



**Featured Speakers**

**Stewart Copeland**  
Composer, Songwriter

**Andy Ihnatko**  
Chicago Sun-Times

**David Pogue**  
Pogue Press

**Dan Wood**  
Karelia Software LLC

**Brent Simmons**  
Ranchero Software

**Dori Smith**  
Author

**Rael Dornfest**  
O'Reilly Media, Inc.

**James Duncan Davidson**  
Author

**Topics and Tracks**

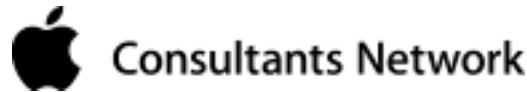
- Mac OS X Application Development
- System Administration
- Xcode
- Databases
- Rendezvous
- AppleScript
- Bluetooth
- IDEs
- Digital Music
- Mobile Computing
- Digital Video
- AirPort Extreme
- Multi-Vendor Environments
- Java Development
- GUI Scripting
- Perl
- Python
- Ruby
- PHP

# The O'Reilly Mac OS X Conference Sponsor and Exhibitor Prospectus

# O'REILLY® Mac OS® X Conference

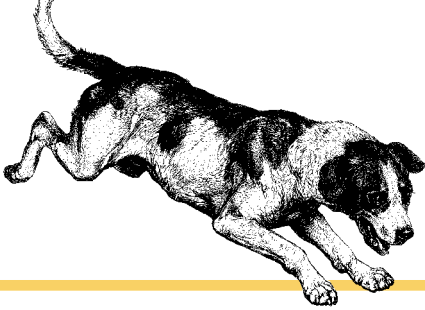
**OCTOBER 25-28, 2004 · SANTA CLARA, CA**  
**The Westin Santa Clara**  
**Exhibit Hall · October 26, 2004**

**Co-Located with Apple  
Consultants Network Fall Camp**



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# Conference Overview

3rd Annual

## O'REILLY® Mac OS® X Conference

October 25-28, 2004  
Westin Santa Clara,  
Santa Clara, CA

**Exhibit Hall**  
October 26, 2004

### O'Reilly Mac OS X Conference

Projected Attendance: 700 attendees

#### Attendee Profile:

Developers, System Administrators, IT Managers, Power Users

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, digital media, Cocoa® and Quartz Extreme™.

### Apple Consultants Network Fall Camp

Projected Attendance: 200+

#### Attendee Profile:

Members of the Apple Consultants Network (independent consultants) and Apple Authorized Resellers from the U.S. and Canada

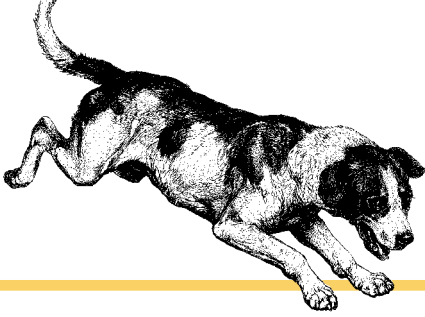
The Apple Consultants Network is designed for independent consultants certified in Mac OS X who offer a wide variety of services to Apple's customers. Members of the program are provided with critical information, training, and resources for building strong, prosperous businesses.

### Attendee Demographics from 2003 O'Reilly Mac OS X Conference

Developer	35%
IT/IS/SysAdmin	33%
Consultant	10%
CXO/VP	10%
Other	12%

### Selected Companies at the 2003 O'Reilly Mac OS X Conference

Abercrombie & Fitch	LDS Church	PalmSource, Inc.
Adobe Systems Inc.	Lockheed Martin	Penton Technology Media
Alameda County Sheriff's Office	Los Alamos National Laboratory	RAND Corporation
Arctic Region Supercomputing Center	Manheim Township School District	Raytheon LTSS
Boeing	Maxtor Corp.	Rice University
Caltrans	McKinsey and Company	SAIC / NASA Langley Research Center
Canta Forda Computer Laboratory	Menlo Technology Group	Seagate Technology
Cisco Systems	MontaVista Software Inc.	Stanford Genome Technology Center
City of Montebello Fire Dept.	MTV NETWORKS	Target Corporation
Deamer Design Group - Architecture	NASA Ames Research Center	The University of Texas at Austin
FedEx Freight	National University	U.S. Postal Service
Gap Inc.	New York Times	UC Davis, College of Engineering
General Dynamics	Nokia	U.S. Geological Survey
Goldman Sachs	Northrop Grumman	VeriSign, Inc.
Intuit	NTT DATA	
	Oracle	



