

# O'REILLY® EMERGING TECHNOLOGY CONFERENCE™

February 9-12,  
2004

The Westin  
Horton Plaza

San Diego, CA

Dear Emerging Technologist,

O'Reilly & Associates is pleased to announce exhibiting and sponsorship opportunities at the 3rd annual O'Reilly Emerging Technology Conference, to be held at the Westin Horton Plaza in San Diego, California, February 9-12, 2004.

The Emerging Technology Conference frames new technologies, ideas, and projects into a coherent and compelling picture of the future. The conference will explore themes including rich Internet applications and interfaces to data and services; social software, representing and supporting groups of people; the untethered world of ad hoc networking made possible by wireless technologies such as WiFi, Bluetooth®, cellular, and Rendezvous; location and proximity, sensors and RFID; and lots of other juicy ideas from the hacker noosphere.

Conference attendees and speakers will include top technologists and strategists, CTOs and CIOs, researchers, programmers, standards workers, business developers, press, bloggers, and entrepreneurs.

For leading companies, our Platinum, Gold, and Silver sponsorship opportunities combine direct access to attendees during our two-day Technology Showcase, with blanketed exposure to prospective attendees in our conference mailer, ads in the Emerging Technology Conference program, online advertising across our highly trafficked web sites, and much more. Past Sponsors of the conference include Google®, Microsoft®, Apple®, Amazon.com®, Macromedia® and BEA™ among others.

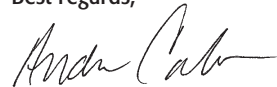
The two-day Exhibit Hall is designed to bring you direct exposure to attendees, speakers, and press with a minimum investment. The Showcase will be situated adjacent to the session rooms, guaranteeing traffic through the exhibits. In order to keep your costs to a minimum, all exhibits will be tabletop displays. Space is limited to 25 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.

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. And the press is taking notice as well—see coverage of previous O'Reilly Emerging Technology Conferences at [conferences.oreilly.com](http://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,



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)

#### **About O'Reilly:**

*O'Reilly Books: The leading publisher of quality technical information to the developer community, O'Reilly publishes over 130 books a year on a diverse range of technologies.*

*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 [xml.com](http://xml.com), [oreillynet.com](http://oreillynet.com), [macdevcenter.com](http://macdevcenter.com), [perl.com](http://perl.com), [linux.oreilly.com](http://linux.oreilly.com), [onjava.com](http://onjava.com), and many more.*

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



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*"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



## Conference Overview

The O'Reilly Emerging Technology Conference features a range of technologies that are growing just below the horizon of commercial viability, and places a spotlight on projects and people who are likely to become very important to the future of Internet computing. Equally important is a careful study of what the new business models will look like. Will they return to the traditional, times being as they are? Or is there still room to innovate? Who is putting a stake in the ground and attempting to build the new applications, networks, and online culture?

Our attendees, an influential mix of technologists, strategists, developers, CTOs and CIOs, analysts, bloggers, press, standards workers, business developers, and entrepreneurs are the perfect audience to demonstrate your innovative products and services. This two day, tabletop display exhibit hall is designed to provide maximum exposure with a minimum investment.

## Topics and Tracks will include:

*Interfaces and Services:* Sherlock®, Watson, and Dashboard; micro-content viewers and RSS; laptop, palmtop, hiptop, and cellphone interfaces; web services.

*Social Software:* Software for describing and exploring social connections, FOAF (friend-of-a-friend networks), flash mobs, MeetUp™, and related applications.

*Untethered:* WiFi, Bluetooth, and cellular networks; Rendezvous™, SMS, and ad hoc networking; Symbian® and J2ME™ mobile development environments.

*Location:* GPS/GIS technologies and devices, location based services, navigational devices, geospatial annotation tools, and visualization software.

*Hardware:* Hardware hacks and mobile devices, sensor arrays, RFID tags, TinyOS, and sub-micro computing.

*Business Models:* Who is putting a stake in the ground and attempting to build the new applications, networks, and online culture—and how are they doing it?

## Tutorials

February 9, 2004

## Conference Sessions

February 9-12, 2004

## Exhibit Hall

February 10-11, 2004

## Projected Attendance

600-800+ Attendees, analysts, and press

## Dates to Remember

5% Early Bird Discount ends—October 31, 2003. Last date to include logo and company description in attendee program—January 7, 2004

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*"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



The Exhibit Hall 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 Exhibit Hall will be strategically located adjacent to 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:**

Monday, February 9, 2004 5PM–8PM

Tuesday, February 10, 2004 7AM–10AM

**Exhibit Hall Hours:**

Tuesday, February 10, 2004 10AM–4:30PM

Wednesday, February 11, 2004 10AM–4:30PM

**Tear Down:**

Wednesday, February 11, 2004 4:30PM–8PM

**Costs—Tabletop Displays — \$2,995**

Includes:

- 6' draped counter (AV, electricity, Internet available at additional charge)
- 8' high draped backwall to hang banner
- Carpeted floor (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 Technologies 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:** 600-800 attendees, speakers, and press

**Conference Program Ads**

Full-page Color	\$2,995
Half-page Color	\$1,995
Quarter-page Color	\$995

**Bag Insert**

\$995 per piece

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## Demographics of the 2003 O'Reilly Emerging Technology Conference

### Primary Job Function:

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

### Purchasing Role

Determine Needs . . . . .	69%
Evaluate/test products . . . . .	58%
Recommend purchases . . . . .	57%
Develop specifications . . . . .	50%
Authorize purchases . . . . .	36%
Not involved . . . . .	10%

