



O'REILLY®
**EMERGING
TECHNOLOGY**
CONFERENCE™

Explore • Invent • Connect

April 22-25, 2003

Westin Santa Clara

Santa Clara, CA

Dear Emerging Technologist,

O'Reilly & Associates is pleased to announce exhibiting and sponsorship opportunities at the O'Reilly Emerging Technology Conference in Santa Clara, CA, April 22-25, 2003. If you have a technology about to break into the mainstream, the Emerging Technology Conference is your venue to make vital connections with the press, analysts, and customers.

The Emerging Technology Conference will explore rich Internet applications, biological models of computing, social software, and wireless/untethered devices. We'll create a coherent picture of what we know, gathering the newest inventions into one place, and connecting interested—and interesting—parties. It's an amazingly high-energy event where attendees learn as much from the other attendees as they do from speakers, exhibitors, and sponsors.

For leading-edge companies, our Platinum, Gold, and Silver sponsorship opportunities combine direct access to attendees during our two-day Technology Showcase, with blanket exposure to prospective attendees in our conference mailer, ads in the Emerging Technology program, online advertising across our highly-trafficked web sites, and much more.

The two-day Technology Showcase for exhibitors (and Platinum, Gold, and Silver sponsors) is designed to bring you direct exposure to attendees and press with a minimum investment. The Showcase will be situated adjacent to the session rooms, guaranteeing constant traffic through the exhibits. In order to keep your costs to a minimum, all exhibits will be tabletop displays. Space is limited to twenty-five vendors.

Sponsors will be provided with 45-minute speaking opportunities in the special Products and Services Track on a first-come, first-served basis. Sign up if you'd like 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 for the developer community, O'Reilly publishes over 100 books a year on a diverse range of technologies.

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 *xml.com*, *oreillynet.com*, *MacDevDenter.com*, *Perl.com*, *Linux.oreilly.com*, *ONJava.com*, and many more.

We've built a fiercely loyal audience of developers, press, and analysts 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 at *conferences.oreilly.com*.

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

Best regards,

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Overview

The O'Reilly Emerging Technology Conference focuses on the pioneering technologies invented and presented by the elite technology leaders and thinkers. Our audience is an influential mix of technologists, developers, analysts and press. The setting is the perfect one in which to demonstrate your innovative products and services. The two-day, tabletop display exhibit hall is designed to provide maximum exposure with a minimum investment.

Topic Areas include:

Rich Internet Applications: Web Services, distributed computing, P2P

Untethered Devices: 802.11b, wireless community networking, location-based services, opportunistic equipment, wireless electricity

Biological Models of Computing: genetic algorithms, neural networks, cellular automata systems, autonomic computing, immune system models for security, swarm intelligence, DNA computing

Social Software: Google, Amazon, content management systems, groupware
And more...

Confirmed Keynote Speakers include:

Eric Bonabeau, Founder, President and Chief Scientist of Icosystem Corporation

Howard Rheingold, internationally syndicated author of the weekly "Tomorrow" column, author of best-sellers *Virtual Reality* and *The Virtual Community*, editor of best-seller *The Millennium Whole Earth Catalog*.

Tim O'Reilly, Founder and President, O'Reilly & Associates

Clay Shirky, writer, consultant

Tutorials

April 22, 2003

Conference Sessions

April 22-25, 2003

Technology Showcase Exhibit Hall

April 23-24, 2003

Projected Attendance:

600-800+ Attendees, analysts, and press

Dates to Remember

5% Early Bird Discount ends—February 1, 2003

Last date to include logo and company description in attendee program—March 1, 2003

"O'Reilly conferences are famous for drawing leading-edge technologists and like-minded thinkers focused on open access to software and information of all ilk."

Seattle Times, August 2002



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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 at the center of our conference meeting 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:

Tuesday, April 22, 2003	6pm-9pm
Wednesday, April 23, 2003	7am-10am

Technology Showcase Hours:

Wednesday, April 23, 2003	10am-4pm
Thursday, April 24, 2003	10am-4pm

Tear Down:

Thursday, April 24, 2003	4pm-7pm
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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 Emerging Technology 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: 600-800+ Attendees, speakers, and press

Conference Program Ads

Full-page \$2,995
Half-page \$1995
Quarter-page \$995
Bag Insert \$995 per piece

"O'Reilly conferences tackling open source, peer-to-peer, and Web services set the agenda for the cutting edge of the computer industry."

