



O'REILLY® EMERGING TECHNOLOGY CONFERENCE™

March 14–17, 2005
The Westin Horton Plaza
San Diego, CA



SPONSOR AND EXHIBITOR PROSPECTUS



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2005

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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



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. Who is putting a stake in the ground and attempting to build the new applications, network, and online culture?

The theme for this year's ETech is "Remix," encompassing those nexus points of iterative hacking and large ideas that have a way of transforming technology:

- The phone has become a platform, moving beyond mere voice to smart mobile sensor—and back to phone again, by way of voice-over-IP.
- Geolocation, once the provenance of government and geologist, provides a sense of "there" and facilitates ad hoc group forming with feet in both the virtual and physical worlds.
- Peer-to-peer brought us the concept of the average PC as "the dark matter of the Internet," even more applicable to the mobile devices in our pockets. These devices, networked in a mesh, are starting to behave more like colony creatures than stand-alone devices.
- The grand unimaginative vision of web services as B2B EDI replacement has given way to recombinant data services and syndicated e-commerce for the rest of us.
- Geeks with screwdrivers are risking "letting the magic out" of their computers, game consoles, and other assorted gadgets, discovering that there's even more magic to be had when you've taken the screws out.

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

Topics and Tracks will include:

- **Web Services**
- **Social Software**
- **Peer-to-peer**
- **Untethered (mobile devices)**
- **Hardware**
- **Emerging Topics**
- **Business**



EXHIBIT HALL March 15 & 16, 2005

TUTORIALS March 14, 2005

CONFERENCE SESSIONS March 15–17, 2005

PROJECTED ATTENDANCE 600–800+ attendees, analysts, and press

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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 Sponsor Exhibit Hall will be strategically located adjacent to our conference meeting rooms. This 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.

Move In:

Tuesday, March 15, 2005 1PM–5PM

Exhibit Hall Hours:

Tuesday, March 15, 2004 5:30PM–7:30PM (Exhibit Hall Reception)

Wednesday, March 16, 2004 10AM–4:30PM

Tear Down:

Wednesday, March 16, 2004 4:30PM–8PM

Includes:

- 6' draped counter
- Two counter height stools
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- High speed Ethernet Internet connection
- Electrical connection for two computers

Projected Attendance: 600–800+ attendees, speakers, and press

Conference Program Ads

Full-page \$2,995

Half-page \$1,995

Quarter-page \$995

Bag Insert

\$995 per piece



DIAMOND SPONSOR PACKAGE

March 14–17,
2005

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Package Price: \$30,000 (one available)

The Diamond Sponsor Package gives you exclusive top billing to all attendees before, during, and after the event, and premium advertising and exhibit placement at the event, solidifying your company's leadership position in the Emerging Technology community.

One keynote speaking opportunity (subject to O'Reilly consultation and approval of speaker and content)

- Opportunity to hang banner in keynote ballroom during keynote
- Opportunity to distribute materials in ballroom during keynote
- Listing and logo placement in conference program as keynote sponsor

Exclusive Sponsor of Exhibit Hall Reception, March 15, 5:30pm-7:30pm

- Exclusive opportunity to hang banner in Exhibit Hall ballroom during reception
- Listing and logo placement in conference program, website, email announcements

One 45-minute speaking opportunity in Products and Services Track

Two-page color ad in conference program

6' tabletop display (pop-up booths allowed) in premium location in Exhibit Hall

Includes:

- 6' draped counter
- Two counter height stools
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- High speed Ethernet Internet connection
- Electrical connection for two computers

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

200,000 online banner impressions on oreillynet.com

Conference passes

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

Opt-in attendee list

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 The Westin Horton Plaza

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

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Package Price: \$20,000 (5 available)

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.

Official sponsor of one keynote

- Opportunity to hang banner in keynote ballroom
- Opportunity to distribute materials in ballroom during the keynote

One 45-minute speaking opportunity in Products and Services Track

Full-page color ad in conference program

6' tabletop display (pop-up booths allowed) in premium location

Includes:

- 6' draped counter
- Two counter height stools
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- High speed Ethernet Internet connection
- Electrical connection for two computers

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

150,000 online banner impressions on oreillynet.com

Conference passes

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

Opt-in attendee list

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 The Westin Horton Plaza

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Package Price: \$15,000 (5 available)

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

One 45-minute speaking opportunity in Products and Services track

Full-page color ad in conference program

6' tabletop display (pop-up booths allowed) in a premium location

Includes:

- 6' draped counter
- Two counter height stools
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- High speed Ethernet Internet connection
- Electrical connection for two computers

Official sponsor of breakfast and lunch for one day of the conference (4 days available)

- 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

Opt-in attendee list

Attendee bag insert

100,000 online banner impressions on oreillynet.com

Conference passes

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

One 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 The Westin Horton Plaza

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Package Price: \$10,000 (5 available)

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

45-minute speaking opportunity in Products and Services Track

Half-page color ad in conference program

6' table top display

Includes:

- 6' draped counter
- Two counter height stools
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- High speed Ethernet Internet connection
- Electrical connection for two computers

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

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; vendor responsible for reception costs)



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Demographics from the 2004 Emerging Technology Conference

