



Users Conference 2006

APRIL 24 - 27, 2006

SANTA CLARA, CALIFORNIA

DISCOVER. CONNECT. SUCCEED.



SCALE YOUR BUSINESS WITH MYSQL.

Presented by  O'REILLY

SPONSOR & EXHIBITOR PROSPECTUS

mysqluc.com



CONFERENCE OVERVIEW

The 4th Annual MySQL Users Conference & Expo to be held April 24–27, 2006 at the Santa Clara Convention Center in Santa Clara, California, brings over 1,000 open source and database enthusiasts together to celebrate the huge MySQL ecosystem.

The theme for the 2006 conference is “Discover. Connect. Succeed. Scale Your Business with MySQL.” The conference mirrors the product’s wide-ranging appeal and capabilities, encouraging database developers, DBAs, and users to help create the best database software, develop tools, and build applications that help grow businesses and nurture individual skills.

Building on the great success of the 2005 MySQL Users Conference & Expo, MySQL AB is once again teaming up with O’Reilly Media to co-present next year’s event. The 2006 MySQL Users Conference will feature a wide range of tutorials and sessions, giving attendees an inside look into the MySQL universe—everything from an overview of the latest product developments to an in-depth look at web & data warehouse scale-out, performance optimization, and MySQL’s inner workings.

The conference is designed for MySQL developers, database administrators (DBAs), IT managers, CIOs, and CTOs.

As an exhibitor/sponsor, you will enjoy meeting and connecting with the hundreds of attendees, speakers, press, and MySQL staff—all with the common goal of promoting the open source community and MySQL database applications.

CONFERENCE OVERVIEW

Topics include:

- Architecture and Technology
- Business and Case Studies
- Cluster, Replication, and other Scale-out/High Availability Solutions
- Community Projects that use MySQL
- Database Administration (DBA) and Security
- Data Warehousing and Business Intelligence
- Embedded MySQL: libmysqld and embedded OS environments
- Java
- LAMP (Linux, Apache, MySQL, PHP/Perl/Python)
- MaxDB
- Migration
- .NET/Mono
- Performance Tuning and Benchmarks

CONFERENCE AT-A-GLANCE

Conference Tutorials

April 24, 2006

Conference Sessions

April 25 – 27, 2006

Exhibit Hall

Tuesday, April 25, 2006

10:00AM – 4:30PM

6:00PM – 7:30PM (Sponsor Reception)

Wednesday, April 26, 2006

10:00AM – 5:00PM

Projected Attendance

1,000+

EXHIBIT HALL

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. This two-day event is designed to give you maximum exposure to a sophisticated technical audience with a minimum investment. Focused demographics. Cost-effective marketing. Quality leads.

Move In: Monday, April 24, 2006 10:00AM–6:00PM
Tuesday, April 25, 2006 7:00AM–10:00AM

Exhibit Hall Hours: Tuesday, April 25, 2006 10:00AM–4:30PM
6:00PM–7:30PM (reception)
Wednesday, April 26, 2006 10:00AM–5:00PM

Tear Down: Wednesday, April 26, 2006 5:00PM–9:00PM

Cost: 10' x 10' Booth **\$3,995**

Includes:

- ▣ 8'-high draped backwall
- ▣ 3'-high draped sidewall
- ▣ 50-word description of your company's product/services and logo in Attendee Program
- ▣ Publication of your company's logo on the MySQL User Conference web site, with a link to your company's URL
- ▣ Four exhibitor staff passes, which include admission to keynotes and meal functions (but not to sessions or tutorials)
- ▣ One full conference pass; additional full conference passes are available to exhibitors at a 30% discount

Conference Program Ads:

Full-page \$2,500

Half-page \$1,500

Quarter-page \$950

Bag Insert:

\$1,000 per piece

DIAMOND SPONSOR PACKAGE \$45,000

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. The Diamond Sponsor Package solidifies your company's leadership position in the MySQL community by giving you:

- ▣ **One 15-minute keynote speaking opportunity**
(subject to MySQL/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
- ▣ **One 45-minute speaking opportunity in Products and Services Track**
- ▣ **Two-page color ad in conference program**
- ▣ **30' x 30' Booth in premium location in Exhibit Hall**
- ▣ **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
- ▣ **Conference passes**
 - Eight full conference passes (excluding tutorials); conference materials included
- ▣ **Two-time use of Who's Who attendee list** (pre and post conference)
- ▣ **Attendee bag insert**
- ▣ **Opportunity to host reception at Westin Santa Clara**
(on a first-come, first-served basis: sponsor responsible for reception costs)

PLATINUM SPONSOR PACKAGE \$30,000

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 MySQL community by giving you:

- ▣ **One 45-minute speaking opportunity in Products and Services Track**
- ▣ **Full-page color ad in conference program**
- ▣ **20' x 20' Booth**
- ▣ **Use of press conference room for one private press event**
(on a first-come, first-served basis)
- ▣ **Web/print ads**
 - Company logo and 75-word description prominently displayed on conference marketing materials and web site
 - Top logo placement and link on conference home page
- ▣ **Conference passes**
 - Six full conference passes (excluding tutorials); conference materials included
- ▣ **Two-time use of Who's Who attendee list** (pre and post conference)
- ▣ **Attendee bag insert**
- ▣ **Opportunity to host reception at Westin Santa Clara**
(on a first-come, first-served basis: sponsor responsible for reception costs)

GOLD SPONSOR PACKAGE

\$15,000

The Gold Sponsor Package is a powerful way to gain the mind share and market share of the MySQL community. The Gold Sponsor Package gives you:

