



2nd Annual

O'REILLY®

Mac OS X[®] Conference

October 27-30, 2003

Westin Santa Clara,

Santa Clara, CA

Exhibit Hall

October 28-29, 2003

Conference Sessions

October 28-30, 2003

Tutorials

October 27, 2003

Projected Attendance

600-800 attendees,
speakers, and press

Dear Apple Developer,

Without a doubt, Mac OS X is the coolest and most powerful platform around today. Individuals and institutions are "switching" in droves, and many innovative applications are appearing first on the Mac[®]. Rendezvous[™], the iApps[®], Sherlock[®], Watson, Aqua[®], and Quartz[™] Extreme—all have competitors feverishly revamping their product plans trying to catch up. Meanwhile, Mac users themselves, and the administrators who support them, are working hard to master the incredible wealth of functionality that's now available to them.

To further this momentum, O'Reilly & Associates is pleased to announce exhibiting and sponsorship opportunities at the second annual O'Reilly Mac OS X Conference to be held in Santa Clara, CA, October 27 through October 30, 2003. The conference is tailored to developers, system administrators, technical staff, and power users who want to master the power of Apple's state-of-the-art operating system. CIOs and managers looking to evaluate a switch, or trying to understand the latest tools and techniques, will also find much to choose from at this gathering.

For leading companies, our Platinum, Gold, and Silver sponsorship opportunities combine direct access to attendees during our two-day Exhibit Hall, with blanketed exposure to over 50,000 prospective attendees in our conference mailer, color ads in the Mac OS X program, online advertising across our highly trafficked web sites, and much more.

The two-day Exhibit Hall is designed to bring you direct exposure to attendees and press with a minimum investment. The Exhibit Hall is situated exactly in the middle of the session rooms, guaranteeing constant traffic through the exhibits. All exhibits are tabletop displays, and this year we've made it even more affordable for Apple developers with our All-in-One exhibitor bundle and small company/startup discounts.

We will be providing our sponsors with speaking opportunities in the special Products and Services Track. These 45-minute presentations are available on a first-come, first-served basis. Present your products and services to a room full of pre-qualified leads.

About O'Reilly:

O'Reilly Books: The leading publisher of quality technical information to the developer community, O'Reilly is committed to Mac OS X and has published many best-selling Mac OS X books: *Mac OS X*, *The Missing Manual*, *Mac OS X in a Nutshell*, *Learning Cocoa*, *Learning Carbon*, *Mac OS X for Unix Geeks*, *Mac OS X Hacks*, and many more.

O'Reilly Network: The O'Reilly Network (oreillynet.com) is one of the foremost independent developer portals on the Web, with over 2,000,000 unique visitors each month to sites such as macdevcenter.com, perl.com, linux.oreilly.com, onjava.com, and many more.

We've built a fiercely loyal audience of developers with our "all content/no hype" approach to providing technical information. Our growing Conference division attracts industry leaders and high-end developers who are serious about technology. O'Reilly Conferences don't draw tire-kickers. And the press is taking notice, as well—see coverage of our first O'Reilly Mac OS X Conference: <http://www.macdevcenter.com/mac/osx2002/>.

We look forward to seeing you in Santa Clara!

Best regards,

Andrew Calvo

Conferences Sales Manager

1005 Gravenstein Highway North, Sebastopol, CA 95472

Telephone: 707-827-7000, Fax: 707-823-9746, Email: andrewc@oreilly.com



Conference Overview

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Projected Attendance

600-800 attendees,
speakers, and press

The conference begins with one day of in-depth tutorials on core Mac OS X technologies, followed by three days of sessions that cover a wide landscape of Mac OS X, including languages, transitioning issues, system administration, networking techniques, Rendezvous, Web Services, Cocoa® and Quartz Extreme.

Topics and Tracks Include:

- System Administration
- Scripting
- Developing Applications
- Networking
- Databases
- Unix Relationships
- Media and Publishing
- Emerging Topics

Demographics of 2002 O'Reilly Mac OS X Conference

Developer	25%
System Administrator	18%
IS/MIS Staff	10%
Consultant	10%
CXO/VP	9%
IS/MIS Manager	7%
Web Designer/Producer	3%
Student	3%
Other	15%

Exhibit Hall

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600-800 attendees, speakers, and press

Dates to Remember

10% Early Bird Discount ends July 31, 2003

Last date to include logo and company description in attendee program—August 22, 2002

"The crowd at the O'Reilly OS X Con is forward-thinking and tech-savvy, so in addition to the usual list of capabilities, we spoke of possibilities."

—Gordon Meyer, Usable Help



Exhibit Hall

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October 27, 2003

Projected Attendance
600-800 attendees,
speakers, and press

The Exhibit Hall is for leading-edge companies wishing to demonstrate new technologies, meet and recruit potential employees, and solidify relationships with members of the community and press.