—Enterprise Systems Journal Top 100 Power Picks, July 2002

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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 Emerging Technology community.

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

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 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

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 Santa Clara

(on a first-come, first-served basis; vendor responsible for reception costs)

Two 45-minute speaking opportunities in Products and Services Track

(on a first-come, first-served basis)



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Gold Sponsor Package

Package Price: \$10,000

The Gold Sponsor Package is a powerful way to gain the mind share and market share of the Emerging Technology community.

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 attendee 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 ad in attendee 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 Santa Clara

(on a first-come, first-served basis; vendor 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)



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Silver Sponsor Package

Package Price: \$5,000

The Silver Sponsor Package is another avenue to increase awareness of your company to this audience of technically sophisticated attendees.

6' table top 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 black and white 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 Santa Clara

(on a first-come, first-served basis; vendor responsible for reception costs)

45-minute speaking opportunity in Products and Services Track

(on a first-come, first-served basis)



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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



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Demographics

Demographics of the 2002 O'Reilly Emerging Technology Conference

CXO, VP, Director, Founder	32%
Developer/Programmer	32%
Press	14%
Analyst/VC	11%
Academic	3%
Business Development/Sales	4%
Web Development	4%

Company Size:	
2,501+	27%
501-2,500	6%
101-500	14%
51-100	13%
1-50	37%

Company Budget - Software:	
\$1 million or more	24%
\$500,000-\$1 million	9%
\$250,000-\$500,000	7%
\$100,000-\$250,000	9%
Below \$100,000	21%
Don't know	27%

Planned Purchases - Software:	
Integrated Development Environments (IDEs) <i>(e.g. Visual Studio.NET, JBuilder)</i>	48%
Web (Services) Development Tools	43%
Office Productivity	42%
Database Development Tools <i>(e.g. Oracle, DB2, MS-SQL)</i>	42%
Testing and Debugging Tools	39%
Components/Class/Libraries/Frameworks	39%
Web Design Tools <i>(e.g. MS FrontPage, Flash, Photoshop)</i>	35%
Database Storage/Data Warehousing/Data Mining	28%
Design and Modeling Tools <i>(e.g. Rational Rose)</i>	28%
Web Servers <i>(e.g. iPlanet)</i>	25%
Content Management Platforms	23%
Enterprise Web Application Servers <i>(e.g. BEA Weblogic)</i>	23%
Training Software Packages	20%
Networking <i>(e.g. Novell NetWare)</i>	15%
CAD/CAM <i>(e.g. AutoCAD)</i>	10%

Company Budget - Hardware:	
\$1 million or more	25%
\$500,000-\$1 million	7%
\$250,000-\$500,000	7%
\$100,000-\$250,000	8%
Below \$100,000	20%
Don't know	30%

Planned Purchases - Hardware:	
PCs	57%
Web servers	56%
Notebook computers	56%
Networking devices	53%
Personal Digital Assistants (PDAs)	48%
Storage devices	46%
Security devices	34%
Web-enabled cell phones	31%



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Demographics, *continued*

Past Sponsors and Exhibitors at the O'Reilly Emerging Technology and P2P/Web Services Conferences

1st Works Corporation	Grand Central	Platform Computing
3Path	Gridnode	Popular Power
Adobe	Groove Networks	Porivo
Applied MetaComputing	Intel	Proksim
BEA Systems	Interface Dynamics	Protier
Blueair Networks	Jibe	Red Herring
Centerspan	Microsoft	Roku
Clip2	nDevia Networks	Sigma Designs
Consilient	Nextpage	Skyris
EcoSys	Ontonet	Smart Peer LLC
Electronic Frontier Foundation	Open Cola	Sun Microsystems
Endeavors	OpenDesign	Texar Corporation
Entropia	OSDN	Thinkstream
First Peer	Othnet	ToadNode.com
GigaMedia Access	OverX	Xdegrees

