MySQL® Conference & Expo

APRIL 23 – 26, 2007
SANTA CLARA, CALIFORNIA

Scale to New Heights with MySQL

"The goodwill at a MySQL Conference & Expo is amazing. As an exhibitor, the event resulted in significant business opportunities for our company. The return on investment was superior to other shows."

Richard Rabins, Co-chairman, Alpha Software

Presented by MySQL® O'REILLY®

SPONSOR & EXHIBITOR PROSPECTUS

mysqlconf.com

MySQL
Conference & Expo

The 5th Annual MySQL Conference & Expo to be held April 23-26, 2007 at the Santa Clara Convention Center in Santa Clara, California, brings over 1,500 open source and database enthusiasts together to celebrate the huge MySQL ecosystem.

The theme for the 2007 conference is "Scale to New Heights with MySQL". The conference mirrors the product's wide-ranging appeal and capabilities, encouraging community members to help create the best database software, gain knowledge, develop tools, and build applications that help grow businesses and nurture individual skills.

Building on the great success of the 2006 MySQL Users Conference, MySQL AB is once again teaming up with O'Reilly Media to co-present this year's event. Bringing together MySQL developers, partners, and other users, the 2007 MySQL Conference & Expo will feature a wide range of tutorials and sessions, giving attendees new views of the MySQL universe—everything from an overview of the latest business and product developments to an in-depth look at scaling, optimization, and MySQL's inner workings.

The conference is designed for MySQL developers, database administrators, managers, CIOs and CTOs.

As an exhibitor/sponsor, it is one of the most targeted events in the industry to expose your products and services to the growing open source marketplace. 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.

Topics include:

- Enterprise Database Administration (DBA) and Security
- Web 2.0 and emerging web technologies
- Data Warehousing and Business Intelligence
- LAMP (Linux, Apache, MySQL, PHP/Perl/Python)
- Pluggable storage engine development and optimization
- Cluster, Replication, and other Scale-out/High Availability solutions
- Performance Tuning and Benchmarks
- Architecture and Technology
- Technical MySQL Case Studies
- Migration and synchronization between databases
- Embedded MySQL: libmysqld and embedded OS environments
- Community Projects that use MySQL

Conference Reach

- 11 million active MySQL users will be exposed to the conference with regular communications on MySQL site
- MySQL website: 160,000 unique visitors per day
- MySQL newsletter: 500,000+ recipients
- Projected conference attendance: 1,500+ attendees, speakers, press

Demographics from 2006 event

- Developer/Engineer-40%
- CXO/VP/Director-35%
- DBA-12%
- IT/IS/SysAdmin-10%
- Other-3%

CONFERENCE AT-A-GLANCE

Conference Tutorials
April 23, 2007

Conference Sessions
April 24 – 26, 2007

Expo Hall
Tuesday, April 24, 2007
10:00AM – 4:30PM
6:00PM – 7:30PM (Sponsor Reception)

Wednesday, April 25, 2007
10:00AM – 5:00PM

Projected Attendance
1,500+

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The Expo 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 23, 2007   12:00 – 6:00PM
                Tuesday, April 24, 2007   7:00AM – 10:00AM

**Expo
Hall Hours:**   Tuesday, April 24, 2007   10:00AM – 4:30PM
                                           6:00PM – 7:30PM (reception)

                Wednesday, April 25, 2007   10:00AM – 5:00PM

Tear Down: Wednesday, April 25, 2007   5:00PM – 9:00PM

Cost: 10' x 10' Booth **$4,995**

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 Conference & Expo website, 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 sessions pass; additional sessions passes are available to exhibitors at a 20% discount