# Exhibit Hall

3rd Annual

O'REILLY®  
**Mac OS® X  
Conference**

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**Exhibit Hall**  
October 26, 2004

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 one 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 25, 2004	5pm-8pm
Tuesday, October 26, 2004	7am-10am

### **Exhibit Hall Hours:**

Tuesday, October 26, 2004	10am-4:30pm
Tear Down: Wednesday, October 27, 2004	4:30pm-7pm

### **Exhibit Costs—All-In-One Exhibitor Bundle—\$1,995**

Includes:

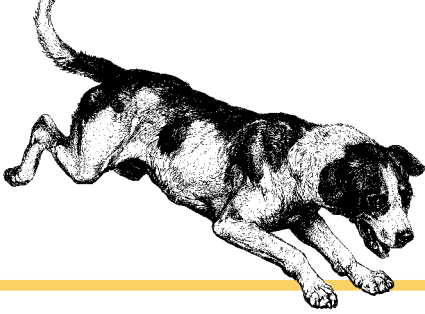
- 4' draped counter
- Barstool
- Electrical (for one computer)
- Wireless Internet Connection
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- 50-word description of your company's product/services and logo in Attendee Program
- Publication of your company's logo on the Mac OSX 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 conference pass; additional full conference passes are available to exhibitors at a 30% discount

### **Startup Discount**

Been in business less than one year or have five or less employees? Take a 25% discount off exhibiting or sponsorship.

### **ATTENDEE PROGRAM ADVERTISEMENTS/BAG INSERTS**

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



# Platinum Sponsor Package

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3rd Annual

O'REILLY®  
**Mac OS® X  
Conference**

October 25-28, 2004  
Westin Santa Clara,  
Santa Clara, CA

Exhibit Hall  
October 26, 2004

**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 conference marketing materials and web site
- Top logo placement and link on conference home page

**200,000 online banner impressions on *oreillynet.com***

**Full-page, 4-color ad in conference program**

**Conference passes**

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

**Unlimited use of opt-in attendee list**

**Attendee bag insert**

**Post-conference attendee mailings**

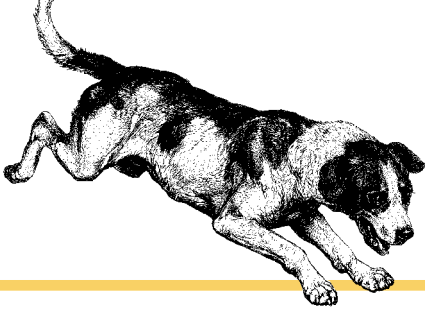
- Opportunity to distribute your company's collateral to all conference attendees (blind mailing, must use bonded mailing facility) in one post-conference mailing

**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)



# Gold Sponsor Package

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3rd Annual

O'REILLY®  
**Mac OS® X  
Conference**

October 25-28, 2004  
Westin Santa Clara,  
Santa Clara, CA

Exhibit Hall  
October 26, 2004

**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 wireless Internet connectivity

**Official sponsor of lunch for one day of the conference**

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

**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

**Unlimited use of opt-in attendee list**

**Attendee bag insert**

**50,000 online banner impressions on *oreillynet.com***

**Full-page ad in convention program**

**Conference passes**

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

**One post-convention attendee mailing**

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

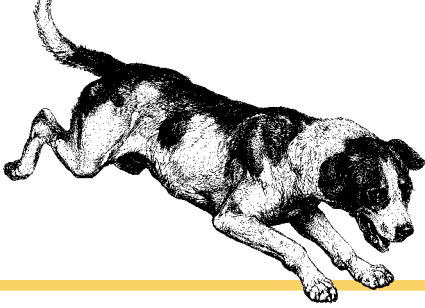
**Opportunity to host reception at Westin Santa Clara**

