</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purchase Authority</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommend purchases</td>
<td>57%</td>
</tr>
<tr>
<td>Determine needs</td>
<td>51%</td>
</tr>
<tr>
<td>Evaluate/test products</td>
<td>49%</td>
</tr>
<tr>
<td>Develop specifications</td>
<td>38%</td>
</tr>
<tr>
<td>Authorize purchases</td>
<td>27%</td>
</tr>
<tr>
<td>Not involved</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size of Organization</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2,500+</td>
<td>23%</td>
</tr>
<tr>
<td>501-2,500</td>
<td>10%</td>
</tr>
<tr>
<td>101-500</td>
<td>24%</td>
</tr>
<tr>
<td>51-100</td>
<td>11%</td>
</tr>
<tr>
<td>1-50</td>
<td>32%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purchases Planned in Next 12 Months</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bioinformatics software solutions</td>
<td>70%</td>
</tr>
<tr>
<td>Content management platforms</td>
<td>14%</td>
</tr>
<tr>
<td>Components/Class/Libraries/Frameworks</td>
<td>21%</td>
</tr>
<tr>
<td>Database development tools</td>
<td>45%</td>
</tr>
<tr>
<td>Database storage/Data warehousing/Data mining</td>
<td>36%</td>
</tr>
<tr>
<td>Design and modelling tools</td>
<td>22%</td>
</tr>
<tr>
<td>Integrated Development Environments (IDEs)</td>
<td>25%</td>
</tr>
<tr>
<td>(e.g., Visual Studio.NET, JBuilder 4)</td>
<td></td>
</tr>
<tr>
<td>Enterprise web application servers</td>
<td>8%</td>
</tr>
<tr>
<td>Networking (e.g., Novell NetWare)</td>
<td>9%</td>
</tr>
<tr>
<td>Web servers (e.g., iPlanet)</td>
<td>14%</td>
</tr>
<tr>
<td>Web design tools (e.g., MS Frontpage, Flash, Photoshop)</td>
<td>19%</td>
</tr>
<tr>
<td>Web (services) development tools</td>
<td>19%</td>
</tr>
<tr>
<td>CAD/CAM (e.g., AutoCAD)</td>
<td>2%</td>
</tr>
<tr>
<td>Testing and debugging tools</td>
<td>16%</td>
</tr>
<tr>
<td>Training software packages</td>
<td>11%</td>
</tr>
<tr>
<td>Office productivity</td>
<td>25%</td>
</tr>
<tr>
<td>Networking devices</td>
<td>53%</td>
</tr>
<tr>
<td>Storage devices</td>
<td>70%</td>
</tr>
<tr>
<td>Web servers</td>
<td>52%</td>
</tr>
<tr>
<td>Security devices</td>
<td>32%</td>
</tr>
<tr>
<td>PCs</td>
<td>98%</td>
</tr>
<tr>
<td>Personal Digital Assistants (PDAs)</td>
<td>40%</td>
</tr>
<tr>
<td>Notebook computers</td>
<td>67%</td>
</tr>
<tr>
<td>Web-enabled cell phones</td>
<td>14%</td>
</tr>
</tbody>
</table>

### Yearly Company Budget—Hardware

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 million or more</td>
<td>15%</td>
</tr>
<tr>
<td>$500,000-$1 million</td>
<td>3%</td>
</tr>
<tr>
<td>$250,000-$500,000</td>
<td>6%</td>
</tr>
<tr>
<td>$100,000-$250,000</td>
<td>9%</td>
</tr>
<tr>
<td>Below $100,000</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know</td>
<td>45%</td>
</tr>
</tbody>
</table>