The Exhibit Hall will be strategically located at the center of our conference meeting rooms. This two-day 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.

Focused demographics. Cost-effective marketing. Quality leads.

Move In:

Monday, October 27, 2003,	5PM-8PM
Tuesday, October 28, 2003	7AM-10AM

Exhibit Hall Hours:

Tuesday, October 28, 2003	10AM-4PM
Wednesday, October 29, 2003	10AM-4PM

Tear Down:

Wednesday, October 29, 2003	4PM-7PM
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Exhibit Costs—All-in-One Exhibitor Bundle—\$2,495

Includes:

- 4' draped counter with barstool
- Electrical (for one computer)
- Internet connection (one ISP, on-site technical support)
- 8' high draped back wall to hang banner
- Carpeted room (no need to rent carpet)
- 50-word description of your company's product/services and logo in Attendee Program
- Publication of your company's logo on the Mac OS X Conference web site, with a link to your company's URL
- Four exhibitor staff passes, which include admission to keynotes (but not to sessions, tutorials, or meal functions)
- One full convention pass; additional full convention passes are available to exhibitors at a 30% discount

Add an iMac rental—\$395 (*shipped to and picked up in the exhibit hall, on-site technical support*)

Upgrade 4' counter to a 6' counter—\$195

Additional ISP—\$95

Startup Discount

Been in business less than one year or have five or fewer employees? Take a 50% discount off exhibiting or sponsorship (iMac rental excluded).

Projected Attendance: 600-800+ attendees, speakers, and press

ATTENDEE PROGRAM ADVERTISEMENTS & BAG INSERTS

Full-page ad—\$1,495 • Half-page ad—\$995 • Quarter-page ad—\$595 • Bag Insert—\$795

"The conference was well organized and the content and presenters were very good. This was a very good first run for O'Reilly."

—Thomas Vincent, OSXFAQ, October 2002



Platinum Sponsor Package

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Projected Attendance

600-800 attendees,
speakers, and press

Package Price: \$20,000

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 in the Mac OS X community.

6' tabletop display (pop-up booths allowed) in premium location

- Electrical for one computer and one ISP connection included

Official sponsor of one keynote

- Opportunity to hang banner in keynote ballroom
- Opportunity to distribute materials in ballroom during the keynote
- Listing and logo placement in walk-in slides as keynote sponsor

Use of press 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 convention marketing materials and web site
- Top logo placement and link on convention home page

100,000 online banner impressions on oreillynet.com

Full-page ad in convention program

Convention passes

- Six full convention passes (excluding tutorials); convention materials included

Unlimited use of opt-in attendee list

Attendee bag insert

Post-convention Attendee Mailings

- Opportunity to distribute your company's collateral to all convention attendees (blind mailing, must use bonded mailing facility) in one post-convention mailing

Opportunity to host reception at Westin Santa Clara

(on a first-come, first-served basis: vendor responsible for reception costs)

45-minute speaking opportunities in Products and Services Track

(on a first-come, first-served basis)

"Last week's O'Reilly Mac OS X Conference marked the rise of the first major new Macintosh conference in years. Luminaries from the Macintosh® and Unix® worlds, brought together by Apple's melding of the Mac OS and Unix in Mac OS X, mingled with a similarly eclectic mix of several hundred attendees. I found my three days of attending sessions, chatting with speakers and attendees ... and giving several presentations both enjoyable and illuminating ... "

—Adam Engst, TidBITS, October 7, 2002



Gold Sponsor Package

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Mac OS® X Conference

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Tutorials

October 27, 2003

Projected Attendance

600-800 attendees,
speakers, and press

Package Price: \$10,000

The Gold Sponsor Package is a powerful way to gain the mind share and market share of the Mac OS X community.

6' tabletop displays (pop-up booths allowed) in a premium location

- Electrical for one computer and one ISP connection included

Official sponsor of breakfast and lunch for one day of the convention

- Opportunity to hang banner during breakfast and lunch
- Opportunity to distribute materials during breakfast and lunch
- Company listing in convention program

Web/print ads

- Company logo and 75-word company description prominently displayed on all convention marketing materials and web site
- Logo placement and link on convention home page

Unlimited use of opt-in attendee list

Attendee bag insert

50,000 online banner impressions on oreil.lynet.com

Half-page Ad in convention program

Convention passes

- Four full convention passes (excluding tutorials); convention materials included

One post-convention attendee mailing

- Opportunity to distribute your company's collateral to all convention attendees (blind mailing, must use bonded mailing facility) in one post-convention mailing

Opportunity to host reception at Westin Santa Clara

(on a first-come, first-served basis: a responsible for reception costs)

45-minute speaking opportunity in Products and Services track

(on a first-come, first-served basis)

"One of the highlights of an O'Reilly conference is that not only are you able to attend tutorials and sessions that are really quite beneficial, but you get to network with people who work in and lead the industry If this is how all O'Reilly conferences are, I'll be at every one."