JOB TITLE/MANAGERIAL LEVEL

Programmer/Developer	57%
CXO/VP/Director	18%
Web Master/Designer/Producer	9%
Consultant	9%
IS/MIS Manager/SysAdmin	7%

COMPANY SIZE

2,500	31%
500–2,500	4%
101–500	11%
51–100	6%
1–50	48%

PURCHASING ROLE

Determine Needs	56%
Introduce new products/technologies for consideration/evaluation	50%
Recommend purchases	46%
Evaluate/test products	45%
Develop specifications	33%
Authorize purchases	31%
Not involved	23%

Selected Attendee Companies at the 2004 Emerging Technology Conference

Amazon.com	Nokia Ventures Organization
America Online Inc.	Northrop Grumman IT
American Cancer Society	NTT
Apax Globis Partners & Co.	Oracle Corp.
AT&T Wireless	Overture Services, Yahoo
August Capital	Partners HealthCare System
Azure Capital Partners	Pfizer
BEA Systems, Inc.	Princeton University
Canadian Bank Note Co Ltd	RadioShack
Cisco Systems Inc	Rand Corporation
City and County of Denver	Raytheon Company
Community Technology Foundation of California	Raytheon Systems Company
Department of Defense	Rochester Institute of Technology
EarthLink, Inc.	Timberline Venture Partners
France Telecom RND	U.C. Berkeley
French Trade Commission	U.S. District Court
Fujitsu Laboratories of America	U.S. Army
GE Medical Systems-Information Technologies	U.S. Defense Dept
Google, Inc.	U.S. Naval Forces Europe (Fleet Medical)
Hewlett Packard	Walmart.com
Hitachi America Ltd.	Walt Disney Company
IBM	Walt Disney Internet Group
Intel Research	Warburg Pincus
Lawrence Livermore Laboratory	Wayne State University
Macromedia	Wells Fargo
Marimba, Inc.	Westover Management
Microsoft Corporation	Yahoo.com
Mitsubishi Electric Automation	

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Selected Past Sponsors and Exhibitors of the Emerging Technology Conference

ActivMedia Robotics	Jibe
Adobe	Lazlo Systems
Amazon	Macromedia
Apple Consultants Network	Microsoft Developer Network
Apple Developer Connection	nDevia Networks
BEA Systems	NextPage
eBay Developers Program	Nokia
Endeavors	Protier
Firetide	Salesforce.com
Foresight Institute	Sony
Google	TBCommerce
Gridnode	Web Crossing, Inc
Icosystem	Xythos Software Inc.
Interface Dynamics	

Selected Press at the 2004 Emerging Technology Conference

101communications LLC	Newsweek
Advisor Media	PC World Magazine
BBC UK	Red Herring
Business 2.0	Release 1.0
Business Week	Reuters
BYTE - Nikkei BYTE	Salon.com
CBS News	San Diego News Service, Inc.
CNN fn and Global Futures Report	San Francisco Chronicle
Computerworld	San Jose Mercury News
eWEEK	Seattle Times
Financial Times Germany	The Connection (NPR)
Forbes	The Economist Ltd
French Trade Commission	The Evening Standard
InfoWorld	The Guardian
KALX 90.7, UC Berkeley	The Nation
Linux Magazine	theserverside.com
Los Angeles Times	Weblogs, Inc & VentureReporter.net
Minnesota Public Radio - SF Bay Area Bureau	Wired Magazine
MSDN Magazine	Wired News
Network World	

SPONSOR & EXHIBITOR APPLICATION & CONTRACT

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Please sign and return this contract with your payment to:

Attn: Andrew Calvo, O'Reilly Media, 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

_____ Diamond Sponsor – \$30,000

_____ Platinum Sponsor – \$20,000

_____ Gold Sponsor – \$15,000

_____ Silver Sponsor – \$10,000

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:

\$ _____

*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 **January 7, 2005**. After that date, no refunds will be made. In the unlikely event of cancellation of the conference, the liability of O'Reilly Media, Inc. is limited to the return of paid fees.

Payment Type:

- Company check (*Please make check payable to O'Reilly Media*)
 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 Media will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly Media, Inc. _____ Date _____

COMPANY LOGO AND INFORMATION

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

O'Reilly Media is authorized to make use of this information for the conference program and web site. Print and web 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 Media, Inc. is not responsible for providing fonts for printing sponsor submitted logos.*)



PARTICIPATION AGREEMENT

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Terms and Conditions for Vendor Participation in the O'Reilly Emerging Technology Conference, March 14–17, 2005.

ASSIGNMENT OF SPACE: O'Reilly Media, Inc., (ORM) shall assign the display space to the Sponsor for the period of the display, such assignment to be made within six weeks after ORM'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 ORM.

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 ORM, which ORM 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 ORM, 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 ORM and hold ORM, 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 ORM, 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 ORM's liability under any circumstance, exceed the amount actually paid to it by the Sponsor for display space. ORM 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, ORM shall determine that the conference or any part may not be held ORM may cancel the conference, including the booth space, tabletop displays or any part thereof. In that event, ORM 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 ORM.

SPONSOR/EXHIBITOR CANCELLATION: All payments made to ORM under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by ORM and ORM'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. ORM 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 ORM from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor and ORM concerning the subject matter of this application. ORM is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by ORM. The rights of ORM under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of ORM. 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.