

## From the Frontiers of Research to the Heart of the Enterprise

July 22-26,  
2002

Sheraton  
San Diego Hotel  
& Marina

San Diego, CA

Dear Open Source Sales and Marketing Professional:

More than two thousand focused, enthusiastic Open Source developers will converge at the 4th annual O'Reilly Open Source Convention (OSCON) in San Diego this July 22–26. We invite you to get your company in front of these high-end technical pros by exhibiting or sponsoring OSCON, the premier developer event for the Open Source community.

For Open Source industry leaders, our Platinum, Gold, and Silver sponsorship opportunities combine direct access to attendees during our two-day Technology Showcase, along with blanket exposure to over 100,000 prospective attendees in our Convention mailer, color ads in the OSCON program, online advertising across our highly trafficked web sites, and much more.

The two-day Technology Showcase for exhibitors (and Platinum, Gold, and Silver sponsors) is designed to bring you direct exposure to attendees and press with a minimum investment. The Showcase will be situated directly in the middle of the session rooms, guaranteeing constant—and often heavy—traffic through the exhibits. To hold down vendor costs, all exhibits will be table-top displays. Space is limited to 28 vendors, and the Showcase will sell out.

New this year: speaking opportunities exclusively for Sponsors in a special Products and Services Track. These 45-minute presentations are available exclusively to sponsors, on a first-come, first-served basis. Sign up if you'd like plenty of time to present your products and services to a room full of pre-qualified leads.

O'Reilly, the leading publisher of quality technical information to the developer community, has sold millions of books to the Open Source community. The O'Reilly Network ([oreillynet.com](http://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 [perl.com](http://perl.com), [linux.oreilly.com](http://linux.oreilly.com), [onjava.com](http://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 last year's event at <http://www.oreillynet.com/oscon2001/>.

Please contact me today so that we may discuss how OSCON can help your business reach thousands of Open Source leaders and developers.

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](mailto:andrewc@oreilly.com)



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## Tutorials

July 22-23, 2002

## Conference Sessions

July 24-26, 2002

## Technology Showcase

July 24-25, 2002

## Projected Attendance:

2000+ Attendees, speakers, and press

## Dates to Remember

5 % Early Bird Discount ends—April 15, 2002

Last date to include logo and company description in attendee program—May 24, 2002

## Conference Overview

O'Reilly's Open Source Convention will bring together key programmers, developers, strategists, technologists, and entrepreneurs involved in Open Source technology to exchange ideas, share techniques, and discuss and explore vital Open Source and emerging technologies such as Perl, MySQL, PHP, Python, XML, Linux, Apache, and many more.

The O'Reilly Open Source Convention is the central gathering place for vendors to network with potential customers, get your products in front of the press, and position your company as a leader and an innovator in the Open Source community.

## Topics Include:

Operating Systems (Linux, FreeBSD, OpenBSD, NetBSD, OS X)

Databases (MySQL, PostgreSQL, Redhat DB, SAPDB, BerkeleyDB)

Perl Conference 6 (Perl 5, Perl 6, Parrot, mod\_perl)

PHP Conference 2 (Unix, Windows, Apache, and beyond)

Python (Python and Zope)

Apache (The Apache web server, Apache XML)

Java (Apache and other Open Source Java projects, Jakarta, Jserv, Avalon, Ant, Jboss)

XTech XML Conference (XML Schemas, Software and Standards)

## Confirmed Keynote Speakers Include:

James Kent, Research Scientist, University of California Santa Cruz Genome Bioinformatics Group

Ewan Birney, Team Leader for Genomic Annotation at the European Bioinformatics Institute

Lawrence Lessig, Professor of Law at the Stanford Law School

## Attendee Profile of the 2001 Open Source Convention

### Size of organization across all locations

34% Organization size = over 5000

24% Organization size = 1001-5000

6% Organization size = 501-1000

10% Organization size = 101-500

13% Organization size = 25-100

12% Organization size = under 25



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**Type of organization**

52%	Computer/High Tech
16%	Educational Institution
13%	Government
10%	Commercial (non-computer/hi-tech)
5%	Journalism/Publishing
4%	Finance/Venture Firm

