



Tiger

Platinum Sponsor Package

MARCH 26-29, 2001

**Westin Hotel
Santa Clara, California**

Package Price: \$50,000

Three sponsor opportunities available

Our most comprehensive package gives you unparalleled access to attendees before, during, and after the event. The Tiger Sponsorship demonstrates your company's leadership position in Enterprise Java. It is also the ideal setting to make a connection and leave a long-lasting impression on attendees.

1 Sponsorship of Wednesday night Gala Reception, or Tuesday evening Welcome Reception, or Exhibit Hall

- Opportunity to display your company's signage (production of signage is responsibility of sponsor)
- Opportunity to upgrade food service (e.g., dessert items with your company's logo, napkins with company logo, etc.) at one of the receptions
- Opportunity to distribute promotional items

2 Exhibit booth

- Opportunity to set up your company's booth in an 8' by 10' area
- Electrical and AV requirements at additional charge

3 Web and print ads

This includes your company's name and logo as a Tiger Sponsor of the Conference in the following items:

- All electronic communication pertaining to the Conference
- O'Reilly Conferences web site (with link to your company's URL)
- Printed materials (early reservations only)
- Conference Program

4 Five conference passes

- Conference materials included

5 One full-page black-and-white ad in the Conference Program

6 One post-conference attendee mailing

- Opportunity to distribute your company's collateral to Conference attendees (blind mailing must use bonded mailing facility)





Tea Kettle

Gold Sponsor Package

Package Price: \$25,000

Four sponsor opportunities available

This package provides employees of your company with the unique opportunity to meet face-to-face with your target audience in an informal congenial atmosphere. It is an ideal setting to make a connection and leave an enduring impression on your customer.

- 1 Sponsorship of breakfast, lunch, and two breaks for one entire day of the Conference or tutorials**
 - Opportunity to distribute giveaways or literature at breakfast, lunch, and breaks
- 2 Exhibit booth**
 - Opportunity to set up your company's booth in an 8' by 10' area
 - Electrical and AV requirements at additional charge
- 3 Web and print ads**

This includes your company's name and logo as a Tea Kettle sponsor of the Conference in the following items:

 - All electronic communication pertaining to the Conference
 - O'Reilly Conferences web site (with link to your company's URL)
 - Printed materials (early reservations only)
 - Conference Program
- 4 Three conference passes**
 - Conference materials included
- 5 One half-page black and-white ad in the Conference Program**
- 6 One post-conference attendee mailing**
 - Opportunity to distribute your company's collateral to Conference attendees (blind mailing must use bonded mailing facility)

Sponsorship Packages



Tops

Silver Sponsor Package

Package Price: \$12,000

Four sponsor opportunities available

Conference attendees will take special notice of your company's name and logo at these special Exhibit Hall offerings.

1 Sponsor of coffee cart or ice cream cart on Exhibit Hall floor

- Includes free coffee drinks or ice cream to attendees on Exhibit Hall floor for four hours
- Opportunity to display your company's signage on cart (signage is responsibility of sponsor)

2 Exhibit booth

- Opportunity to set up your company's booth in an 8' by 10' area
- Electrical and AV requirements at additional charge

3 Web and print ads

This includes your company's name and logo as a Tops sponsor of the Conference in the following items:

- All electronic communication pertaining to the Conference
- O'Reilly Conferences web site (with link to your company's URL)
- Printed materials (early reservations only)
- Conference Program

4 Two conference passes

- Conference materials included

Sponsorship Packages



Gyroscope

Sponsorship of Designated Areas

Priced as Individual Packages

Press Room

PRICE: \$5,000

- Designation of your company as the official sponsor of the Press Room
- Opportunity to stock the room with your company's hardware
- Opportunity to display your company's signage (production of signage is responsibility of sponsor)
- One Conference session pass with Conference materials

Terminal Room

PRICE: \$10,000

- Designation of your company as the official sponsor of the Terminal Room
- Opportunity to stock the room with your company's hardware
- Opportunity to display your company's signage (production of signage is responsibility of sponsor)
- Two Conference session passes with Conference materials

Sponsorship Packages



Jacks & Beans

Promotional Items

Prices vary per item

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 will take care of the rest!

Attendee Pens

Price: \$5,000

Attendee Notepads

Price: \$5,000

Attendee Badge Lanyards

Price: \$5,000

Massage Area

Price: \$5,000

Logo'd Bottled Water

Price: starts at \$5,000

Other Logo'd Merchandise (TBD)

Price: \$5,000–9,000