

ETech

Emerging Technology Conference



ETech, the O'Reilly Emerging Technology Conference, hones in on the ideas, projects, and technologies that the alpha geeks are hacking on and inventing right now, balancing blue-sky theorizing with practical, real-world information and conversation. Tutorials, breakout sessions, keynote presentations, and hallway conversation spark enough unconventional thinking to change how we see our world.

Now in its seventh year, ETech shows tantalizing glimpses of future technology that is going to truly matter, brought to life by cutting-edge technologists and strategists, CTOs and CIOs, technology evangelists, programmers, researchers and academics, artists and activists, business developers, and entrepreneurs. From robotics, health care, and space travel to gaming, finance, and art, ETech 2008 will explore promising technologies that are just that--still promises--and renew our sense of wonder at the way technology is influencing and altering our everyday lives.

Reach technology innovators and business leaders at ETech.

Use ETech as a platform to position yourself in the emerging technology space. Sponsorships, networking events, hands-on demonstrations and onsite marketing promotions are available.

Expected attendance: 1200

Past speakers include:

- Jane McGonigal, IFTF
- Joshua Schacter, delicious, Yahoo!
- Raph Koster, Areae
- danah boyd, USC Annenberg Center
- Lili Cheng, Microsoft Research
- Dick Costolo, Feedburner, Google
- Cory Doctorow, BoingBoing, Craphound
- Esther Dyson
- Jeff Hawkins, Numenta
- Werner Vogels, Amazon
- Matt Webb, Schulze & Webb
- Mike Shaver, Mozilla
- Paul Kedrosky (Ventures West)

Selected past sponsors include:

- Adobe
- Amazon
- Attensa
- BEA
- Disney
- Fotango
- Microsoft
- Mozilla Corporation
- ThinkFree
- Yahoo!
- Zimbra

Sponsor Demos: March 4 – 6, 2008

The O'Reilly Emerging Technology Conference (ETech)
March 3–6, 2008
Marriott Hotel & Marina
San Diego, CA

For more information,
contact Yvonne Romaine
at 707-827-7198
or yromaine@oreilly.com

Sponsorship Packages

The O'Reilly ETech Conference sponsorship packages are designed to give you maximum exposure to a sophisticated audience in an intimate setting.

Diamond Sponsorship: \$75K (limit 3) (Top tier sponsorship level)

- 15 minute Plenary Keynote (pending speaker/content approval by Program Chair, Brady Forrest)
- 45 minute speaking opportunity in the Products and Services Track
- Online advertorial: a dedicated web page on the ETech web site will display your company's editorial-style information (factual content only; subject to approval: O'Reilly controls format)
- Company name, logo, and 100 word description and link in Program Guide and listing on the conference website
- Company name included in pre-event emails
- Company name listed in conference press release
- 12 sessions passes
- Exhibit booth
- Two page full color ad in Program Guide
- Online non-animated banner ad: your 728 x 90 static banner ad will rotate on the ETech web site
- Logo on attendee bag (subject to deadlines)
- Attendee bag Insert
- Sponsor designation in outbound marketing efforts
- Access to press and analyst list
- Ability to send an email to opt-in attendee list for one pre-event and one post-event email communication (subject to deadlines)
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (additional investment; sponsor responsible for all costs)
- Official Sponsor of opening night reception
- First chance for lanyard sponsorship (additional \$5K plus sponsor provides lanyards)

Gold Sponsorship: \$25K

- Company name, logo, and 50 word description and link in Program Guide and listing on the conference website
- 45 minute speaking opportunity in the Products and Services Track
- Company name included in pre-event emails
- Company name listed in conference press release
- 4 sessions passes
- Exhibit booth
- Half page full color ad in Program Guide
- Attendee bag Insert
- Sponsor designation in outbound marketing efforts
- Access to press and analyst list
- Ability to send an email to opt-in attendee list for one pre-event and one post-event email communication (subject to deadlines)
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (additional investment; sponsor responsible for all costs)

Platinum Sponsorship: \$50K (limit 4)

- 5 minute Plenary presentation (pending speaker/content approval by Program Chair, Brady Forrest)
- 45 minute speaking opportunity in the Products and Services Track
- Company name, logo, and 75 word description and link in Program Guide and listing on the conference website
- Company name included in pre-event emails
- Company name listed in conference press release
- 8 sessions passes
- Exhibit booth
- One page full color ad in Program Guide
- Online non-animated banner ad: your 728 x 90 static banner ad will rotate on the ETech web site
- Attendee bag Insert
- Sponsor designation in outbound marketing efforts
- Access to press and analyst list
- Ability to send an email to opt-in attendee list for one pre-event and one post-event email communication through third-party mail house
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (additional investment; sponsor responsible for all costs)

Start-up Sponsorship specials.

Are you a start-up, less than two years old, less than 10 employees or less than \$1m in revenue? This is a limited opportunity. Please call for more details and pricing.

Additional Sponsorship opportunities:

- Hotel Card Key
- Breakfast Sponsorship
- Lunch Sponsorship
- AM/PM Break Sponsorships
- Lanyard Sponsorship
- Registration Sponsorship
- Late Night Reception
- Sponsorship of Speaker Presentation page

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 sponsorships@oreilly.com

SPONSOR PACKAGES

Conference _____

Sponsor Level _____

Price \$ _____

EXHIBIT BOOTHS

Square feet _____

@ \$ _____ per square foot

Exhibit fee \$ _____

TOTAL AMOUNT DUE:

\$ _____

Additional Marketing Opportunities

Advertisements

Pages _____ Price \$ _____

Bag Inserts

Number of pieces _____ Price \$ _____

PAYMENT INFORMATION

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

Cancellation Policy: We will refund 75% of the total sponsor or exhibitor fee for cancellations received in writing 120 days before the first day of the conference. We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing 60 days before the first day of the conference. We will refund 25% of the total sponsor or exhibit fee for cancellations received in writing 30 days before the first day of the conference.

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 Purchase Order

Account number _____ Exp. date _____

Print cardholder's name _____

Cardholder's signature _____

TOTAL AMOUNT DUE: \$ _____

COMPANY LOGO AND INFORMATION

Please submit a company logo and company/product description: Sponsors, see sponsorship details for number of words; Exhibitors may submit a 50-word description. O'Reilly Media is authorized to make use of this information for the convention program and web site. Company descriptions and print and web logos should be submitted via email to sponsorships@oreilly.com and should comply with one of the following print specs: **1.** 300 ppi Photoshop tiff or eps file AND a 72 ppi web version (.gif or .jpg) of your non-animated logo that is equal to or less than 120 pixels wide and 100 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.)

CONTRACT SIGNATURES

I have read all of the terms and conditions of the Participation Agreement and agree to comply with these terms.

| Sponsor | 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 |
|----------------------|------|

Please sign and return this contract with your payment to:

Attn: O'Reilly Conference Sponsorships, O'Reilly Media, Inc. 1005 Gravenstein Highway North, Sebastopol, CA 95472 Telephone: 707-827-7000 Fax: 707-829-0104

PARTICIPATION AGREEMENT

Terms and Conditions for Vendor Participation in the _____ (event) taking place _____ (date).

ASSIGNMENT OF SPACE: O'Reilly Media (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.