

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

MARCH 6 - 9, 2006 • SAN DIEGO, CA  
Manchester Grand Hyatt



Sponsor and Exhibitor Prospectus

# CONFERENCE SCHEDULE

Tutorials

March 6, 2006

Conference Sessions

March 7 – 9, 2006

Exhibit Hall

Tuesday, March 7, 2006

6:00<sub>PM</sub> – 7:30<sub>PM</sub>

(Sponsor Reception)

Wednesday, March 8, 2006

10:00<sub>AM</sub> – 11:00<sub>AM</sub>

12:00<sub>PM</sub> – 2:00<sub>PM</sub>

3:00<sub>PM</sub> – 4:30<sub>PM</sub>

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# CONFERENCE OVERVIEW

The O'Reilly Emerging Technology Conference (ETech) will be held March 6 – 9, 2006 at the Manchester Grand Hyatt in San Diego, California, U.S.A.

Alpha geeks--hackers and other lead users--are a great early warning system for anyone who's watching the future of technology. What alpha geeks do today can radically alter the future of technology for everyone else tomorrow.

The 5th annual O'Reilly Emerging Technology Conference frames the ideas, projects, and technologies that the alpha geeks are thinking about, hacking on, and inventing right now into a coherent picture from which to extrapolate and upon which to start building. Expect much of what you see in early form here to show up in the products and services you're taking for granted in the not-too-distant future.

Companies, both large and small, who want to showcase their emerging technologies will find ETech the perfect venue to seed long-term mindshare among top tier technologists, enterprises, and media.

We will provide sponsorship opportunities companies who wish to take a leadership position among the Emerging Technology community.

Topics on our radar for this year's edition of ETech are:

Aggregation, Attention, Attenuation

Externalities, Affordances, and Unintended Consequences

Outside-In

You *Can* Take It With You!

Data As Platform

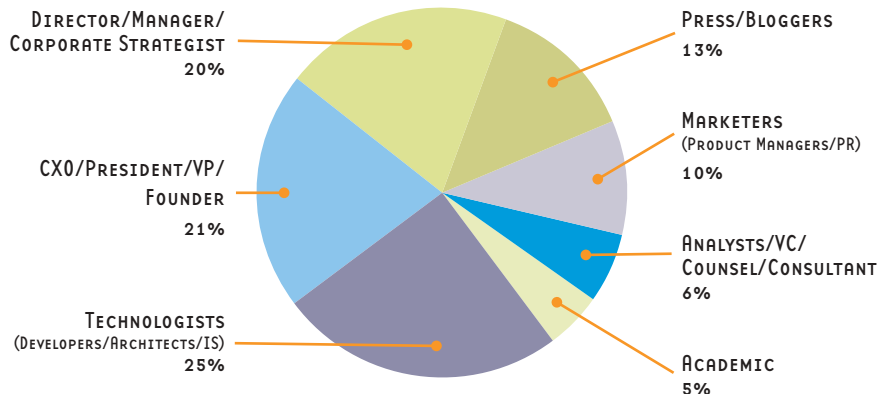
Business Models

Radar Traces

Projected Attendance

800+

## ATTENDEE PROFILE



# DIAMOND SPONSOR PACKAGE

\$60,000

The Diamond Sponsor Package gives you 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 15-minute keynote speaking opportunity (subject to availability, 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

## **One 45-minute speaking opportunity in Products and Services Track**

### **Two-page ad in conference program**

### **6' tabletop display (pop-up booths allowed)**

#### **Includes:**

- 6' draped counter
- One counter-height stool
- 8' high draped back wall 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

### **Two-time use of Opt-in attendee list (pre and post conference)**

### **Attendee bag insert**

### **Opportunity to host reception at Manchester Grand Hyatt**

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

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# → PLATINUM SPONSOR PACKAGE

**\$45,000**

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 45-minute speaking opportunity in Products and Services Track**

**Full-page ad in conference program**

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

**Includes:**

- 6' draped counter
- One counter height-stool
- 8' high draped back wall 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
- 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

**Two-time use of Opt-in attendee list** (pre and post conference)

**Attendee bag insert**



# GOLD SPONSOR PACKAGE

**\$30,000**

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)**

#### **Includes:**

- *6' draped counter*
- *One counter height-stool*
- *8' high draped back wall 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 75-word company description prominently displayed on all conference marketing materials and web site*
- *Logo placement and link on conference home page*
- *100,000 online banner impressions on oreillynet.com*

### **Conference passes**

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

### **Two-time use of Opt-in attendee list (pre and post conference)**

### **Attendee bag insert**



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## SILVER SPONSOR PACKAGE

**\$15,000**

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' tabletop display (pop-up booths allowed)**

**Includes:**

- 6' draped counter
- One counter height-stool
- 8' high draped back wall 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 75-word company description prominently displayed on all 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

**Two-time use of Opt-in attendee list** (pre and post conference)

**Access to the pre-registered press list and assistance with press**

## ADDITIONAL SPONSOR OPPORTUNITIES

Maker Fair Sponsorship

Internet Café Sponsorship

Breakfast Sponsorship

Lanyard Sponsorship

Lunch Sponsorship

Attendee Pens and Notepads

Opening Dinner Sponsorship

Attendee Bag

AM/PM Break Sponsorship

Hotel Card Key

Wireless Network Sponsorship

Contact Andrew Calvo ([andrewc@oreilly.com](mailto:andrewc@oreilly.com), 707-827-7176) for pricing and for options on customizing sponsorship and reception possibilities.