Conference Program Ads:
Full-page $2,500
Half-page $1,500
Quarter-page $950

Bag Insert:
$1,000 per piece

EXHIBITOR AND SPONSOR PACKAGES AT A GLANCE

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Exhibitor
Investment	$45,000	$30,000	$15,000	$4,995
Keynote				
20 minute keynote	Yes			
Banner in keynote ballroom	Yes			
Opportunity to distribute materials	Yes			
Speaking Opportunity				
Technical session	30 minutes	60 minutes	30 minutes	
Booth & Conference Passes				
Booth size	30 x 30	20 x 20	10 x 20	10 x 10
Exhibitor floor presence for full conference	Yes	Yes	Yes	Yes
Exhibitor Staff passes (floor, keynotes, meals)				4
Full Sessions passes	8	6	4	1
Conference Advertising				
Your company's ad in conference program	2 page	Full page	Half page	
Company description	100 words	75 words	50 words	50 words
Use of Who's Who attendee list	Two time	Two time	One time	
Attendee bag insert	Yes	Yes	Yes	
MySQL Demand Generation				
1 month front page ad on MySQL Partner Site	Yes			
Web seminar hosted by MySQL	Yes			
Newsletter placement	Yes	Yes		
Logo placement on mysqlconf.com	Top placement	Front page	Front page	Exhibitor page
Press announcement at the conference	Joint	Quote	Quote	Quote
Other				
Use of press room for one private event	Yes			
Opportunity to host reception (sponsor responsible for reception costs)	Yes	Yes		
Opportunity to participate as an Expo Hall Passport Sponsor (included with sponsorship)	Yes	Yes		
Opportunity to have an on-stage presentation in the Expo Hall	$5,000	$5,000		

Special Offer →

SOLD OUT

MySQL®
Conference & Expo

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, solidifying your company's leadership position in the MySQL community.

- **Keynote**
  One 20-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

- **Technical session**
  One 30-minute speaking opportunity in Products and Services Track

- **Booth and conference passes**
  30' x 30' Booth in premium location in Expo Hall
  Eight full sessions passes (excluding tutorials); conference materials included

- **Conference advertising**
  2 page color ad in conference program
  100 word company description
  Two time use of Who's Who attendee list
  Insert in attendee bag (to be provided by sponsor)

- **MySQL Demand Generation**
  One month front page ad for your company on the MySQL Partner site
  Web seminar hosted by MySQL featuring the joint MySQL | Partner solutions
  One placement in MySQL Newsletter
  Top company logo placement on the mysqlconf.com website
  Press release opportunity for joint press release with quote from a MySQL executive

- **Other**
  Use of press meeting room for one private press event (on a first–come, first–served basis)
  Opportunity to host reception at Hyatt Santa Clara, adjacent to the Santa Clara Convention Center (on a first-come, first-served basis: sponsor responsible for reception costs)
  Opportunity to participate as an Expo Hall Passport Sponsor (included with sponsorship)
  Opportunity to have an on-stage presentation in the Expo Hall (additional $5,000)

SOLD OUT

MySQL
Conference & Expo

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.

Special Offer →

▫ **Technical session**
One 30-minute speaking opportunity in Products and Services Track
One 60-minute technical session

▫ **Booth and conference passes**
20' x 20' Booth in premium location in Expo Hall
Six full sessions passes (excluding tutorials); conference materials included

▫ **Conference advertising**
Full page color ad in conference program
75 word company description
Two time use of Who's Who attendee list
Insert in attendee bag (to be provided by sponsor)

▫ **MySQL Demand Generation**
One placement in MySQL Newsletter
Front page company logo placement on the mysqlconf.com website
Press release: opportunity for a MySQL supported press release with quote from a MySQL executive

▫ **Other**
Opportunity to host reception at Hyatt Santa Clara, adjacent to the Santa Clara Convention Center (on a first–come, first–served basis: sponsor responsible for reception costs)
Opportunity to participate as an Expo Hall Passport Sponsor (included with sponsorship)
Opportunity to have an on stage presentation in the Expo Hall (additional $5,000)

MySQL Conference & Expo

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

- **Technical session**
  One 30-minute speaking opportunity in Products and Services Track

- **Booth and conference passes**
  10' x 20' Booth in premium location in Expo Hall
  Four full sessions passes (excluding tutorials); conference materials included

- **Conference advertising**
  Half page color ad in conference program
  50 word company description
  One time use of Who's Who attendee list
  Insert in attendee bag (to be provided by sponsor)

- **MySQL Demand Generation**
  Front page company logo placement on the mysqlconf.com website
  Press release: opportunity for a MySQL supported press release with quote from a MySQL executive

ADDITIONAL SPONSOR OPPORTUNITIES

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

Contact
chase@oreilly.com
for pricing & for options
on customizing sponsorship
and reception possibilities.

