Building on the momentum and excitement of the O’Reilly Peer-to-Peer and Web Services conferences, we are pleased to announce the O’Reilly Emerging Technology Conference, May 13-16, 2002 in Santa Clara, CA.

Conference Description:
This event will continue the discussion around distributed systems, untethered (wireless) networks, and adaptive systems, bringing together technologists, developers, and entrepreneurs to discuss and explore the emergence of the Internet Operating System.

The Emerging Technology Conference is the place to network with potential customers, get your product in front of the press, and position your company as a leader of these next generation technologies.

Topics Include:
- Web Services
- Peer-to-Peer and Distributed Computation
- Identity
- Adaptive Software
- Privacy and Security
- Open Standards, Interfaces, and Services
- GPS, GIS and Location-based Computing
- Autonomic Computing
- 802.11 Wireless Networks
- Biological Models of Computing
- Pervasive Systems
- Content Delivery Networks
- User Interaction
- Instant Messaging
- Grid Computing
- Business Models

Keynote Speakers Include:
- Adam Bosworth
  Vice President of Engineering, BEA Systems, Inc.
- Dr. Robert Morris
  Director, IBM Almaden Research Center
- Dr. Richard F. Rashid
  Sr. Vice President of Research, Microsoft
- Steven Johnson
  Co-Founder, Feed; Author, “Emergence” and “Interface Culture”
- Tim O’Reilly
  Founder & President, O’Reilly & Associates
We are projecting that the demographics profile, attending companies, press, and sponsors of the 2002 Emerging Technology Conference will be similar to the 2001 P2P and Web Services Conferences.

**Attendee Profile**

- 39% Development/MIS/IS/Sys Admin/Web
- 28% CEO, Founder, CIO, CTO, COO, Technical VP/Director
- 10% Press
- 7% Academic
- 6% VC/Finance/Analyst/Consultant
- 4% Sales/Marketing/PR
- 6% Other

**Attending Companies**

- Accenture
- Applied Biosystems
- AT&T Broadband
- Autodesk
- Cisco
- Dell Computer Corporation
- Ericsson
- Fujitsu PC
- Hewlett-Packard
- Hitachi, Ltd.
- IBM
- Intel
- Lockheed Martin
- Microsoft
- Morgan Stanley Dean Witter
- Motorola
- Napster
- Nortel Networks
- Novell, Inc.
- Pfizer
- Sun Microsystems
- Uprizer, Inc.

**Press**

- ABC Television Network
- Aberdeen Group
- The Associated Press
- BBC
- Business 2.0
- Business Week
- California Business Review
- CMP Media, Inc.
- CNBC
- Cnet News.com
- Deutschland
- Dr. Dobb’s Journal
- The Economist
- Forbes
- Financial Times
- InfoWorld
- Investors Business Daily
- Los Angeles Times
- Newsweek
- New York Times
- NPR
- Red Herring
- Reuters
- Salon.com
- San Francisco Chronicle
- San Jose Mercury News
- Wall Street Journal
- ZNet News
- Ziff-Davis Media

**Past Sponsors & Exhibitors**

- 1st Works
- Consilient
- Endeavors
- Entropia
- eZmeeting
- FirstPeer
- Grand Central
- Groove Networks
- Intel
- Interface Dynamics
- Jibe
- Microsoft
- NextPage
- OpenCola
- OpenDesign
- Othnet
- OverX
- Red Herring
- Sun Microsystems
- Texar
- XDegrees
An O'Reilly Conference is not your typical trade show. This two-day expo is designed to get you maximum exposure to a sophisticated technical audience with a minimum investment. We provide the draped table top – you simply provide one or two staff members, a banner, a demo setup and product literature.

Focused demographics. Cost-effective marketing. Quality leads.

You'll be noticed at an O'Reilly Conference.