Press at the 2002 Emerging Technology Conference

InfoWorld Media Group	Planetwork	PC World Magazine
PriceWaterhouseCoopers Technology Centre	Guardian	GSITV.com
The Times	Acuitive	InformationWeek
Red Herring	Brand Eins (German business magazine)	Linux Journal
BYTE.com (CMP Publications)	Computer Professionals for Social Responsibility	AnchorDesk
Internet News	Netcore Solutions Pvt. Ltd.	Meta Associates
Investor's Business Daily	Break Through I.T. Ltd.	Noriko Takiguchi
Business Week	Sun Microsystems, java.sun.com	President Magazine (Fortune affiliate in Japan)
Newsweek Magazine	Network Computing Magazine	New Architect Magazine
the451	Enterprise Systems Magazine	DigitalFilipino.com
IEEE Spectrum	IEEE Computer Society	Business 2.0
CMP (Dr. Dobbs)	Sun Microsystems, Java Developer Connection	Nikkei Business Publications
Digital Digest	Sunday Times of London	Fast Company Magazine
CNET		101 Communications
Loop Magazine		



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Demographics, *continued*

Companies Represented at the 2002 O'Reilly Emerging Technology Conference

101Communications	Autometa Corp.	Cincro Communications Corp.	Duke University School of Law
25 by 8	Autonomouse	Cisco Systems	Dumangas.com
3D Door, Ltd	Banknorth Group Inc.	CJA Consulting Group	E 1 bridge
3Limes	BBC	Clarus Systems, Inc.	EA Consulting Group
3ware Inc.	BBC DigiLab	Clorox	EchoBridge International
4iP, Inc.	BBC New Media	Combex	eFashion Consulting, L.L.C.
5willows.com	BEA Systems, Inc.	CommerceOne	eg3.com
A.B. Scott & Co.	Berkeley PC Users Group	COMMONS HOLDINGS	egroup
Abbe Patterson Strategic Communications	Berkeley TeleMedia	Compaq Computer Corp.	EIIS Consulting
About.com	BetterAccent	Computer Professionals for Social Responsibility	Electronic Frontier Foundation
AccelSource	BitTorrent	COMTHIRDFLT Network	Embarkation Group
Accenture	Bitzi	Centric Innovation Center (NCIC)	Embrace Networks
ActiveState	Bivid Applications	Convia	Endeavors Technology
Acuitive	BLM	Conexus	Enterprise Systems Magazine
Adams, Harkness & Hill Technology Ventures	BLOONATIC LLC	Consalient Professional Representation	Entrust Networks
Adapcom Inc.	Blue Falcon Networks	ConstantRevolution	Epson Imaging Technology Center
Adaptive Path	Blue Sky Corp.	ContentGuard	eSPACE Technologies Inc.
Adobe	Blue Titan Software	Conversal	etalk communications
ADS LTD.	Blueair Networks	Cook Report	Everdream Corp.
Affero, Inc.	Blueshift Global	Core Pursuit, Inc.	exak assoc.
African Alliance Insurance Co. Ltd.	BlueSky Networks, Inc.	Corel Corp.	Excino Technologies Inc.
Agilent Technologies	Blum Capital Partners, LP	CoreTalk Corp.	F.B.I.
Almaden Research Center	Boeing (Seattle Wireless)	Corezon Corp.	Famfacts
AltoTech Ventures	BOJOWISE ENTERPRISES	Cornell University	FEED Magazine
Amazon.com	Bonus Tree	Corporate Venture Advisors	Fenestrae
Amdahl	Booz Allen Hamilton	Covalent Technologies and Apache Group	Finaline Technologies, Inc.
American Society for Training and Development	Borden Wright Group	Coyote Hill Consulting	Finetuning.com
Analysys	BroadVision	Creative Commons	Firewhite Inc.
AnchorDesk	Break Through I.T. Ltd.	CruzExpo	First Global Technologies News Agency
Anderson Graduate School of Management, University of California, Los Angeles	BridgeSpan Inc.	CSUDH	FlagBack Inc.
Antenna Group	Brience Inc.	Curium Design	Fleet Numerical Meteorology and Oceanography Center, Monterey
Apache Software Foundation	Brightmail	Daemon News	Forbes ASAP Magazine
Apax Globis Partners & Co.	Bunker Hill	Daiwa Institute of Research Ltd.	France Telecom R&D LLC
Apple Computer, Inc.	Butler Tech Solns	Dassault Development	Free Networks.org
Applied Graphics Technologies Inc.	California State University Sacramento	Davis Consulting	Frontier Technologies
Applied Materials	CalObjects	DemandTec, Inc.	Fugitsu PC Corp.
Applied Technology Review	Canadian Bank Note Co. Ltd.	Depart. of Treasury - Bureau of the Public Debt	Fujitsu Laboratories Ltd.
Arbitron Inc.	Canta Forda Computer Lab	DePaul University CTI	Fujitsu Laboratories of America
Architek Communications	Cape Clear Software	Dept. of Defense	Fujitsu Software Corp.
ArcSight	Carbon Five, Inc.	Design for People	Fujitsu Software Corp.
Ariel Networks Inc.	Center for Educational Technology	Design Information	GDS Systems
Armentech	CGEY Center for Business Innovation	Design Matters, Inc.	GE Equity
ARROW BREEZE	CGNET Services Intl.	Desmonde Associates	General Atlantic Partners
Artifex Software	CH2M Hill	DevX	General Dynamics C4S
Asante Technologies	Chaim Krause	Digital 4Sight	Genesys Telecom Labs
ASCAP Enterprises	ChainCast Networks	Digital Digest	Getsilicon, Inc.
Assured Venture Group	Chappell & Associates	Digital Matrix	Girton Consulting
Astrum Capital	Charles Schwab & Co.	Disney	GMO Research Institute
Athene Partners	Chesco	DL Consulting	Gnutella
August Capital	ChipChat Japan	Dorado Software	Google
	CHKP	DoxaPara Research	
	Cimpler Technologies Inc.		
	Cincom Systems, Inc.		