# SPONSOR EXHIBIT HALL

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 7, 2006  
4:00<sub>PM</sub> – 6:00<sub>PM</sub>

## Exhibit Hall Hours

Tuesday, March 7, 2006  
Sponsor Reception  
6:00<sub>PM</sub> – 7:30<sub>PM</sub>

Wednesday, March 8, 2006  
10:00<sub>AM</sub> – 11:00<sub>AM</sub>  
12:00<sub>PM</sub> – 2:00<sub>PM</sub>  
3:00<sub>PM</sub> – 4:30<sub>PM</sub>

## Tear Down

Wednesday, March 8, 2006  
4:30<sub>PM</sub> – 6:00<sub>PM</sub>

## Includes

- 6' draped counter
- One counter-height stool
- 8' high draped back wall to hang banner
- Carpeted room (no need to rent carpet)
- High-speed Ethernet internet connection
- Electrical connection for two computers

## Conference Program Ads

Full-page \$2,995

Half-page \$1,995

Quarter-page \$995

Bag Insert \$995

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## PAST ETECH FEATURED SPEAKERS

**Jeff Bezos**, CEO, Amazon.com

**Chris Anderson**, Editor-in-Chief, *Wired* magazine

**Werner Vogels**, CTO, Amazon.com

**Marty Abbott**, Senior VP of Technology, eBay

**Richard F. Rashid**, Ph.D., Microsoft Research

**Lili Cheng**, Group Manager,  
Social Computing Group, Microsoft Research

**Don Box**, Architect, Microsoft

**Peter Norvig**, Ph.D.,  
Director of Search Quality, Google, Inc.

**Robert Morris**, IBM Research

**Alan Kay**, Senior Fellow at HP Labs, Hewlett-Packard

**Kevin Lynch**, Chief Software Architect, Macromedia

**Andy Hertzfeld**, Principal member of  
the original Macintosh team

**Neil Gershenfeld**, Director of MIT's  
Center for Bits and Atoms

**Lawrence Lessig**, Professor of Law,  
Stanford Law School

**Stewart Butterfield**, Director of Product  
Management at Yahoo!, founder of Flickr

**Justin Chapweske**, Founder and  
CEO of Onion Networks, Inc.

**Dennis Crowley**, Founder of *dodgeball.com*

**Mark Fletcher**, Founder and CEO, Bloglines

**Joe Kraus**, Co-founder and CEO, JotSpot

**Pertti Korhonen**, Senior VP and CTO, Nokia

**David Sifry**, Founder and CEO, Technorati, Inc.

## PAST ETECH SPONSORS

Adobe

Amazon

Apple Developer Connection

Ask Jeeves

AT&T

BEA

eBay

Firetide

Google

Grand Central

Lazlo Systems

Macromedia

Microsoft

NextPage

Nokia

Salesforce.com

Sony

Sxip

Yahoo!

## SELECTED COMPANIES AT PAST EMERGING TECHNOLOGY CONFERENCES

Amazon.com

America Online, Inc.

American Cancer Society

Apax Globis Partners & Co.

AT&T Wireless

August Capital

Azure Capital Partners

BEA Systems, Inc.

Canadian Bank Note Co, Ltd

Cisco Systems, Inc.

City and County of Denver

Community Technology Foundation  
of California

Department of Defense

EarthLink, Inc.

France Telecom RND

French Trade Commission

Fujitsu Laboratories of America

GE Medical Systems-Information  
Technologies

Google, Inc.

Hewlett-Packard

Hitachi America Ltd.

IBM

Intel Research

Lawrence Livermore Laboratory

Macromedia

Marimba, Inc.

Microsoft Corporation

Mitsubishi Electric Automation

Nokia Ventures Organization

Northrop Grumman IT

NTT

Oracle Corp.

Overture Services, Yahoo!

Partners HealthCare System

Pfizer

Princeton University

RadioShackRand Corporation

Raytheon Systems Company

Rochester Institute of Technology

Timberline Venture Partners

U.C. Berkeley

U.S. District Court

U.S. Army

U.S. Defense Dept

U.S. Naval Forces Europe (Fleet  
Medical)

Walmart.com

Walt Disney Company

Walt Disney Internet Group

Warburg Pincus

Wayne State University

Wells Fargo

Westover Management

Yahoo!



## SPONSOR & EXHIBITOR APPLICATION & CONTRACT

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: 707-829-0104

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

- Diamond Sponsor \$60,000
- Platinum Sponsor \$45,000
- Gold Sponsor \$30,000
- Silver Sponsor \$15,000

#### ATTENDEE PROGRAM ADVERTISEMENTS

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

#### BAG INSERTS

- \$995 per piece

Total Amount Due:

\$

See next page for payment information.

**PAYMENT INFORMATION**

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor.

Cancellations: We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing by 5:00PM on January 16, 2006. After that date, no refunds will be made. In the unlikely event of cancellation of the convention, 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, Inc.)
- 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 email a company logo, 50-word company/product and URL to [andrew@oreilly.com](mailto:andrew@oreilly.com).

O'Reilly Media is authorized to make use of this information for the convention program and web site.

Print and web logos 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

Terms and Conditions for Vendor Participation in the O'Reilly Emerging Technology Conference, March 6 – 9, 2006

**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, table-top 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.



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