### Yearly Company Budget—Software

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1 million or more</td>
<td>16%</td>
</tr>
<tr>
<td>$500,000-$1 Million</td>
<td>6%</td>
</tr>
<tr>
<td>$250,000-$500,000</td>
<td>5%</td>
</tr>
<tr>
<td>$100,000-$250,000</td>
<td>5%</td>
</tr>
<tr>
<td>Below $100,000</td>
<td>23%</td>
</tr>
<tr>
<td>Don't know</td>
<td>45%</td>
</tr>
</tbody>
</table>
Organizations Represented at the First O'Reilly Bioinformatics Technology Conference

3rd Millenium, Inc. [CHK SP]
ABISS, University of Rouen
Abletek
ACC
Acelinet
Advancia Corp
Affymetrix, Inc.
Agenea Sciences, Inc.
Agilent Technologies
AIG
Alodar Systems, Inc.
Amcom Research
Amersham Biosciences
AnVil Informatics
Apple Computer
Applied Biosystems
Applied Communications
Arctic Region Supercomputing Center
Arizona Cancer Center
Arizona Research Labs Biotech Computing
Arizona State University
The Ashvins Group
Astra Zeneca
Avaki
Avalon Pharmaceuticals
Aventis Pasteur
Aventis Pharma Inc.
AxeCell Biosciences Corp
Banting and Best Medical Research Institute
Baroudi Group
Barrow Neurological Institute
BASF Plant Science GmbH
Bayer Corporation
Baylor College of Medicine
BDGP
Beckman Research Institute, City of Hope
Beyond Genomics
BioBase
Biochemistry Department, Texas A&M University
Biocomputing Associates
Biocyrst Pharmaceuticals
Bioinformatics & Computer Biology, Iowa State University
Bioinformatics Research Center, North Carolina State University
Bioinformatics.org
Bio-IT World
Biomind
BioOrigins
Biorch Ctr @ Pasadena City College [CHK SP]
Boehringer-Ingelheim Pharmaceuticals Inc.
Boston University
Bright Study, Dept of Pharmacology
Brookhaven National Laboratory
Burke Medical Research Institute
Cal State University, Channel Islands
California Community Colleges
California State University, Sacramento
CalTech
Cambridge Healthtech Institute
Caprion Pharmaceuticals
The Catapult Consortium, Ltd.
CDC
Celera Genomics
Cenix Bioscience GmbH
Center for Advanced Research in Biotechnology
Center for Computational Genomics and Bioinformatics
Center for Human Genetics, Duke University Medical Center
Centers for Disease Control
Centre for Cellular and Molecular Biology
Centre for Engineering Research and Development
Ceres, Inc.
Chemical Abstracts Service
CHG, Duke University Medical Center
Children’s Hospital, Boston
Children’s Memorial Hospital
Children’s Research Institute
Chiron Corporation
City Science College
Clear Channel Radio
CMITT/UBC
Cochise College
Cold Spring Harbor Laboratory
CollabNet
College of Pharmacy, University of Arizona
Columbia University
Compaq Computer Corporation
CompuGEN, Inc.
Computational Biology, Oak Ridge National Laboratory
Computer Physician Unlimited, Inc.
Co-nect Inc.
Cor Therapeutics
CropDesign N.V.
CSE Dept, UC San Diego
Cyrtomation Inc.
Daikin Scientific Software, LLC
Dana-Farber Cancer Institute, Harvard Medical School
Dartmouth College
Delaware Biotechnology Institute, University of Delaware
Department of Plant Pathology, Washington State University
Department of Anatomy and Structural Biology, University of Otago
DeveloGen AG
DeveloperWorks
Devgem
Digicon Corporation
Digicon Corporation / MSF National Eye Institute, NIH
Digital Digest
Digital Information Services, LLC
Divergence LLC
Diversa Corporation
Division of Infectious Disease, Stanford University Medical Center
DNA Sciences
DBA Tools
DNAX
Doping Control Centre
Double-helix
Dow Chemical Company
Duke University
Eblex Technologies
Eglise Amour de Dieu