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Demographics, *continued*

Graham & Associates	Intel Capital	Leapfrog Ventures	Network World
Grand Central	Intel Corp.	LifeScan	NetYearGroupCorp.
GrayM Systems	Interactive Visuals, Inc.	LightRiver Technologies	New City Media
Great American Insurance Co.	Interested	Lightwrx!	New Mexico State University
Greg Elin, Inc.	Interface Dynamics, Inc.	Linuxfund.org (Personal Telco)	New Vector Communications Solutions LLC
Grid Technology Partners	International Decision Systems	LLNL	New York Life Insurance Co.
GridNode	International Technology Ventures, Inc.	LMC Consulting	Newbold Systems
Group IPEX	Internet Access Methods	LMIV	Newscenter.com
GSITV.com	Internet Archive	Lockheed Martin	Newsweek Magazine
guydebruy.com	Internet Multicasting Service	Loop Magazine	Nexternet Inc.
Harmonic Inc.	INTERNET NEWS	Lotus Social Welfare Trust International	NextPage
Harvard University	InterTrust	Luminee	Nihon Unisys Limited
Haskin Marketing, UC System and State of CA	Interwoven	Macromedia Inc.	Nikkei Business Publications
Heald College, Stockton	Int'l Tech Assoc.	MantisLabs	NitzSpace Mobile Services
Hewlett-Packard Co.	Int'l Transware	MAQS	Nokia
Hfreeman Associates	Intrepid Technology	Marimba, Inc.	Nokia Mobile Phones
Hitachi Ltd, Systems Development Laboratory	Iowa Farm Bureau Federation	Marksman Software	Nominum Inc.
Hitachi Software Engineering Co., Ltd.	IPadvantage	Matrix Partners	Nortel Networks
HiveCache	Iris Logic	Maxspeed	Norwegian Trade Council
Horowitz Consulting	IT Viikko	Mercado Software	Novent Group
HTC a.s.	iVillage.com	Mercy Housing	NTT
Humboldt Bank Merchant Services	iXsystems Inc.	Mertal Software	NTT Comware
Hummer Winblad Venture Partners	J Lofty	Meta Associates	NTT DoCoMo USA
Hummingbird USA	JAFCO America Ventures	MetaFilter	NTT Network Innovation Laboratories
IBM	Janssen Pharmaceutica	MGBHD International, Inc.	NTT Network Service Systems Lab
IBM Alameden Research Center	Janus	Microsoft Corp.	NYC Wireless
IBM Austin Research Lab	Jay Hall Associates	Midnight Beach	OctaliBay Corp.
IBM- Emerging Technologies	Jel Productions	Millennium Pharmaceuticals	OfficeFree Inc.
IBM Research	JEM Marketing	Minnesota Public Radio	OIDEC Corp.
Icosystem Corp.	Jet Propulsion Laboratory	Mississippi State University	Oki Network Technologies
IDC	JETRO San Francisco	MIT - Sloan School of Management	OLTECO
Idokorro Mobile	Jibe Networks	Mithral Communications & Design Inc.	Onion Networks, Inc.
IEEE Computer Society	JLP Computer Consulting	MITRE	Otonet
IEEE Spectrum	Joe 10 Enterprises	Mnemonic	OOCL USA Inc.
iFormation Group	Jon Udell	Modus Various	OPCAL Communications
Ilex Solutions	JPMorgan Chase, LabMorgan	Moody Consulting	Open Privacy
illuminati	JPTN Corp.	Motorola	Open Source Development Network
Impact	JUMP Consulting	Moulton Enterprises	Open Source Directory
Impress Inc.	KAG Ventures	Musenki Inc. (Austin Wireless)	OSDir.org
InfiNet	Kasei	Mutek Solutions	OpenCola
Info Tech Inc.	KBA Wireless	mySpotter.com	OpenDesign
InfoCruiser Inc.	K-Comm	NASA Ames Research Center	OpenPrivacy.org
InfoLogics	KCS	National Institutes of Health/NIAID/OTIS	Oracle Corp.
InfoTelesys, Inc.	Kennedy Information	NCS Pearson	Oregon State University
InfoWorld	Kmera	net 25 (US Bureau)	ORIMP Inc
Ingrian	Knowledge Universe	Netanything Project	Osono Productions, Inc.
Inktomi	KnowNow	Netcore Solutions Pvt Ltd.	OTIVO INC.
Inktomi Corp.	KonnectWorld, Inc.	netINS	Outside-In-Software, LLC
In-Q-Tel, Inc.	Koru Group	Netscape	PAL
Insight Solutions Inc.	KPOO 89.5 FM Radio	Network Centric Innovation Center	Palm
Institute of Systems Science	KQED	Network Mercenaries	Palo Alto Ventures
Instrust Bank NA	Kramer Communications		Parallelspace Corp.
	Landmark Networks		PeopleSoft
	Lang College		Percussion Software
	LDH Enterprises		