- ▣ **One 45-minute speaking opportunity in Products and Services Track**
- ▣ **Full-page color ad in conference program**
- ▣ **10' x 20' Booth**
- ▣ **Web/print ads**
 - Company logo and 50-word description prominently displayed on conference marketing materials and web site
 - Logo placement and link on conference home page
- ▣ **Conference passes**
 - Four full conference passes (excluding tutorials); conference materials included
- ▣ **Two-time use of Who's Who attendee list** (pre and post conference)
- ▣ **Attendee bag insert**

ADDITIONAL SPONSOR OPPORTUNITIES

- ▣ Internet Café Sponsorship
- ▣ Lanyard Sponsorship
- ▣ Attendee Pens and Notepads
- ▣ Attendee Bag
- ▣ Hotel Card Key
- ▣ Breakfast Sponsorship
- ▣ Lunch Sponsorship
- ▣ Dinner Sponsorship
- ▣ AM/PM Break Sponsorship
- ▣ Wireless Network Sponsorship

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

DEMOGRAPHICS

At the MySQL Users Conference you will gain access to a highly qualified audience from many well-know companies.

SELECTED ORGANIZATIONS FROM LAST YEAR'S 2005 MYSQL USERS CONFERENCE

A9.com	Intel	Technorati, Inc.
ACI at NASA Ames	iPowerweb Inc.	Time Intermedia Corporation
Software Solutions Inc.	IT Bridge Co., Ltd.	Titan Corporation
AIM Healthcare Services	Jet Propulsion Laboratory	Travelocity
Amazon.com	Johns Hopkins University	Tumbleweed Communications
America Online	Just Skill, Inc.	U.S. Airforce
AMTI / NASA Advanced	Lawrence Livermore National Lab	U.S. Army (BCST)
Supercomputing Division	Lawyers' Mutual Insurance Company	U.S. Environmental Protection Agency
Arizona Republic/PNI	LiveWorld Inc.	U.S. Geological Survey
BA Venture Partners	Lockheed Martin	U.S. Government Accountability Office
Bank of America	Los Alamos National Laboratory	UC Berkeley
BEA Systems, Inc.	LowEndEnterprise.org	UC Santa Cruz
Boeing Company	Lyman Lumber Company	Unisys
Boise Cascade Corporation	Macrovision Corporation	USDA/ARS
Brigham Young University	Marvell Semiconductor	VERITAS Software
Brocade Communications Systems	Matrix Consultants	Versant Wireless
Brookhaven National Lab	Mendocino County Public Broadcasting	Versant
BYU Publications & Graphics	Meteorological Service of Canada	Wachovia Securities
Canadian Heritage Info. Network	Michael Higashi Consulting	Wells Fargo Bank
CareerCast, Inc.	Microsoft Corporation	West Valley College
Carnegie Research	Mississippi Department of Health	Yahoo! Inc.
Castellum Technologies	MIT Lincoln Lab	
Catenare LLL	Mitsubishi International	
CGNET Services Intl.	Morgan Stanley	
Charles Schwab Co.	National University	
CIRA (Canadian Internet Registration)	Naval Academy	
Cisco Systems Inc.	ND Department of Corrections	
Community TechKnowledge, Inc.	NEC Solutions (America), Inc.	
County of Santa Cruz Health Svc.	Netflix, Inc.	
Digital River Inc.	NetZero, Inc.	
Discover Financial Services, Inc.	Nokia	
Disney	Nortel Networks	
eBay	Paradise Valley Community College	
EMC Corporation	Pentagon Technologies	
ETrade Financial	PeopleSoft	
Evite	Plato Learning, Inc.	
Federal Reserve Bank	Qualcomm	
Feedster	Sabre Holdings	
Foothill-De Anza Community	San Jose State University	
College District	Santa Cruz County Health Services	
Fortune	Sega of America	
Foundry Networks	Siebel Systems Inc.	
Friendster, Inc.	Silicon Graphics, Inc.	
GAP Inc.	Six Apart	
Genentech Inc.	Slashdot.org	
GeoLink Corp.	SRI International	
Google, Inc.	Stanford Genome Technology Center	
Hewlett Packard	Stanford University (SLAC)	
IBM	Stanford University Medical Center	
ILM Technologies	State of Alaska Public	
Infinite Technology Consulting	Offices Commission	
Infocon Co., Ltd	Sybase Inc.	
InnPoints Worldwide	Symantec	

SELECTED JOB TITLES FROM THE 2005 MYSQL USERS CONFERENCE

CEO
Chief Architect
CIO
Computer Scientist
Data Administrator
Data Architect
Database Analyst
Database Application Programmer
Director Engineering
Director IT
Manager Database Services
R&D Engineer
Research Analyst
Server Architect
Systems Analyst
Systems Architect
Unix Administrator
Web Application Engineer



SPONSOR CONTRACT *page 1 of 2*

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:

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 and Exhibitor opportunities,
please contact Andrew Calvo: andrewc@oreilly.com • 707-827-7176

SPONSOR PACKAGES

- _____ Diamond Sponsor – \$45,000
- _____ Platinum Sponsor – \$30,000
- _____ Gold Sponsor – \$15,000

ATTENDEE PROGRAM ADVERTISEMENTS

- _____ Full-page \$2,500
- _____ Half-page \$1,500
- _____ Quarter-page \$950

BAG INSERT

- _____ \$1,000 per piece

TOTAL AMOUNT DUE:

\$ _____

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 or exhibit* fee for cancellations received in writing by 5:00PM on **March 1, 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, 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 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 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.)

Terms and Conditions for Vendor Participation in the MySQL User Conference, April 24 – 27, 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:

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