Costs–Tabletop Displays – $3,495

- 6’ draped tabletop (AV, electricity, Internet available at additional charge)
- Pop-up booths allowed provided they are 6’ wide or smaller
- Four exhibit 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 20% discount

Exposition Dates

**Move In:**

Monday, May 13, 2002 7 AM – 10 PM  
Tuesday, May 14, 2002 7 AM – 10 PM

**Exhibit Hall Hours:**

Tuesday, May 14, 2002 10 AM – 4 PM  
Wednesday, May 15, 2002 10 AM – 4 PM

**Tear Down:**

Wednesday, May 15, 2002 4 PM – 7 PM

**Conference Program Ads**

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page color</td>
<td>$1,495</td>
</tr>
<tr>
<td>Half-page color</td>
<td>$ 995</td>
</tr>
<tr>
<td>Quarter-page color</td>
<td>$ 595</td>
</tr>
</tbody>
</table>
PLATINUM SPONSOR PACKAGE

Package Price: $40,000

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 on the emerging edge of the technology industry.

6’ Table Top Display (pop-up booths allowed)
- Electrical and AV requirements at additional charge

Official Keynote Sponsor (6 keynotes available)
- Opportunity to hang banner in keynote ballroom
- Opportunity to distribute materials in ballroom during the keynote
- Company listing in Conference Program

Use of Press Room for one Private Press Event (on a first-come, first-serve basis)

Web/Print Ads
- Company logo and 50-word company description prominently displayed on all convention marketing materials and web site

50,000 Banner Advertising Impressions on oreillynet.com

Full-page/4-Color Ad in Conference Program

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

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

Unlimited use of Opt-In Attendee List (email and full contact information)

One Post-Conference Attendee Mailing
- Opportunity to distribute your company’s collateral to conference attendees (blind mailing, must use bonded mailing facility)

Opportunity to Host Reception (at additional cost on a first-come, first-serve basis)
Package Price: $25,000

The Gold Sponsor Package is a powerful way to gain the mind share and attention of the emerging technology community.

6’ Table Top Display (pop-up booths allowed)
• Electrical and AV requirements at additional charge

Official Sponsor of Breakfast and Lunch for One Day of the Conference
• Opportunity to hang banner during breakfast and lunch
• Opportunity to distribute materials during breakfast and lunch
• Company listing in Conference Program

Web/Print Ads
• Company logo and 50-word company description prominently displayed on all convention marketing materials and web site

Attendee Bag Insert

Half-page Ad in Conference Program

Conference Passes
• Four full conference passes (excluding tutorials); conference materials included

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 additional cost on a first-come, first-serve basis)

25,000 Banner Advertising Impressions on oreillynet.com

Unlimited use of Opt-In Attendee List (email and full contact information)
Package Price: $10,000

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

6’ Table Top Display (pop-up booths allowed)

• 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

Quarter-page Color Ad in Conference Program

Conference Passes

• Two full Conference Passes (excluding tutorials); conference materials included

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

Unlimited use of Opt-In Attendee List (email and full contact information)
Available to Platinum, Gold, and Silver Sponsors only

**Sponsorship of Technology Track**

Price: $15,000

- **Designation of Your Company as the Official Sponsor and an Industry Leader of the sponsored Technology**
  - Opportunity to display your company's signage (production of signage is responsibility of sponsor)

- **Opportunity to distribute Materials in Sessions**

- **Two Conference Session Passes**

- **Logo Placement on Website and Program as Official Sponsor**

**Press Room Sponsorship**

Price: $10,000

- **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

- **Two Conference Session Passes**

- **Logo Placement on Website 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)

- **One Conference Session Pass**

- **Logo Placement on Website and Program as Official Sponsor**

**Wireless Lounge Sponsorship**

Price: $5,000

- **Designation of Your Company as the Official Sponsor of the Wireless Lounge**
  - Opportunity to display your company’s signage (production of signage is responsibility of sponsor)

- **One Conference Session Pass**

- **Logo Placement on Website and Program as Official Sponsor**
Conference attendees will take special notice of your company’s name and logo on one or more of the following items. You provide the artwork and signage (where appropriate), and we take care of the rest!