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Demographics, *continued*

- Personal Telco Project
- Pervasive Networks
- Peterson & Assoc.
- PFU System, Inc.
- Phase 3 Software
- Phaze-9. Corp.
- Philips Silicon Valley Center
- Ping Identity Corp.
- Planetasia Ltd.
- Planetnetwork
- Plus3
- PLX Technology Inc.
- Polymorphic Productions
- Portland Public Schools
- Pravah
- President Magazine (Fortune affiliate in Japan)
- PrestonConsult
- Price Waterhouse Coopers
- PricewaterhouseCoopers Technology Centre
- Progeny Systems Corp.
- Prolific Enterprises, Inc.
- ProTier
- ProTier Corp.
- ProximityFile, Inc.
- Pumpkin Networks
- Push to Test
- Puzzle Palace
- Pyra Labs
- Pyramid Lake Paiute Tribe
- R&M Studios
- Rand Graduate School
- RE McDougal & Associates
- Reality Wireless Networks
- RealNames Corp.
- Recommind
- Red Herring
- Redleaf Group, Inc.
- Redpoint Ventures
- Reputation Technologies
- Responsys.com
- Reuters
- Risingasia.com
- RJ Witte and Associates, Inc.
- Robbins Software, Inc.
- RocketCash LLC
- Rogue Wave Software
- Rosetta Software
- RSA Security
- RVVInc
- Salesforce.com/foundation
- San Jose Mercury News
- San Jose Public Library
- Santa Clara City Library
- SAP Markets, Inc.
- Sarnoff Corp.
- Saskatchewan
- Telecommunications (SaskTel)
- Satyam Computer Services
- SBC Technology Resources, Inc.
- Seattle Times/US News & World Report
- Second Star Solutions, Inc.
- Security Productivity Press
- Servlets.com
- Sheryl McKeown Systems Consulting
- ShineSoft Systems
- Shinkuro Inc.
- SHO-AIR INTERNATIONAL
- Shopip Inc.
- Siemens AG
- Siemens ICN
- Silvaco Data Systems
- SIP Productions
- Six Apart
- Slashdot.org
- Sloan School of Management, MIT
- Smaller, Inc.
- SmartForce
- SMG Solutions
- SNA Technology Co., Ltd.
- snowhenge.net
- Soffront Software
- Software Development Forum
- Sony Electronics
- Sony Electronics Inc.
- South Coast Productions
- Southern Co. Services, Inc.
- Speedbit
- Splice International
- SRI Consulting Business Intelligence
- SRI International
- SRI International EL-243, Computer Science Lab
- Stanford Law School
- Stanford University
- State Street Corp.
- steam.org (BAWUG)
- Stellent Inc.
- Stern
- Steve Ross and Associates
- Strategy Group
- StreamCast Networks
- styl.us
- Suite 48
- Suite 530
- Sun Microsystems, Inc.
- Sunday Times of London
- Swanson Consulting
- Symian Development
- Symon & Associations
- Syndicom Inc.
- Synthematrix, Inc.
- SystemSoft Corp.
- Systinet
- Takachiho Koheki Co., Ltd.
- Taos Mountain Inc.
- Tasmai, Inc
- Taste Matrix
- Tavant Technologies
- TECH-DEV
- Techdirt Inc.
- Techlink Systems
- Technetra Corp.
- Tekwatch Inc.
- TeleCruz
- Terbine Project
- TFK Media
- The Alliances Marketing Group
- The Boeing Co.
- The Evolvers Group
- The Ideas Group
- The Kerton Group
- The Martin Marshall Group
- The Nihon Keizai Shimbun, Inc.
- The Rockefeller Foundation
- The Sierra Group
- The Stencil Group
- The Washington Post
