



February 3 – 6,  
2003

The Westin  
Horton Plaza

San Diego, CA

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](http://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](http://perl.com), [linux.oreilly.com](http://linux.oreilly.com), [onjava.com](http://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](http://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](mailto:andrewc@oreilly.com)

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## 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

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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

# Platinum Sponsor Package

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## 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

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Horton Plaza

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## 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

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## Package Price: \$5,000

*The Silver Sponsor Package is 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

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*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

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## Demographics at first O'Reilly Bioinformatics Technology Conference

### Primary Job Function

Programmer/Developer	48%
CEO/CIO/VP/Director	21%
Consultant	11%
IS/MIS Manager/SysAdmin	10%
Student	10%

### Purchase Authority

Recommend purchases	57%
Determine needs	51%
Evaluate/test products	49%
Develop specifications	38%
Authorize purchases	27%
Not involved	18%

### Size of Organization

2,500+	23%
501-2,500	10%
101-500	24%
51-100	11%
1-50	32%

### Purchases Planned in Next 12 Months

Bioinformatics software solutions	70%
Content management platforms	14%
Components/Class/Libraries/Frameworks	21%
Database development tools (e.g., Oracle, DB2, MS-SQL)	45%
Database storage/Data warehousing/Data mining	36%
Design and modelling tools (e.g., Rational Rose)	22%
Integrated Development Environments (IDEs) (e.g., Visual Studio.NET, JBuilder 4)	25%
Enterprise web application servers (e.g., BEA Weblogic)	8%
Networking (e.g., Novell NetWare)	9%
Web servers (e.g., iPlanet)	14%
Web design tools (e.g., MS Frontpage, Flash, Photoshop)	19%
Web (services) development tools	19%
CAD/CAM (e.g., AutoCAD)	2%
Testing and debugging tools	16%
Training software packages	11%
Office productivity	25%
Networking devices	53%
Storage devices	70%
Web servers	52%
Security devices	32%
PCs	98%
Personal Digital Assistants (PDAs)	40%
Notebook computers	67%
Web-enabled cell phones	14%

### Yearly Company Budget—Hardware

\$1 million or more	15%
\$500,000-\$1 million	3%
\$250,000-\$500,000	6%
\$100,000-\$250,000	9%
Below \$100,000	2%
Don't know	45%

### Yearly Company Budget—Software

\$1 million or more	16%
\$500,000-\$1 Million	6%
\$250,000-\$500,000	5%
\$100,000-\$250,000	5%
Below \$100,000	23%
Don't know	45%



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**Organizations Represented at the First O'Reilly Bioinformatics Technology Conference**

3rd Millenium, Inc. [CHK SP]  
 ABISS, University of Rouen  
 Abletek  
 ACC  
 Accelint  
 Advancia Corp  
 Affymetrix, Inc.  
 Agenea Sciences, Inc.  
 Agilent Technologies  
 AIM  
 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.  
 AxCell 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  
 Biocryst 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  
 CMMT/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  
 Cytomation Inc.  
 Dalke 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  
 Devgen  
 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  
 Efectta 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  
 Exelixis Inc  
 FDA  
 Fred Hutchinson Cancer Research Center  
 Friedrich Miescher Institute  
 Frost & Co.  
 Genaissance Pharmaceuticals  
 Gene Logic, Inc.