—Brandon Collins, *MacSpotlight*, October 2002



Silver Sponsor Package

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Tutorials

October 27, 2003

Projected Attendance

600-800 attendees,
speakers, and press

Package Price: \$5,000

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

6' tabletop display

- Electrical for one computer and one ISP connection included

Web/print ads

- Company logo and 50-word company description prominently displayed on convention marketing materials and web site
- Logo placement and link on convention home page

25,000 online banner impressions on oreillynet.com

Quarter-page ad in convention program

Convention passes

- Two full convention passes (excluding tutorials); convention materials included

One post-convention attendee mailing

- Opportunity to distribute your company's collateral to all convention attendees (blind mailing, must use bonded mailing facility) in one post-convention mailing

Opportunity to host reception at Westin Santa Clara

(on a first-come, first-served basis: vendor-responsible for reception costs)

45-minute speaking opportunity in Products and Services Track

(on a first-come, first-served basis)



Sponsor & Exhibitor Application & Contract

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Projected Attendance
600-800 attendees,
speakers, and press

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

SPONSOR PACKAGES

- Platinum Sponsor—\$20,000
- Gold Sponsor—\$10,000
- Silver Sponsor—\$5000

EXHIBITOR Tabletop Displays

- All-in-One Exhibitors Bundle – \$2,495 (includes 4' draped counter, stool, electrical, Internet)
- Add iMac rental – \$395
- Upgrade 4' counter to a 6' counter – \$195
- Additional ISP – \$95

ATTENDEE PROGRAM ADVERTISEMENTS & BAG INSERTS

- Full-page ad – \$1,495
- Half-page ad – \$995
- Quarter-page ad – \$595
- Bag Insert - \$795

TOTAL AMOUNT DUE:

\$ _____

EARLY BIRD DISCOUNT

10% Early Bird Discount on ALL contracts signed and paid by July 31, 2003.

STARTUP/SMALL COMPANY DISCOUNT*

50% discount for companies less than one year old, or with five or less employees (iMac rental excluded)

TOTAL WITH DISCOUNT

(if applicable)
\$ _____

See next page for payment information.



Sponsor & Exhibitor Application & Contract *(continued)*

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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 exhibitor fee for cancellations received in writing by 5:00 PM on **July 30, 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, Inc.)*

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 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 website. Print and web 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 and a 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 & Associates, Inc. is not responsible for providing fonts for printing sponsor submitted logos.)



Participation Agreement

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Terms and Conditions for Sponsor/Exhibitor Participation in the O'Reilly Mac OS X Conference, October 27-October 31, 2003

ASSIGNMENT OF SPACE: O'Reilly & Associates (ORA) shall assign the display space to the Sponsor/Exhibitor for the period of the display, such assignment to be made within six weeks after ORA'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 ORA.

USE OF DISPLAY SPACE: Sponsors/Exhibitors are allowed to distribute literature, run demonstrations, and sell products in their assigned exhibit spaces. Sponsor/Exhibitor shall not assign to a third party its display space or any portion of that space without the prior written consent of ORA, which ORA 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/Exhibitor'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 ORA, any sponsor/exhibitor, or display space provider, nor any of their officers, agents, employees, facilities, other representatives, or assigns shall be liable for, and Sponsor/Exhibitor hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Sponsor/Exhibitor 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/Exhibitor shall indemnify, defend, and protect ORA, and hold ORA, any sponsor/exhibitor, 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/Exhibitor's participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will ORA, any sponsor/exhibitor, 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 ORA's liability under any circumstance, exceed the amount actually paid to it by the Sponsor/Exhibitor for display space. ORA makes no representations or warranties regarding the number of persons who will attend the conference.

OBSERVANCE OF LAWS: Sponsor/Exhibitor 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, ORA shall determine that the conference or any part may not be held, ORA may cancel the conference, including the booth space, tabletop displays or any part thereof. In that event, ORA shall determine and refund to the Sponsor/Exhibitor its proportionate share of the balance of the aggregate display fees received which remains after deducting all expenses incurred by ORA.

SPONSOR/EXHIBITOR CANCELLATION: All payments made to ORA under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by ORA and ORA's lost or deferred opportunity to provide display space to others.

SPONSOR CONDUCT: Sponsor/Exhibitor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. ORA reserves the right to eject from the conference any Sponsor/Exhibitor or representative violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Sponsor/Exhibitor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by ORA from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor/Exhibitor and ORA concerning the subject matter of this application. ORA is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by ORA. The rights of ORA under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of ORA. 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/Exhibitor subject to the terms of this agreement regarding assignment.