<table>
<thead>
<tr>
<th>2002 EMERGING TECHNOLOGY CONFERENCE PROMOTIONAL ITEMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>You provide the logo, we produce 1,000 units and distribute to all attendees at registration.</td>
</tr>
<tr>
<td>_____ Logo on Attendee Tote Bag – $10,000</td>
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<tr>
<td>_____ Attendee Pen – $5,000</td>
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<tr>
<td>_____ Logo on Attendee Badge – $5,000</td>
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<td>_____ License Plate Frames – $5,000</td>
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<td>_____ Waterproof Neck-Totes – $5,000</td>
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<td>_____ 22 oz. Party Mug – $5,000</td>
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<tr>
<td>_____ Megaphone with Popcorn – $5,000</td>
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<tr>
<td>_____ Natural Lip Balm on Lanyard in Recycled Tube with Custom Label – $10,000</td>
</tr>
<tr>
<td>_____ Recycled Wooden Retractable Pen – (includes laser engraved logo) – $10,000</td>
</tr>
<tr>
<td>_____ Blues Style Sunglasses – $5,000</td>
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<tr>
<td>_____ Bendable Foam Palm Tree Pen Sets – $10,000</td>
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<tr>
<td>_____ Attendee Badge Lanyard – $5,000</td>
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<tr>
<td>_____ 32 oz. Sports Bottle with Cap, Tip, Straw – $5,000</td>
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<tr>
<td>_____ Attendee Notepad – $5,000</td>
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<tr>
<td>_____ Keychain – $3,000</td>
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<td>_____ Paddle-ball Set – $5,000</td>
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<td>_____ Frisbees – $5,000</td>
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<td>_____ Yo-yos – $5,000</td>
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<td>_____ Sun Visors – $5,000</td>
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</tbody>
</table>

**TOTAL AMOUNT DUE:**

$______________

**EARLY BIRD DISCOUNT**

5% Early Bird Discount on ALL contracts signed and paid by February 8, 2002.

**TOTAL WITH DISCOUNT**

(if applicable)

$______________

See next page for payment information.

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:

<table>
<thead>
<tr>
<th>Name as it should appear on promotional items</th>
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</thead>
<tbody>
<tr>
<td>Name</td>
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<th>Company</th>
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<tr>
<th>Phone</th>
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<tr>
<th>Mailing Address (if different from below)</th>
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<tbody>
<tr>
<td>City</td>
</tr>
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</tbody>
</table>
**PAYMENT INFORMATION**

Full payment in U.S. funds must accompany this form in order to secure your promotional items.

**Cancellations:** We will refund 25% of the total (promotional item) fee for cancellations received in writing by 5:00 PM on March 13, 2002. 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

<table>
<thead>
<tr>
<th>Account number</th>
<th>Expiration date</th>
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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.

<table>
<thead>
<tr>
<th>Sponsor/Exhibitor</th>
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</table>

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**

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
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 sponsor logos.)
May 13-16, 2002
The Westin Santa Clara Hotel
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
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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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
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<tbody>
<tr>
<td>Phone</td>
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Mailing Address (if different from below)

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<tr>
<th>City</th>
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Company information:

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SPONSOR & EXHIBITOR SELECTIONS

For detailed information on Sponsor and Exhibitor opportunities, please contact Andrew Calvo: andrewc@oreilly.com

<table>
<thead>
<tr>
<th>SPONSOR PACKAGES</th>
<th>ATTENDEE PROGRAM ADVERTISEMENTS</th>
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<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td>Platinum Sponsor</td>
<td>Full-page ad – $1,495</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>Half-page ad – $995</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>Quarter-page ad – $595</td>
</tr>
</tbody>
</table>

DESIGNATED AREA SPONSORSHIPS
(available to Platinum, Gold, or Silver sponsors only)

|                  |                                |
|                  |                                |
| Press Room       |                                |
| Connectivity Room|                                |
| Wireless Lounge  |                                |
| Technology Track |                                |

EXHIBITOR BOOTHS

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<thead>
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<tbody>
<tr>
<td>6' Tabletop Display</td>
<td>$3,495</td>
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TOTAL AMOUNT DUE:

$ ______________________

EARLY BIRD DISCOUNT
5% Early Bird Discount on ALL contracts signed and paid by February 8, 2002.

TOTAL WITH DISCOUNT (if applicable)

$ ______________________

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.

Exhibitors will receive their display area assignments when we receive full payment.

Cancellations: We will refund 25% of the total sponsor or exhibit fee for cancellations received in writing by 5:00 PM on March 13, 2002. 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.

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<tr>
<th>Print cardholder’s name</th>
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</table>

<table>
<thead>
<tr>
<th>Cardholder’s signature</th>
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**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
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.)