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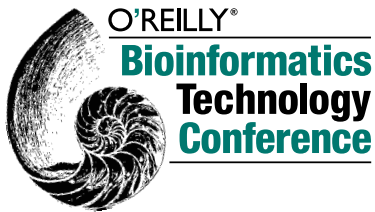
GeneFormatics, Inc.  
Genetics Institute  
Genome Biology  
Genome Centre, QMW  
Genome Therapeutics Corporation  
GenomeWeb  
Genset Corporation  
GenuOne  
Geospiza, Inc.  
Giga Information Group  
GlaxoSmithKline  
Hall and Associates  
Harvard Center for Genomics Research  
Harvard Medical School  
Heller, Ehrman, White & McAuliffe LLP  
The Hospital for Sick Children  
HTI  
IBM DeveloperWorks  
Idaho National Engineering and Environmental Laboratory  
IDC  
IET/IR-SCS, University of California, Davis  
IIMAS - 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 Analyses  
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  
Isis Pharmaceuticals  
IT Weekly  
iTECH Inc.  
The Jackson Laboratory  
JEM Compute  
John Hopkins University  
Jubilee Enterprises  
Jublich Enzyme Products  
Kansas City Community College  
Keck Graduate Institute  
Knightsbridge Solutions  
Kuumba Cyber Village  
Kypellon Systems, Inc.  
LabBook.com, Inc.  
Life Span Bio Sciences  
Linden Technologies, Inc.  
Linux NetworX  
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.  
Metragenix  
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  
National 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  
NCI, DCP, CADRG  
NCIFCRF - ABCC  
Neose Technologies Inc.  
Nestle Research Center, Luasanne, Switzerland  
Network Systems LTD  
Neuromics  
New Mexico State University  
New World International Organisation  
New York University  
NIH Intramural Sequencing Center (NISC)  
NIH, NHLBI  
NIH/NHGRI/GB  
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  
Parexic 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  
 Roslin Institute  
 Rotterdam 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  
 T.M.P. Inc.  
 TACG Informatics  
 Tahoe Informatics  
 Tamale Polytechnic  
 Taylor Consulting  
 The Technology Report  
 The Wellcome Trust Sanger Institute  
 Think Tank Systems  
 Third Wave Technologies  
 Tierschtverein Stadttaubenhilfe e.V.  
 TimeLogic  
 Tom Christiansen Perl Consultancy  
 Torrey Mesa Research Institute  
 Tucson Computer Society  
 Tularik  
 TurboGenomics, Inc.  
 UK MRC Human Genome Mapping Project Resource  
 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  
 Viaken 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  
 Zyomyx, Inc.



# Sponsor & Exhibitor Application & Contract

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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 \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Company information:

Name \_\_\_\_\_ Email \_\_\_\_\_

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](mailto: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.*

[conferences.oreilly.com/biocon/](http://conferences.oreilly.com/biocon/)

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**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 \_\_\_\_\_

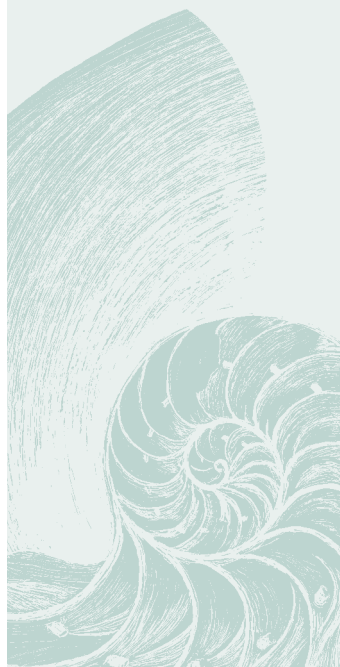
**COMPANY LOGO AND INFORMATION**

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](mailto: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.*)

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# 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!

February 3 – 6,  
2003

The Westin  
Horton Plaza

San Diego, CA

## 2003 BIOINFORMATICS TECHNOLOGY CONFERENCE PROMOTIONAL ITEMS

You provide the logo, we produce 1,000 units and distribute to all attendees at registration.

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

**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

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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**PAYMENT INFORMATION**

Full payment in U.S. funds must accompany this form in order to secure your promotional items.

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 \_\_\_\_\_

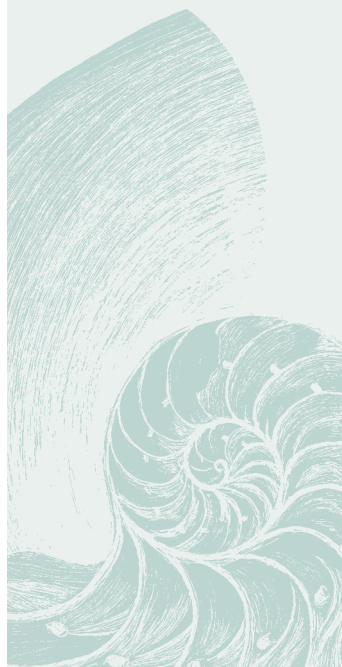
Upon receipt of this contract and payment O'Reilly & Associates will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly & Associates, Inc. \_\_\_\_\_ Date \_\_\_\_\_

**COMPANY LOGO**

Logos should be submitted via email to [andrewc@oreilly.com](mailto: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 sponsor logos.)
2. A version (JPG, GIF or PNG) of your logo (maximum size 140 x 140 pixels) for use on a white background (no animations)



# Participation Agreement

February 3 – 6,  
2003

The Westin  
Horton Plaza

San Diego, CA

Terms and Conditions for Vendor Participation in the O'Reilly Bioinformatics Technology Conference, February 3-6, 2003.

**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.