### Company Size:

2,500 . . . . .	27%
500-2,500 . . . . .	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%

### 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 - Software

Web (Services) Development Tools . . . . .	42%
Content Management platforms . . . . .	41%
Integrated Development Environments (IDEs) (e.g. Visual Studio.NET, JBuilder 4) . . . . .	41%
Database Development Tools (e.g. Oracle, DB2, MS-SQL) . . . . .	40%
Office productivity . . . . .	39%
Testing and Debugging Tools . . . . .	34%
Web Design Tools (e.g. MS Frontpage, Flash, Photoshop) . . . . .	32%
Web Servers (e.g. iPlanet) . . . . .	28%
Enterprise Web Application Servers (e.g. BEA Weblogic) . . . . .	27%
Components/Class/Libraries/ Frameworks . . . . .	24%
Database Storage/Data Warehousing/Data Mining . . . . .	20%
Design and Modeling Tools (e.g. Rational Rose) = 17 . . . . .	20%
Networking (e.g. Novell NetWare) . . . . .	21%
Training software packages . . . . .	19%
CAD/CAM (e.g. AutoCAD) . . . . .	9%

### Planned Purchases - Hardware:

Notebook computers . . . . .	60%
Storage devices . . . . .	58%
Security devices . . . . .	53%
Networking devices . . . . .	53%
Web servers . . . . .	51%
Personal Digital Assistants (PDAs) . . . . .	38%
PCs . . . . .	34%
Web-enabled cell phones . . . . .	26%



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## Demographics of the 2003 O'Reilly Emerging Technology Conference

Selected companies and job titles from the 2003 O'Reilly Emerging Technology Conference

Research	.Accenture Technology Labs
Founder & CTO	.ActiveState
Sr. Computer Scientist	.Adobe Systems Incorporated
Senior Technical Project Manager	.AOL Time Warner
IT Manager	.Applied Graphics Technologies
Chief Architect, Sr. VP of Advanced Development	.BEA Systems, Inc.
CTO	.Billpoint
Sr Manager, Telecom Strategy	.Cisco Systems
Analyst	.Dept of Defense
CTO	.Foresight Institute
Principal	.Gabriel Venture Partners
CEO, Founder	.Groove Networks Inc.
Program Manager: Distributed Research Systems	.Hewlett-Packard IPG Research Alliance
Director, Defense & Government Services	.Icosystem Corp.
CG Software Engineer	.Industrial Light + Magic
Education Systems Emerging Technology Manager	.Intel Corporation
Dir, Information Resources	.Iowa Farm Bureau Federation
Director-Business Development	.KPMG LLP
Engineer	.Lockheed Martin
Developer	.Microsoft
Network Engineer	.NASA
Software Engineer	.Nokia
Systems Architect	.Nortel Networks
Programmer	.Northrop Grumman
Strategic Relations, Developer Services	.Novell
Senior Resarch Analyst, Corp Stratgey Group	.NTT DoCoMo USA Labs
Director	.Oracle Corp
Senior SQA Lead	.PalmSource
Researcher	.PARC
Managing Director, Technology Forecast Publications	.PricewaterhouseCoopers
System Administrator	.Princeton University
Vice President	.SAP AG
Principal	.SRI Consulting-Business Intelligence
Professor	.Stanford University
Computer Scientist	.Sun Microsystems Inc
Scientist	.VeriSign, Inc.
Sr Software Engineer	.Veritas
Director of Engineering	.Walmart.com
Engineering Manager, Emerging Technologies	.Walt Disney Internet Group
Vice President, Emerging Technologies	.Washington Mutual Bank

## Selected press from the 2003 O'Reilly Emerging Technology Conference

Business 2.0	Linux Journal	Reuters
CMP Media	Linux Magazine	Salon
CNET	MacTech	The Associated Press
Dr. Dobb's Journal	Network World	The Guardian
Forbes	New Scientist	Thomson Financial
Investor's Business Daily	Nikkei Business Publications	Whole Earth Review
KSFO Radio	O'Reilly Network	Wired Magazine
Les Echos	PC World Magazine	Ziff Davis Media



# 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 Emerging Technology 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 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

### Postconference attendee mailings

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

### Opportunity to host reception at Westin Horton Plaza

(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)



# Gold Sponsor Package

February 9 – 12,  
2004

The Westin  
Horton Plaza

San Diego, CA

## Package Price: \$10,000

*The Gold Sponsor Package is a powerful way to gain mind share and market share in the Emerging Technology 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 postconference attendee mailing

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

### Opportunity to host reception at Westin Horton Plaza

**(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)**



# Silver Sponsor Package

February 9 – 12,  
2004

The Westin  
Horton Plaza

San Diego, CA

## Package Price: \$5,000

*The Silver Sponsor Package is another avenue to increase awareness of your company 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 convention marketing materials and web site
- Logo placement and link on conference home page

### Quarter-page color ad in conference program

### Convention passes

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

### One postconference attendee mailing

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

### Opportunity to host reception at Westin Horton Plaza

**(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)**





# Sponsor & Exhibitor Application & Contract

February 9 – 12,  
2004

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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

### BAG INSERTS

\_\_\_\_\_ \$995 per piece

### 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 31, 2003.

### TOTAL WITH DISCOUNT

(if applicable)

\$ \_\_\_\_\_

See next page for payment information.

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



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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 **January 5, 2004**. 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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# Participation Agreement

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Terms and Conditions for Vendor Participation in the O'Reilly Emerging Technology Conference, February 9-12, 2004.

**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.