**Primary job function**

53%	Development/MIS
28%	Development & Engineering Mgmt.
6%	Academic
6%	Executive Level Management
4%	Research/Analysis
2%	Sales & Marketing
1%	Venture Capital/Finance

**Programming languages used most often**

25%	Perl
15%	C
15%	Java
13%	C++
12%	Javascript
7%	VB
5%	Tcl/Tk
5%	PHP
4%	Python
1%	Ruby

**Years of programming experience**

19%	20+ years' experience
19%	15+ years' experience
18%	10-15 years' experience
24%	5-10 years' experience
16%	3-5 years' experience
4%	0-2 years' experience

**Attending Companies at the 2001 Open Source Convention**

- |                                                |                                          |
|------------------------------------------------|------------------------------------------|
| Accenture                                      | Dell Computer Corporation                |
| Aetna                                          | Delphi Research, Inc.                    |
| Akamai Technologies                            | Department of Defense                    |
| Alcatel                                        | Dept of Treasury - Bureau of Public Debt |
| Alcoa Technical Center                         | DIRECTV                                  |
| Amazon.com                                     | Dresdner Kleinwort Wasserstein           |
| America Online, Inc.                           | EarthLink, Inc.                          |
| American Express                               | EDS                                      |
| Amgen, Inc.                                    | EMC                                      |
| Applied Biosystems                             | EMS Environment Institute                |
| Applied Technical Systems, Inc.                | ENCAD Inc                                |
| BASF                                           | Ericsson Wireless                        |
| Bell & Howell                                  | Ernst & Young                            |
| Berkeley National Laboratory                   | European Southern Observatory            |
| BioGenesis Interactive                         | Excite@Home - www.bluemountain.com       |
| BMC Software                                   | Experian                                 |
| Boeing                                         | Exxon Mobil                              |
| Borland                                        | Federal Aviation Administration          |
| Bowstreet                                      | Federal Reserve Bank of Kansas City      |
| Brookhaven National Lab                        | Federal Reserve Board                    |
| Bureau of Labor Statistics                     | Fidelity Investments                     |
| Burke Medical Research Institute               | First USA Bank                           |
| Computer Associates                            | Forbes Computer                          |
| Carnegie Mellon Software Engineering Institute | Ford Motor Company                       |
| Chevron                                        | France Telecom R&D                       |
| Cisco Systems, Inc.                            | Fred Hutchinson Cancer Research Center   |
| Citibank Corporation                           | Fujitsu Siemens Computers                |
| City of Largo - MIS Div.                       | Fujitsu Systems Business of America, Inc |
| Classmates.com                                 | Gap, Inc.                                |
| Clorox                                         | Gateway                                  |
| CNN-Internet Technologies                      | GE Corporate R&D                         |
| Compaq Computer Corporation                    | Genentech, Inc                           |
| Deerfield Capital Management                   | General Dynamics Electronic Systems      |
| Genuity, Inc.                                  |                                          |