Electric Genetics PTY Ltd.
Eli Lilly and Company
EMBL-EBI
Emory University
Eos Biotechnology
Epigenomics, Inc.
Essington Honey Company
Evolve Computing Services
Excite@Home
Exelis Inc
FDA
Fred Hutchinson Cancer Research Center
Friedrich Miescher Institute
Frost & Co.
Genaissance Pharmaceuticals
Gene Logic, Inc.
GeneFormatics, Inc.
Genetics Institute
Genome Biology
Genome Centre, QMW
Genome Therapeutics Corporation
Genomeweb
Genset Corporation
GenoOne
Geospiza, Inc.
Giga Information Group
GlaxoSmithKline
Hall and Associates
Harvard Center for Genomics Research
Harvard Medical School
Heller, Ehman, White & McNeilffe LLP
The Hospital for Sick Children
ITI
IBM DeveloperWorks
Idaho National Engineering and Environmental Laboratory
IDC
IET/IR-SCS, University of California, Davis
ILNAS - UNAM
Illumina, Inc.
Immunex Corporation
Incellico, Inc.
INCOGEN, Inc.
IncYte Genomics, Inc.
Infinity Pharmaceuticals, Inc.
Institut de biologie de Lille/Institute Pasteur
Institute for Defense Analysers
The Institute for Systems Biology
Integrated DNA Technologies
Interactive Visuals, Inc.
Interface Guru
International Codon Institute
International Research Center
Intuit Inc.
Iobion Informatics
Iowa State University
Iisis Pharmaceuticals
IT Weekly
iTECH Inc.
The Jackson Laboratory
JEM Compute
John Hopkins University
Jubilee Enterprises
Jubilich Enzyme Products
Kansas City Community College
Keck Graduate Institute
Knightsbridge Solutions
Kuumba Cyber Village
Kypellon Systems, Inc.
LabBook.com, Inc.
Life Span Bio Sciences
Lincoln Technologies, Inc.
Linux NetworkX
Linux Prophet
Lion Bioscience Research, Inc.
Los Alamos National Lab
Ludwig Institute for Cancer Research
Macadamian Technologies Inc.
Madison Area Technical College
The Mathworks, Inc.
Maxygen
Mayo Clinic
Mayo Foundation
McGill University
Medical College of Ohio
Medical College of Wisconsin
Medical Research Council
Memorial Sloan-Kettering Cancer Center
Merck & Co. Inc.
Metabolex Inc.
Metagenix
Millennium Pharmaceutical
MIT
MLM Consulting
Mobius Venture Capital
Molecular Biology Resources Inc.
Molecular Creativity Inc.
Molecular Science Institute
Monsanto
Motorola Life Sciences
Mount Desert Island Biological Laboratory
Mouse Genome Informatics, The Jackson Laboratory
MSC Software
Mt. Sinai School of Medicine
Myriad Genetics Inc
Myriad Proteomics
Nationa Institute on Aging
National Cancer Institute
National Center for Biotechnology Information
National Center for Genome Resources
National Institute for Child Health and Human Development
National Institute of Health
National Marrow Donor Program (NMDP)
National Renewable Energy Lab
Nature America Inc.
Nature Publishing Group
NCBI
NCl, DCP, CADRG
NCIFCRF - ABCC
Neose Technologies Inc.
Nestle Research Center, Luasanne, Switzerland
Netword Systems LTD
Neuromics
New Mexico State University
New World International Organisation
New York University
NIH Intramural Sequencing Center (NISC)
NIH, NHLBI
NIH/NHGR/GTB
NISC/NHGRI/NIH
Nonlinear Dynamics
Northwestern University
Novartis Pharmaceuticals
Novartis Research Foundation FMI
NYU School of Medicine
O.A Nigeria Limited
Oak Ridge National Laboratory
Oakton Community College
OHSU
Oregon Health & Science University
PAJ Software
Panasas, Inc.
PanVera Corporation
Paracel Inc.
Paradigm Genetics
Paradigm Therapeutics
Parodox Research
Pasadena City College
Pasteur Institute
PerkinElmer Life Sciences
Perl Villein
Pfizer Global Research and Development
Pfizer Pharmaceuticals
PHA
Pharmacia Corporation