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

**100,000 online banner impressions on *oreillynet.com***

**45-minute speaking opportunity in products and services track**

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



# Silver Sponsor Package

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3rd Annual

O'REILLY®  
**Mac OS® X  
Conference**

October 25-28, 2004  
Westin Santa Clara,  
Santa Clara, CA

Exhibit Hall  
October 26, 2004

**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 wireless internet connectivity

**Web/print ads**

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

**Half-page ad in conference program**

**Conference passes**

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

**One post-conference attendee mailing**

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

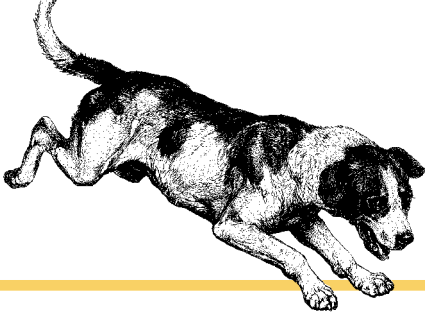
**50,000 online banner impressions on *oreillynet.com***

**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

3rd Annual

## O'REILLY® Mac OS® X Conference

October 25-28, 2004  
Westin Santa Clara,  
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Exhibit Hall  
October 26, 2004

**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: 707-823-9746

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—\$5,000

**EXHIBITOR Tabletop Displays**

- All-in-One Exhibitor Bundle—\$1,995 (includes 4' draped counter, stool, wireless Internet)

**ATTENDEE PROGRAM ADVERTISEMENTS & BAG INSERTS**

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

**TOTAL AMOUNT DUE:**

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

**\*\*\*STARTUP/SMALL COMPANY DISCOUNT\*\*\***

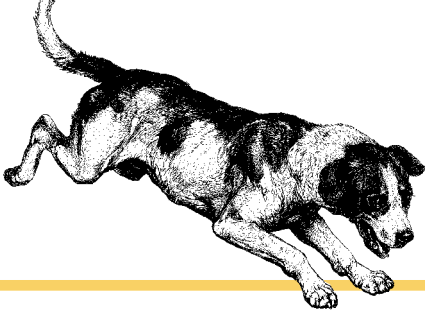
*25% discount for companies less than one year old, or with five or less employees*

**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 **September 17, 2004**. 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, 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 Media, Inc. will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly Media, Inc.

Date

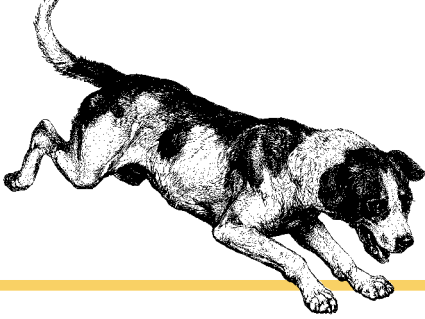
## COMPANY LOGO AND INFORMATION

Please submit a company logo and 50-word company/product description below.

O'Reilly Media, Inc. is authorized to make use of this information for the convention 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 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.*)





# Participation Agreement

3rd Annual

O'REILLY®  
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October 26, 2004

***Terms and Conditions for Sponsor/Exhibitor Participation in the O'Reilly Mac OS X Conference,  
October 25-October 28, 2004***

**ASSIGNMENT OF SPACE:** O'Reilly Media, Inc. (ORM) shall assign the display space to the Sponsor/Exhibitor 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/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 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/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 ORM, 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 ORM, and hold ORM, 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 ORM, 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 apprised 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/Exhibitor for display space. ORM 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, 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/Exhibitor 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/Exhibitor 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/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 ORM from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor/Exhibitor 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/Exhibitor subject to the terms of this agreement regarding assignment.