

O'REILLY®

# EMERGING TELEPHONY

C O N F E R E N C E

JANUARY 24 – 26, 2006

SAN FRANCISCO AIRPORT MARRIOTT

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T H E F U T U R E I S C A L L I N G



ETel

SPONSOR PROSPECTUS

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# O'REILLY EMERGING TELEPHONY CONFERENCE

JANUARY 24 – 26, 2006 | SAN FRANCISCO AIRPORT MARRIOTT

ETel

CONFERENCE OVERVIEW

Telephony and the Web are merging to offer a network with unprecedented potential for developers, entrepreneurs, and end users. Fueled by open source contributions, VoIP and open telephony technologies have the potential to disrupt the communications establishment and create waves in many other areas of the technology industry.

The **O'Reilly Emerging Telephony Conference** focuses on these hybrid networks which will enable a new generation of powerful communication applications and open up new opportunities and new markets.

Geeks with open source telephony components are shaking the telecom world up, offering platforms for telephony applications that are low cost or no cost and free from regulation and carrier prohibitions. Their customers are currently the long tail of the telecom market—those yearning for niche applications at a low cost, the same long tails that have bred killer apps on the Web.

#### **Major ideas that will be addressed include:**

- Articulating the revolution that is happening in the telephony industry—infrastructure, technology, and tools
- Introduce the innovators—who is doing what and where the competition stands
- Examine emerging business opportunities and under-served markets—where's the money?
- Spark creative discussions among enterprise managers, developers, hackers, and sponsors interested in telephony
- Show how to adapt, integrate, and deploy these new tools right away, via case studies and real- world examples

## Topics will include:

- Commercial open source VoIP deployment case studies
- Developer opportunities
- End-user VoIP applications
- Existing and new business models for VoIP services
- Open source deployments on NGO and non-profit settings
- Open Source PBX: Asterisk, SipX PBX, Opal, and others
- Novel applications of VoIP in business settings
- Maximizing return from already deployed VoIP networks
- SIP hardware
- SIP-only deployments
- Skype and other commercial peer-to-peer telephony
- TDM / POTS integration
- Voice-Driven Network Applications
- VoIP network application case studies
- VoIP network testing and tools
- VoIP software developer tools
- VoIP software modules and enablers
- VoIP telephony hardware
- VoIP termination provision
- VXML
- Wireless VoIP software and hardware

Our audience, an influential mix of technologists, strategists, developers, CEOs, CTOs, CIOs, analysts, bloggers, press, venture capitalists, and entrepreneurs is the perfect setting to demonstrate your innovative voice products and services.

Sponsorship opportunities are available to companies who wish to take a leadership position amongst the Emerging Telephony community.

### Conference Workshops

January 24, 2006

### Conference Sessions

January 25 – 26, 2006

### Exhibit Hall

Wednesday, January 25, 2006

6:00PM – 7:30PM (Sponsor Reception)

Thursday, January 26, 2006

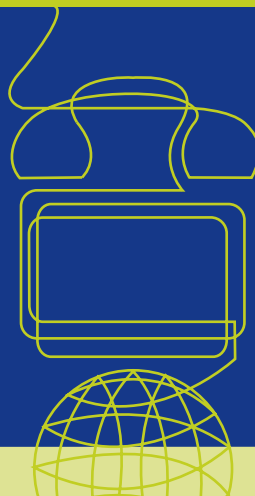
10:00AM – 11:00AM

12:00PM – 2:00PM

3:00PM – 4:30PM

### Projected Attendance

800+



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: Wednesday, January 25, 2006 | 4:00PM – 6:00PM**

**Exhibit Hall Hours:**

Wednesday, January 25, 2006

6:00PM – 7:30PM (Sponsor Reception)

Thursday, January 26, 2006

10:00AM – 11:00AM

12:00PM – 2:00PM

3:00PM – 4:30PM

**Tear Down: Thursday, January 26, 2006 | 4:30PM – 6:00PM**

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 per piece

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 Telephony 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
- ▣ **Two-page color ad in conference program**
- ▣ **One-hour Birds of Feather nighttime session** (on a first-come, first-served basis)
- ▣ **6' tabletop display** (pop-up booths allowed) **in premium location in Exhibit Hall**
  - 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** (on a first-come, first-served basis; vendor responsible for reception costs)

The Platinum Sponsor Package gives you significant access and exposure to all attendees before, during, and after the event, and demonstrates your company's leadership position in the Emerging Telephony community.

- o **Full-page color ad in conference program**
- o **One-hour Birds of Feather nighttime session** (on a first-come, first-served basis)
- o **6' tabletop display** (pop-up booths allowed) **in premium location in Exhibit Hall**
  - 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
- o **Use of press conference room for one private press event** (on a first-come, first-served basis)
- o **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
- o **150,000 online banner impressions on oreillynet.com**
- o **Conference passes**
  - Six full conference passes (excluding tutorials); conference materials included
- o **Two-time use of Opt-in attendee list** (pre and post conference)
- o **Attendee bag insert**

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

- ▣ **Full-page color ad in conference program**
- ▣ **One-hour Birds of Feather nighttime session** (on a first-come, first-served basis)
- ▣ **6' tabletop display** (pop-up booths allowed) **in Exhibit Hall**
  - Includes:
    - 6' draped counter
    - Two counter-height stools
    - 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**
- ▣ **Access to the pre-registered press list and assistance with press**

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

- o **Half-page color ad in conference program**
- o **One-hour Birds of Feather nighttime session** (on a first-come, first-served basis)
- o **6' table top display** (pop-up booths allowed) **in Exhibit Hall**
  - 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
- o **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
- o **Conference passes**
  - Two full conference passes (excluding tutorials); conference materials included
- o **Two-time use of Opt-in attendee list** (pre and post conference)
- o **Access to the pre-registered press list and assistance with press**

## ADDITIONAL SPONSOR OPPORTUNITIES

- o **Maker Fair Sponsorship**
- o **Breakfast Sponsorship**
- o **Lunch Sponsorship**
- o **Opening Dinner Sponsorship**
- o **AM/PM Break Sponsorship**
- o **Wireless Network Sponsorship**
- o **Internet Café Sponsorship**
- o **Lanyard Sponsorship**
- o **Attendee Pens and Notepads**
- o **Attendee Bag**
- o **Hotel Card Key**

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



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 SELECTIONS

For detailed information on Sponsor opportunities, please contact Andrew Calvo: [andrewc@oreilly.com](mailto:andrewc@oreilly.com) • 707-827-7176

### SPONSOR PACKAGES

\_\_\_\_\_ Diamond Sponsor – \$60,000

\_\_\_\_\_ Platinum Sponsor – \$45,000

\_\_\_\_\_ Gold Sponsor – \$30,000

\_\_\_\_\_ Silver Sponsor – \$15,000

### ATTENDEE PROGRAM ADVERTISEMENTS

\_\_\_\_\_ Full-page \$2,995

\_\_\_\_\_ Half-page \$1,995

\_\_\_\_\_ Quarter-page \$995

### BAG INSERTS

\_\_\_\_\_ \$995 per piece

TOTAL AMOUNT DUE:

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

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.

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

Cancellations: We will refund 50% of the total *sponsor* fee for cancellations received in writing by 5:00PM on **January 7, 2006**. 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 \_\_\_\_\_ 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 your company/product description below. (See sponsorship description for number of words.)

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](mailto: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.)

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### Terms and Conditions for Sponsor Participation at the ETel Conference, January 24 – 26, 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, 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 the 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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*For more information contact:*

**Andrew Calvo**

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**707-827-7176**