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George Washington University  
Georgetown University  
GlaxoSmithKline  
Harvard University  
Hewlett Packard  
Hitachi America, Ltd.  
Honeywell Laboratories  
Human Genome Sciences  
IBM  
Incyte Genomics  
Indiana University School of Informatics  
InfoWorld  
Inktomi  
Intel  
Jack In The Box  
Jet Propulsion Laboratory  
JPMorgan  
Juniper Networks, Inc.  
Kaiser Foundation Health Plan  
Las Vegas Valley Water District  
Lawrence Livermore National Laboratory  
Lexis-Nexis  
LION Bioscience Research, Inc.  
Lockheed Martin  
Los Alamos National Laboratory  
Loyola University Chicago  
Lucent Technologies  
Marimba Inc  
Matsushita  
McGraw-Hill  
McKesson  
Merant  
Merck & Co.  
Microsoft  
Morgan Stanley  
Motorola  
MP3.com  
NASA/Ames Research Center  
National Center for Atmospheric Research  
National Food Service Management Institute  
National Institute of Standards and Technology  
National Research Council Canada  
Naval Warfare Surface Center Corona Division  
NCR  
Nebraska Lottery  
Netscape/AOL  
Nokia  
Nortel Networks  
Oracle Corporation.  
Pfizer  
Philips Semiconductors  
PricewaterhouseCoopers  
Progressive Insurance Company  
ProQuest Company  
Qualcomm, Inc.  
RAND Corp  
Raytheon  
Red Hat, Inc.  
RSA Security Inc.  
Samsung Electronics Co. Ltd  
San Diego Supercomputer Center  
San Diego Superior Court  
San Diego Technical Books  
Sandia National Laboratories  
SAS  
Sears Roebuck & Co  
Sequenom Inc.  
Siemens Westinghouse Power Corp  
Sprint  
Stanford University  
State Farm Insurance  
Sun Microsystems, Inc.  
Swiss Institute of Technology  
Terra Lycos Argentina  
Texas Instruments  
U. S. Army Research Laboratory  
U.C. Santa Cruz  
U.S. Census Bureau  
U.S. Navy  
UCSD  
United Nations Development Program  
United States Air Force Academy  
Universal Studios  
Universidad Nacional Autónoma de México  
University of California Berkeley  
University of California, Irvine  
University of Chicago Press  
University of Edinburgh  
University of Georgia  
US Census Bureau  
US Department of Defense  
US General Accounting Office  
US Government  
US STRATCOM/McCallie Associates, Inc.  
USA Today  
USMC  
USN  
USPS  
Veritas Software  
Vivendi Universal Publishing  
Vulcan Ventures, Inc.  
Wall Street Source  
Wind River Systems  
Yahoo, Inc.

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### Press at the 2001 Open Source Convention

BYTE.com	OSDN
CMP Media LLC	PC Magazine
CNBC	PCFAN
CNET	Perl Mongers, Calcutta
Daemon News	Red Hat Apache Week
Database Trends & Applications Magazine	Red Herring
Dr. Dobb's Journal	San Jose Mercury News
eWeek (Ziff Davis Media)	Slashdot.org
FTP, Inc.	St. Petersburg Times
Giga Information Group	Supercomputing Online
IDG News Service	TechTalk Radio
IEEE	The Economist
InfoWorld	The San Diego Union-Tribune
Interactive Week	Web Techniques Magazine
International Data Corporation	Wired News
Knight-Ridder/Tribune	XML Magazine
Linux Journal	ZDNet's LinuxDevices.com
Network World	

### Sponsors & Exhibitors of the 2001 Open Source Convention

Active State	OpenBSD
ArsDigita Corp	OSDL
CollabNet	perl.com
Daemon News, Inc.	Red Hat
DevelopMentor	Roadsend
EFF	RLX Technologies
Free Software Foundation	Sams Publishing
Flight Gear.org	San Diego Linux User Group
GreatBridge	San Deigo Technical Books
Hewlett Packard	Sendmail
IBM	Sleepycat Software
IP.com	Stem Systems
Jabber	Stonehenge Consulting Services
Kernel-Panic Linux User Group	Sun Microsystems
Linux Journal	Usenix
Linux Magazine	XML.com
NuSphere	Zengine
OnJava.com	Zope Corporation



*"In lean times the hardest things flourish, and open source software has certainly flourished in the last year. We're celebrating its success, showcasing diverse applications of open source from biotech to gold mining, from the frontiers of research to the heart of the enterprise."* —TIM O'REILLY

# Technology Showcase

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The Technology Showcase 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 Technology Showcase will be located in the Harbor Island III Ballroom, on the main floor of the hotel. This location is strategically placed 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:** Tuesday, July 23, 2002 7pm-10pm  
Wednesday, July 24, 2002 7am-10am