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Pima Community College
Pioneer Hi-bred International
Platform Computing Corporation
Pontifica Universidade
Popular Mechanics
Proctor & Gamble
Prokaria Ltd.
Promicro Systems
Protein Pathways, Inc.
Purdue University
QIAGEN Genomics, Inc.
R.O. ADE Enterprises Limited
Red Herring
Regeneron Pharmaceuticals
Ribozyme Pharmaceuticals, Inc.
RLX Technologies, Inc.
RML, NIAID
Rochester Institute of Technology
Rockefeller University
Rosalita Associates
Rothamsted Institute
Saccharomyces Genome Database
SAIC-Frederick, Inc.
Salon.com
Samsung Advanced Institute of Technology
Samuel Lunenfeld Research Institute
San Diego Supercomputer Center
Sapphire Technologies
Schering AG
SCIOS Inc.
The Scripps Research Institute
Secant
Sequence Bioinformatics
The Skirball Institute/HHMI
SLRI Mt Sinai Hospital, University of Toronto
Software Research Group Inc.
SolarNext
South Bend Medical Foundation
Southern Arizona VA Health Care System
Southern Utah University
Southwest Gas Corporation
St. Jude Children’s Research Hospital
Stanton Chase International
Still Waters Ranch
Sun Microsystems, Inc.
Sunesis Pharmaceuticals
SUNY Stony Brook
Supercomputing Online
Syngenta, Torrey Mesa Research Institute
TMJ, Inc.
TAGC Informatics
Tahoe Informatics
Tamaie Polytchnic
Taylor Consulting
The Technology Report
The Wellcome Trust Sanger Institute
Think Tank Systems
Third Wave Technologies
Tierschtzverein Stadttaubenhiilfe e.V.
TimeLogic
Tom Christiansen Perl Consultancy
Torrey Mesa Research Institute
Tucson Computer Society
Tularik
TurboGenomics, Inc.
UK MRC Human Genome Mapping Project Centre
UMUC Graduate School

United Computer Business
United Devices
Universidad de La Sabana
University College London
University of Alabama, Birmingham
University of Arizona, Arizona Research Labs
University of Arizona, Department of Mathematics
University of Arizona, Department of Plant Pathology
University of Arizona, Steward Observatory
University of Arkansas, Little Rock
University of California, Berkeley
University of California, Davis
University of California, San Diego
University of California, San Diego-Super Computer Center
University of California, San Francisco
University of California, Santa Cruz
University of Chicago
University of Cincinnati
University of Delaware
University of Edinburgh
University of Georgia, Dept. of Biochemistry & Molecular Biology
University of Hawaii at Manoa
University of Houston
University of Liege, Fac. Med. Vet, Molecular Genetics
University of Maryland, Baltimore
University of Massachusetts, Lowell
University of Michigan
University of Minnesota
University of Missouri, Columbia
University of North Carolina
University of Otago
University of Pennsylvania
University of Rochester
University of Tennessee, Knoxville
University of Texas, MD Anderson Cancer Center
University of the Sciences, Philadelphia
University of Tennessee, Oak Ridge National Laboratory
University of Texas, Austin
University of Texas Southwestern Medical Center
University of Toronto, SLRI
University of Virginia
University of Washington Genome Center
University of Wisconsin
University of Wisconsin, Parkside
UNSW
UPS
UScale
USDA-ARS
USDA/ARS/WRRC, Genomics and Gene Discovery
Vanderbilt University Medical Center
VerteX Pharmaceuticals
Vaken Systems Inc.
Vialactia Biosciences
Virginia Bioinformatics Institute
Virginia Tech Intellectual Properties, Inc.
Washington University School of Medicine Genome Sequencing Center
Webwalla, Inc.
Western Scientific
Westpeak Global Advisors
Wheeling University
Whitehead Institute
Wyeth Genetics Institute, Inc.
X-Mine Inc.
Zagazig University
Zymark
Zymyx, Inc.
Please sign and return this contract with your payment to:
Attn: Andrew Calvo, O’Reilly & Associates, Inc.
1005 Gravenstein Highway North, Sebastopol, CA 95472
Telephone: 707-827-7000; Fax: 707-823-9746

Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

Product to be displayed:

Primary contact information:
Name
Phone
Fax
Mailing Address (if different from below)
City
State
Zip Code

Company information:
Name
Phone
Fax
Mailing Address
City
State
Zip Code

SPONSOR & EXHIBITOR SELECTIONS
For detailed information on Sponsor and Exhibitor opportunities, please contact Andrew Calvo: andrewc@oreilly.com

SPONSOR PACKAGES

_____ Platinum Sponsor - $20,000
_____ Gold Sponsor - $10,000
_____ Silver Sponsor - $5,000

DESIGNATED AREA SPONSORSHIPS
(available to Platinum, Gold, or Silver sponsors only)

_____ Press Room - $5,000
_____ Connectivity Room - $5,000

EXHIBITOR BOOTHs

_____ 6’ Tabletop Display - $2,995

ATTENDEE PROGRAM ADVERTISEMENTS

_____ Full-page ad - $1,495
_____ Half-page ad - $995
_____ Quarter-page ad - $595

TOTAL AMOUNT DUE:

$ ______________

EARLY BIRD DISCOUNT
5% Early Bird Discount on ALL contracts signed and paid by October 14, 2002.

TOTAL WITH DISCOUNT
(if applicable)

$ ______________

See next page for payment information.
PAYMENT INFORMATION

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor. Exhibitors will receive their display area assignments when we receive full payment.

Cancellations: We will refund 25% of the total sponsor or exhibit fee for cancellations received in writing by 5:00 PM on December 2, 2002. After that date, no refunds will be made. In the unlikely event of cancellation of the conference, the liability of O’Reilly & Associates, Inc. is limited to the return of paid fees.

Payment Type:
☐ Company check (Please make check payable to O’Reilly & Associates)
☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Account number Expiration date

Print cardholder’s name

Cardholder’s signature

CONTRACT SIGNATURES

I have read all of the terms and conditions of the Participation Agreement and agree to comply with these terms.

Sponsor/Exhibitor Title Date

Upon receipt of this contract and payment, O’Reilly & Associates will countersign and return a copy to the contact listed on page one of the contract.

O’Reilly & Associates, Inc. Date

COMPANY LOGO AND INFORMATION

Please submit a company logo and 50 word company/product description below.

O’Reilly & Associates is authorized to make use of this information for the convention program and web site. Logos should be submitted via email to andrewc@oreilly.com and should comply with one of the following print specs:

1. 300 dpi Photoshop® tiff or eps file
2. Adobe® Illustrator® or Macromedia® Freehand® eps file with fonts outlined. (This is very important: O’Reilly & Associates, Inc. is not responsible for providing fonts for printing sponsor submitted logos.)
Individual Items Sponsorship

Conference attendees will take special notice of your company’s name and logo on one or more of the following items. You provide the artwork and signage (where appropriate), and we take care of the rest!