- the451
- Tier Technologies
- Timocharis Impact
- Tiqit Computers
- TIS R&D Center, Inc.
- TribalWise
- TrueGift Donations
- Truelove Research
- Tungs
- TVP
- U.S. Bancorp Piper Jaffray
- UC Berkeley
- UCSC Extension
- UCSD - Administrative Computing
- UCSF
- UltraDevices, Inc.
- Unimobile Inc.
- United Business Media
- Univ of Michigan Business School
- Universal Computer Ltd.
- University of Chicago
- University of Illinois at CU
- University of Michigan
- University of North Texas
- Upgrades Unlimited Inc.
- UpMyStreet
- US Dept. of Education
- US Navy
- USC
- USC Information Sciences Institute
- USENIX Association
- Userland Software
- USF
- Vanderbilt University/Inst. for Software Integrated Systems
- VCI
- Venture Capital News Agency
- Venture Mentors
- VeriSign, Inc.
- VERITAS Software
- Verizon
- Virage Logic Corp.
- Visitation Valley Community Beacon Center
- Vodafone
- VSELABS
- vVault Inc.
- Waggener Edstrom
- Warburg Pincus
- Washington Internet Daily/Communications Daily
- Washinton Mutual
- Watermark Venture.
- WaterWare Internet Services, Inc.
- Wave Systems Corp.
- WebScope, Inc
- WeDo Consulting
- WestEd
- Westwave Communications
- Williamson Engineering
- Wind River
- WINSEARCH
- Wired, Technology Review
- Wiredbay
- WirelessMantras
- WisePeer. Inc.
- Woodside Networks
- w-phone
- www.agwright.com
- XML & Web Services Magazine
- XMLGraph.net
- Yaba College of Technology
- Young and Associates
- Zapatec, Inc.
- Zappos.com (NoCat)
- Zedek Technology
- zooko.com
- Zoran Corp.



O'REILLY
**EMERGING
TECHNOLOGY**
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April 22-25, 2003

Westin Santa Clara

Santa Clara, CA

Sponsor & Exhibitor Application & Contract

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

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

BAG INSERTS

_____ \$995 Per Piece

ATTENDEE PROGRAM ADVERTISEMENTS

_____ Full-page ad – \$2,995

_____ Half-page ad – \$1,995

_____ Quarter-page ad – \$995

TOTAL AMOUNT DUE:

\$ _____

EARLY BIRD DISCOUNT

5% Early Bird Discount on ALL contracts signed and paid by February 1, 2003.

TOTAL WITH DISCOUNT

(if applicable)

\$ _____

See next page for payment information.

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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 50% of the total sponsor or exhibit fee for cancellations received in writing by 5:00 PM on **March 1, 2003**. 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 and a 72 dpi web version (.gif or .jpg) of your non-animated logo that is equal to or less than 140 pixels wide and 140 pixels tall. The web logo will appear on a white background.
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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Participation Agreement

Terms and Conditions for Vendor Participation in the O'Reilly Emerging Technology Conference, April 22-25, 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.