**Technology Showcase Hours:**

Wednesday, July 24, 2002 10am-4pm  
Thursday, July 25, 2002 10am-4pm

**Tear Down:** Thursday, July 25, 2002 4pm-7pm

**Costs—Tabletop Displays — \$2,995**

**Includes:**

- 6' draped counter (AV, electricity, Internet available at additional charge)
- 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 Open Source Convention 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 20% discount

**Projected Attendance:** 2,000+ attendees, speakers, and press

**Conference Program Ads**

Full-page Color	\$1,495
Half-page Color	\$995
Quarter-page Color	\$595



# Platinum Sponsor Package

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## Package Price: \$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 Open Source community.*

## Two 6' table top displays (pop-up booths allowed) in premium location

- Electrical and AV requirements at additional charge

## Official sponsor of one keynote (6 keynotes available)

- Exclusive opportunity to hang banner in keynote ballroom
- Exclusive opportunity to distribute materials in ballroom during the keynote
- Listing and logo placement in convention program 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 (over 100K unique visitors in 2001)

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

## Full-page/4-color ad in convention program

## Convention passes

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

## Unlimited use of opt-in attendee list (email and full contact information)

## 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 Quinn's Sports Bar, Waterworks Lounge (on a first come, first served basis: vender responsible for reception costs)

## Two 45-minute speaking opportunities in Products and Services Track (on a first come, first served basis)



# Gold Sponsor Package

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## Package Price: \$20,000

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

## Two 6' table top displays (pop-up booths allowed) in a premium location

- Electrical and AV requirements at additional charge

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

- Exclusive opportunity to hang banner during breakfast and lunch
- Exclusive 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 (over 100K unique visitors in 2001)

## Unlimited use of opt-in attendee list

## Attendee bag insert

## Half-page Ad in convention program

## Convention passes

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

## One 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 Quinn's Sports Bar, Waterworks Lounge (on a first come, first served basis: vender responsible for reception costs)

## 25,000 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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### Package Price: \$7,500

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

#### 6' table top display

- Electrical and AV requirements at additional charge

#### 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 (over 100K unique visitors in 2001)

#### Quarter-page color 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 Quinn's Sports Bar, Waterworks Lounge (on a first come, first served basis: vender responsible for reception costs)

#### 45-minute speaking opportunity in Products and Services Track (on a first come, first served basis)



*"Each day at the conference I get the chance to talk with brilliant, passionate people who have done amazing work. I doubt that in the course of my life I will ever be in a place where the average IQ or level of dedication is any higher."*

—JAY GREENSPAN  
PRINCIPAL, TRANS-CITY PRODUCTIONS,  
BOOK AUTHOR AND FORMER PRODUCER,  
WEBMONKEY

# Designated Sponsor Areas

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*Available to Platinum, Gold, and Silver Sponsors only.*

## Sponsorship of Technology Track

Price: \$5,000

**Designation of your company as the Official Sponsor and an industry leader of the technology you choose to sponsor**

- Opportunity to display your company's signage (production of signage is responsibility of sponsor)

**Opportunity to distribute materials during one session**

**One convention session pass**

**Logo placement on website and program as Official Sponsor**

## Press Room Sponsorship

Price: \$5,000

**Designation of your company as the Official Sponsor of the Press Room**

- Opportunity to display your company's signage (production of signage is responsibility of sponsor) and set up one demo station in Press Room

**One convention session pass**

**Logo placement on website and program as Official Sponsor**

## Connectivity Room Sponsorship

Price: \$5,000

**Designation of your company as the Official Sponsor of the Connectivity Room**

- Opportunity to display your company's signage (production of signage is responsibility of sponsor) in the Connectivity Room

**One convention session pass**

**Logo placement on website and program as Official Sponsor**

## Tuesday Night Quiz Show Sponsorship

Price: \$5,000

**Designation of your company as the Official Sponsor of the Tuesday Night Quiz Show**

- Opportunity to display your company's signage (production of signage is responsibility of sponsor) at the Quiz Show