![MySQL Conference & Expo logo]

DEMOGRAPHICS

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

SELECTED ORGANIZATIONS AT PREVIOUS MYSQL CONFERENCES

A9.com
Accenture
ACI at NASA Ames
Adobe System Incorporated
Advanced Intelligence Software
    Solutions Inc.
AdventNet Inc.
Aggresso
AIM Healthcare Services
Alcatel
Alion Science & Technology
Amazon.com
AMD
America Online
AMTI / NASA Advanced
    Supercomputing Division
Apple
Arizona Republic/PNI
Atomic Learning, Inc
AT&T
BA Venture Partners
Bank of America
BBC
BEA Systems, Inc
Blizzard Entertainment
Bloomberg, L.P.
Blue-Dot Consulting Inc.
BMC Software
BMP
Boeing Company
Boise Cascade Corporation
Brigham Young University
Brocade Communications Systems
Brookhaven National Lab
Byron Hoyt
BYU Publications & Graphics
California State Univ. Sacramento
California State University
Canadian Heritage Info. Network
Canonical
Cardica, Inc.
care2.com
CareerCast, Inc.
Carnegie Research
Castellum Technologies/ Abacus
    Research AG
Catenare LLL
CCS Technology Group
CD Research
CenterBoard Inc.

Centex Title and Insurance
Cerus Corporation
CGNET Services Intl.
Champlain College
Charles Schwab Co
Check Point Software Technologies
CIRA (Canadian Internet Registration)
C I Host
Cisco Systems Inc
CMP MEDIA LLC
CNET Networks
Community TechKnowledge, Inc.
County of Santa Cruz Health Svc
Data Direct
De Anza College
Dell
Digital River Inc.
Discover Financial Services, Inc.
Disney
eBay
EDS
EMC Corporation
ETrade Financial
Evite
eWEEK Labs
Federal Reserve Bank
FeedBurner
Feedster
FictionPress LLC
Foothill-De Anza Community College District
Forrester Research
Fortune
Foundry Networks
FriendFinder, Inc
Friendster, Inc.
GAP Inc.
Genentech Inc
GeoLink Corp.
Google, Inc.
Hewlett Packard
HOTorNOT.com
iAnywhere
IBM
IGN Entertainment Inc.
ILM Technologies
Infinite Technology Consulting
Infocon Co., Ltd
Infoworld
InnPoints Worldwide
Intel

IntuitiveISP.com
Investor's Business Daily
iPowerweb Inc.
Ironport Systems Inc.
IT Bridge Co., Ltd.
Jet Propulsion Laboratory
Johns Hopkins University
Joint Warfare Analisys Center
Just Skill, Inc.
L-3 Communications
Lanai Technologies
Lawrence Livermore National Lab
Lawyers' Mutual Insurance Company
Linspire, inc.
LiveWorld Inc.
Lockheed Martin
Loglogic Inc.
Long Term Ecological Reseach Station
    University of Alaska Fairbanks
Los Alamos Mat. Lab, Research Lab
Los Alamos National Laboratory
LowEndEnterprise.org
LTCQ, Inc.
Luman Lumber Company
LURHQ Corp
Lyman Lumber Company
Macrovision Corporation
Madrone Internet Services
Marimba Product Group
Marvell Semiconductor
Matador Technologies
Matrix Consultants
Mendocino County Public Broadcasting
Mentor Graphics
Meteorological Service Of Canada
MGE UPS Systems, Inc
Michael Higashi Consulting
Microsoft Corporation
Milestone Group LLC
Mississippi Department of Health
MIT Lincoln Lab
Mitsubishi International
Mixi Inc
Morgan Stanley
Myspace.com
National University
Nautilus Games, Inc.
Naval Academy
Navarro College
ND Department of Corrections