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Attendee Tote Bag</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Attendee Badge Lanyard</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Attendee Badge</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Attendee Notepad</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Attendee Pen</td>
<td>3,000</td>
</tr>
<tr>
<td>Logo on Natural Lip Balm on Lanyard in recycled tube with custom label</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on wooden retractable pen – (with laser engraved logo)</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on 20 oz. Sports Bottle with push-pull sipper</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Keychain</td>
<td>2,000</td>
</tr>
<tr>
<td>Logo on Paddle-ball Set</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Plastic Flyers (Frisbee style)</td>
<td>3,000</td>
</tr>
<tr>
<td>Logo on Yo-yos</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Blues Style Sunglasses</td>
<td>5,000</td>
</tr>
<tr>
<td>Logo on Waterproof neck-totes</td>
<td>3,000</td>
</tr>
<tr>
<td>Logo on License plate frames</td>
<td>3,000</td>
</tr>
<tr>
<td>Logo on Sun Visors</td>
<td>3,000</td>
</tr>
</tbody>
</table>

**TOTAL AMOUNT DUE:**

$ [ ]

**EARLY BIRD DISCOUNT**

5% Early Bird Discount on ALL contracts signed and paid by October 14, 2002

**TOTAL WITH DISCOUNT**

(if applicable)

$ [ ]

See next page for payment information.

Please sign and return this contract with your payment to:

Attn: Andrew Calvo, O’Reilly & Associates, Inc.
1005 Gravenstein Highway North, Sebastopol, CA 95472
Telephone: 707-827-7000; Fax: 707-823-9746

Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

Name as it should appear on promotional items

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Mailing Address (if different from below)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
</tr>
</thead>
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2. Adobe® Illustrator® or Macromedia® Freehand® eps file with fonts outlined. (This is very important: O’Reilly & Associates, Inc. is not responsible for providing fonts for sponsor logos.)
3. A version (JPG, GIF or PNG) of your logo (maximum size 140 x 140 pixels) for use on a white background (no animations)

ASSIGNMENT OF SPACE: O'Reilly & Associates (ORA) shall assign the display space to the Sponsor for the period of the display, such assignment to be made within six weeks after ORA's receipt of this application and a check for the amount of the sponsorship. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of ORA.

USE OF DISPLAY SPACE: Sponsors are allowed to distribute literature, run demonstrations, and sell products in their assigned exhibit spaces. Sponsor shall not assign to a third party its display space or any portion of that space without the prior written consent of ORA, which ORA may grant or withhold at its sole discretion. If such permission is given, the Sponsor shall assume full responsibility for the conduct of the assignee and all its representatives. Sponsor's product demonstration may in no way interfere with demonstrations at adjacent tables. Demonstrations using audio must use headsets to demonstrate audio capabilities.

INDEMNITY AND LIMITATION OF LIABILITY: Neither ORA, any co-sponsor or display space provider nor any of their officers, agents, employees, facilities, other representatives, or assigns shall be liable for and Sponsor hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Sponsor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display at the conference. The Sponsor shall indemnify, defend, and protect ORA and hold ORA, any co-sponsor and space provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Sponsor's participation in the conference or any actions of its officers, agents, employees, or other representatives.

Under no circumstance will ORA, any co-sponsor, or the exhibit space 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 ORA's liability under any circumstance, exceed the amount actually paid to it by the Sponsor for display space. ORA makes no representations or warranties regarding the number of persons who will attend the conference.

OBSERVANCE OF LAWS: Sponsor shall abide by and observe all laws, rules and regulations, and ordinances.

CANCELLATION OR TERMINATION OF EXHIBITS: 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, ORA shall determine that the conference or any part may not be held ORA may cancel the conference, including the booth space, table-top displays or any part thereof. In that event, ORA shall determine and refund to the Sponsor its proportionate share of the balance of the aggregate display fees received which remains after deducting all expenses incurred by ORA.

SPONSOR/EXHIBITOR CANCELLATION: All payments made to ORA under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by ORA and ORA's lost or deferred opportunity to provide display space to others.

SPONSOR CONDUCT: Sponsor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. ORA reserves the right to eject from the conference any Sponsor or representative violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by ORA from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor and ORA concerning the subject matter of this application. ORA is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by ORA. The rights of ORA under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of ORA. 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 Sponsor subject to the terms of this agreement regarding assignment.

conferences.oreilly.com/biocon/