



# MySQL®

## Users Conference 2005 MySQL Everywhere

April 18—21, 2005  
Santa Clara, CA



“ MySQL is at the heart of revolutionary changes in the computer industry. ”

—Tim O'Reilly

Presented by:  O'REILLY®

[mysqluc.com](http://mysqluc.com)



Users Conference 2005

April 18–21, 2005

Santa Clara, CA

# Conference Overview

The MySQL Users Conference will be held April 18–21, 2005 at the Westin Santa Clara Hotel, in Santa Clara, California.

The MySQL Users Conference 2005 will be the largest gathering of MySQL developers and users, and each year it gets bigger and better. The 2005 Conference will be no exception, with leading industry keynote speakers, the latest MySQL open source technologies, interactive sessions and tutorials, and an informative exhibit hall.

The conference is designed for MySQL developers, database administrators, managers, CIOs and CTOs. As an exhibitor/sponsor, you can enjoy meeting 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.

MySQL AB and O'Reilly Media, Inc. are partnering to present the conference.

## Exhibit Hall

April 19-20, 2005

## Tutorials

April 18, 2005

## Sessions

April 19-21, 2005

## Tracks and Topics

- Administration and Security
- Architecture and Technology
- Business and Case Studies
- Data Warehouse and Data Marts
- General
- Java
- LAMP
- MySQL Cluster
- Performance Tuning and Benchmarks

## Projected Attendance

800–1000 attendees, speakers, press



*The Westin Santa Clara Hotel,  
Santa Clara, California*

# 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 18, 2005	10:00AM—6:00PM
Tuesday, April 19, 2005	7:00AM—10:00AM

#### Exhibit Hall Hours:

Tuesday, April 19, 2005	10:00AM—4:30PM
Tuesday, April 19, 2005	6:00PM—7:30PM (reception)
Wednesday, April 20, 2005	10:00AM—4:30PM

#### Tear Down:

Wednesday, April 20, 2005	4:30PM—8:00PM
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#### Costs—10' x 10' Booth—\$3,495

Includes:

- 8'-high draped backwall
- 3'-high draped sidewall
- Carpeted room
- 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 (but not to sessions, tutorials, or meal functions)
- One full conference pass; additional full conference passes are available to exhibitors at a 30% discount

**Projected Attendance:** 800-1000 attendees, speakers, and press

#### Conference Program Ads:

Full-page \$2,500  
Half-page \$1500  
Quarter-page \$950

#### Bag Insert:

\$1000 per piece



# Diamond Sponsor

(ONE AVAILABLE)

## Package Price: \$35,000

The Diamond Sponsor Package gives you exclusive 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 MySQL community.

## One 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
- Listing and logo placement in conference program as keynote sponsor

## Exclusive sponsor of Exhibit Hall Reception, April 19, 6:00pm-7:30pm

- Exclusive opportunity to hang banner in Exhibit Hall ballroom during reception
- Listing and logo placement in conference program, web site, email announcements

## One 45-minute speaking opportunity in Products and Services Track

## Two-page color ad in conference program

## 20' x 20' 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
- 200,000 online banner impressions on oreillynet.com

## Conference passes

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

## Opt-in attendee list

## Attendee bag insert

## 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

## Opportunity to host reception at Westin Santa Clara

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



# Platinum Sponsor

(SIX AVAILABLE)

## Package Price: \$25,000

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.

### Official sponsor of one keynote

- Opportunity to hang banner in keynote ballroom
- Opportunity to distribute materials in ballroom during keynote

### One 45-minute speaking opportunity in Products and Services Track

### Full-page color ad in conference program

### 10' x 20' Booth in premium location

- 8'-high draped backwall
- 3'-high draped sidewall

### 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
- 150,000 online banner impressions on oreillynet.com

### Conference passes

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

### Opt-in attendee list

### Attendee bag insert

### 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.

### Opportunity to host reception at Westin Santa Clara

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



# Gold Sponsor

(SIX AVAILABLE)

## Package Price: \$15,000

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

## One 45-minute speaking opportunity in Products and Services Track

## Full-page color ad in conference program

## 10' x 10' Booth in premium location

- 8'-high draped backwall
- 3'-high draped sidewall

## Official sponsor of breakfast and lunch for one day of the conference

(4 days available)

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

## Web/print ads

- Company logo and 75-word description prominently displayed on 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

## Opt-in attendee list

## Attendee bag insert

## 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

## Opportunity to host reception at Westin Santa Clara

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



# Silver Sponsor

(SIX AVAILABLE)

## Package Price: \$10,000

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

**One 45-minute speaking opportunity in Products and Services Track**

**Half-page color ad in conference program**

**10' x 10' Booth in premium location**

- 8'-high draped backwall
- 3'-high draped sidewall

**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

**Opt-in attendee list**

**Attendee bag insert**

**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

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

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





April 18–21, 2005  
Santa Clara, CA

# Sponsor & Exhibitor Application and Contract

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](mailto:andrewc@oreilly.com)

### SPONSOR PACKAGES

\_\_\_\_\_ Diamond Sponsor – \$35,000

\_\_\_\_\_ Platinum Sponsor – \$25,000

\_\_\_\_\_ Gold Sponsor – \$15,000

\_\_\_\_\_ Silver Sponsor – \$10,000

### 10' X 10' EXHIBIT BOOTH

\_\_\_\_\_ \$3,495

### BAG INSERTS

\_\_\_\_\_ \$995 Per Piece

### LANYARD SPONSORSHIP

\_\_\_\_\_ \$5,000 (must be a sponsor)

### CONFERENCE BAG SPONSORSHIP

\_\_\_\_\_ \$5,000 (must be a sponsor)

### ATTENDEE PROGRAM ADVERTISEMENTS

\_\_\_\_\_ Full-page ad – \$2,500

\_\_\_\_\_ Half-page ad – \$1,500

\_\_\_\_\_ Quarter-page ad – \$950

### TOTAL AMOUNT DUE:

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

See next page for payment information.



## Sponsor & Exhibitor Application and Contract, continued

### 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 50% of the total sponsor or exhibit fee for cancellations received in writing by 5:00 PM on **March 1, 2005**. 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. 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.)

# Participation Agreement

Terms and Conditions for Vendor Participation in the MySQL User Conference, April 18-21, 2005

**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 cosponsor, 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, table top 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 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.