Nearfield Systems, Inc.
NEC Solutions (America), Inc.
NetClime, Inc.
Netflix, Inc
NetZero, Inc.
Nissho Electronics
Noble Communications Group, Inc.
Nokia
Nomura Research Institute,Ltd.
Nortel Networks
Northern Essex Community College
NRI Pacific, Inc.
NTT Comware Corporation
Oregon Catholic Press
Paradise Valley Community College
Paycom.net
Penguin Computing
Pentagon Technologies
PeopleSoft
Plato Learning, Inc.
Pleasanton USD
Policing.NET
Portland State University
Proxim Corporation
Qualcomm
RateMyProfessors.com
Real Networks
Redwood Toxicology Laboratory
RemixCulture.com
RightNow Technologies
Sabre Holdings
Sales Analytics, Inc.
San Jose State University
Santa Cruz County Health Services
Santa Fe Institute
SantaCruzJobs.Com
SAP AG
Sega of America
Siebel Systems Inc.
Silicon Graphics, Inc.
SimplyHired.com
Six Apart
Slashdot.org
SPAWAR Systems Center
SRI International
Stanford Genome Technology Center
Stanford University (SLAC)
Stanford University Medical Center
State of Alaska Public Offices
    Commission

Stockholm School of Economics
StopWaste.Org
Stratex Networks
Strawberry Point Software Inc
Sumisho Computer Systems Corpora-
    tion
Sybase Inc.
Symantec
Technorati, Inc.
Texas Tech University
ThinkEquity Partners
Time Intermedia Corporation
Titan Corporation
TiVo
Travelocity
Tumbleweed Communications
U.S. Army (BCST)
U.S. Environmental Protection Agency
U.S. Geological Survey
U.S. Government Acountability Office
UC Berkeley
UC Santa Cruz
Uchida Unicom, Corp.
UCLA
UCSD Biological Sciences
UCSF
Unisys
University of Copenhagen, Denmark
University of Georgia
University of Missouri
University of Virginia Library
University of Wisconsin
US Airforce
USDA/ARS
Utah State University
UW-Madison, Medical School
ValueClick, Inc.
Vanderbilt University Medical Center
VERITAS Software
Verizon Wireless
Versant
Vertex Pharmaceuticals Inc
Wachovia Securities
Walt Disney Pict and TV
Wells Fargo Bank
West Valley College
Yahoo! Inc.
Yahoo! Japan
YouTube

SELECTED JOB TITLES FROM THE 2006 MYSQL USERS CONFERENCE

CEO
Chief Architect
CIO
Computer Scientist
CTO
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

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Please sign and return this contract with your payment to: Conferences, 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 chase@oreilly.com

SPONSOR PACKAGES
_____ Diamond Sponsor – $45,000
_____ Platinum Sponsor – $30,000
_____ Gold Sponsor – $15,000
_____ 10' X 10' Exhibit Booth – $4,995

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.

Cancellation Policy: We will refund 75% of the total sponsor or exhibitor fee for cancellations received in writing 120 days before the first day of the conference. We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing 60 days before the first day of the conference. We will refund 25% of the total sponsor or exhibit fee for cancellations received in writing 30 days before the first day of the conference.

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 chase@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 120 pixels wide and 120 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 Conference & Expo, April 23 – 26, 2007

ASSIGNMENT OF SPACE: O'Reilly Media, Inc., (ORM) shall assign the display space to the Sponsor for the priod 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, its co-presenter(s), and/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, its co-presenter(s) 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, its co-presenter(s) 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 or that of its co-presenter(s) or space provider 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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mysqlconf.com

For more information contact:

chase@oreilly.com