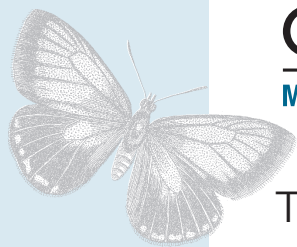


# O'REILLY® EMERGING TECHNOLOGY CONFERENCE™

MAY 13-16, 2002 • SANTA CLARA, CA



## THE INTERNET OPERATING SYSTEM – DISTRIBUTED, UNTETHERED, ADAPTIVE

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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.

### Tutorials

May 13, 2002

### Conference Sessions

May 14-16, 2002

### Exhibit Hall

May 14-15, 2002

### Projected Attendance:

600-800 Attendees,  
speakers, and press

### 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



May 13-16,  
 2002

The Westin  
 Santa Clara  
 Hotel

Santa Clara, CA

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

### Press

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

### Past Sponsors & Exhibitors

1st Works	Groove Networks	OpenDesign
Consilient	Intel	Othnet
Endeavors	Interface Dynamics	OverX
Entropia	Jibe	Red Herring
eZmeeting	Microsoft	Sun Microsystems
FirstPeer	NextPage	Texar
Grand Central	OpenCola	XDegrees



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2002

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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 7AM–10PM

Tuesday, May 14, 2002 7AM–10PM

#### Exhibit Hall Hours:

Tuesday, May 14, 2002 10AM–4PM

Wednesday, May 15, 2002 10AM–4PM

#### Tear Down:

Wednesday, May 15, 2002 4PM–7PM

### Conference Program Ads

Full-page color	\$1,495
Half-page color	\$ 995
Quarter-page color	\$ 595



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## **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 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)**



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## **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)**



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### **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)**



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*Santa Clara, CA*

*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**



# O'REILLY EMERGING TECHNOLOGY CONFERENCE™

## INDIVIDUAL ITEMS SPONSORSHIP

May 13-16,  
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Santa Clara, CA



We are pleased to announce our commitment to going green in the production of our conferences and conventions. At every available opportunity, we are purchasing recycled, environmentally-friendly products.

Join us in going green by purchasing the products listed at right, all made from recycled materials.

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!

### 2002 EMERGING TECHNOLOGY CONFERENCE PROMOTIONAL ITEMS

You provide the logo, we produce 1,000 units and distribute to all attendees at registration.

- \_\_\_\_\_ Logo on Attendee Tote Bag - \$10,000
- \_\_\_\_\_ Attendee Pen - \$5,000
- \_\_\_\_\_ Logo on Attendee Badge - \$5,000
- \_\_\_\_\_ License Plate Frames - \$5,000
- \_\_\_\_\_ Waterproof Neck-Totes - \$5,000
- \_\_\_\_\_ 22 oz. Party Mug - \$5,000
- \_\_\_\_\_ Megaphone with Popcorn - \$5,000
- \_\_\_\_\_ Natural Lip Balm on Lanyard in Recycled Tube with Custom Label - \$10,000
- \_\_\_\_\_ Recycled Wooden Retractable Pen - (includes laser engraved logo) - \$10,000
- \_\_\_\_\_ Blues Style Sunglasses - \$5,000
- \_\_\_\_\_ Bendable Foam Palm Tree Pen Sets - \$10,000
- \_\_\_\_\_ Attendee Badge Lanyard - \$5,000
- \_\_\_\_\_ 32 oz. Sports Bottle with Cap, Tip, Straw - \$5,000
- \_\_\_\_\_ Attendee Notepad - \$5,000
- \_\_\_\_\_ Keychain - \$3,000
- \_\_\_\_\_ Paddle-ball Set - \$5,000
- \_\_\_\_\_ Frisbees - \$5,000
- \_\_\_\_\_ Yo-yos - \$5,000
- \_\_\_\_\_ Sun Visors - \$5,000

**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:

\_\_\_\_\_  
Name as it should appear on promotional items

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_



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INDIVIDUAL ITEMS SPONSORSHIP, *continued*

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**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

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**

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 sponsor logos.)



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# SPONSOR & EXHIBITOR APPLICATION & CONTRACT

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Santa Clara, CA

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 – \$40,000
- \_\_\_\_\_ Gold Sponsor – \$25,000
- \_\_\_\_\_ Silver Sponsor – \$10,000

#### DESIGNATED AREA SPONSORSHIPS

(available to Platinum, Gold, or Silver sponsors only)

- \_\_\_\_\_ Press Room – \$15,000
- \_\_\_\_\_ Connectivity Room – \$5,000
- \_\_\_\_\_ Wireless Lounge – \$5,000
- \_\_\_\_\_ Technology Track – \$15,000

#### EXHIBITOR BOOTHS

- \_\_\_\_\_ 6' Tabletop Display – \$3,495

#### 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 February 8, 2002.*

#### TOTAL WITH DISCOUNT

*(if applicable)*

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

*See next page for payment information.*



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SPONSOR & EXHIBITOR APPLICATION & CONTRACT, *continued*

May 13-16,  
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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 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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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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