**One convention session pass**

**Logo placement on website and program as Official Sponsor**



# Sponsor & Exhibitor Application & Contract

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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](mailto:andrewc@oreilly.com)

### SPONSOR PACKAGES

\_\_\_\_\_ Platinum Sponsor – \$30,000

\_\_\_\_\_ Gold Sponsor – \$20,000

\_\_\_\_\_ Silver Sponsor – \$7,500

### DESIGNATED AREA SPONSORSHIPS

(available to Platinum, Gold, or Silver sponsors only)

\_\_\_\_\_ Press Room – \$5,000

\_\_\_\_\_ Connectivity Room – \$5,000

\_\_\_\_\_ Technology Track – \$5,000

\_\_\_\_\_ Tuesday Night Quiz Show – \$5,000

### EXHIBITOR BOOTHS

\_\_\_\_\_ 6' Tabletop Display – \$2,995

### ATTENDEE PROGRAM ADVERTISEMENTS

\_\_\_\_\_ Full-page ad – \$1,495

\_\_\_\_\_ Half-page ad – \$995

\_\_\_\_\_ Quarter-page ad – \$595

### TOTAL AMOUNT DUE:

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

### EARLY BIRD DISCOUNT

5% Early Bird Discount on ALL contracts signed and paid by April 15, 2002.

### TOTAL WITH DISCOUNT

(if applicable)

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

See next page for payment information.



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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 exhibit* fee for cancellations received in writing by 5:00 PM on **May 22, 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)  
 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 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
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.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Individual Items Sponsorship

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Conference attendees will take special notice of your company's name and logo on one or more of the following items. You provide the artwork and signage (where appropriate), and we take care of the rest!

## 2002 OPEN SOURCE CONVENTION PROMOTIONAL ITEMS

*You provide the logo, we produce 2,000 units and distribute to all attendees at registration.*

- \_\_\_\_\_ Logo on Attendee Tote Bag – \$10,000
- \_\_\_\_\_ Logo on Attendee Badge Lanyard – \$5,000
- \_\_\_\_\_ Logo on Attendee Badge – \$5,000
- \_\_\_\_\_ Logo on Attendee Notepad – \$5,000
- \_\_\_\_\_ Logo on Attendee Pen – \$3,000
- \_\_\_\_\_ Logo on Natural Lip Balm on Lanyard in recycled tube with custom label – \$5,000
- \_\_\_\_\_ Logo on wooden retractable pen – (with laser engraved logo) – \$5,000
- \_\_\_\_\_ Logo on 20 oz. Sports Bottle with push-pull sipper – \$5,000
- \_\_\_\_\_ Logo on Keychain – \$2,000
- \_\_\_\_\_ Logo on Paddle-ball Set – \$5,000
- \_\_\_\_\_ Logo on Plastic Flyers (Frisbee style) – \$3,000
- \_\_\_\_\_ Logo on Yo-yos – \$5,000
- \_\_\_\_\_ Logo on Blues Style Sunglasses – \$5,000
- \_\_\_\_\_ Logo on Waterproof neck-totes – \$3,000
- \_\_\_\_\_ Logo on License plate frames – \$3,000
- \_\_\_\_\_ Logo on Sun Visors – \$3,000

**TOTAL AMOUNT DUE:**

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

**EARLY BIRD DISCOUNT**

5% Early Bird Discount on ALL contracts signed and paid by **April 15, 2002.**

**TOTAL WITH DISCOUNT**

(if applicable)

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

See next page for payment information.



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 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:

\_\_\_\_\_  
 Name as it should appear on promotional items

Name \_\_\_\_\_ Email \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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**PAYMENT INFORMATION**

Full payment in U.S. funds must accompany this form in order to secure your promotional items.

Payment Type:

- Company check (Please make check payable to O'Reilly & Associates)  
 Visa     MasterCard     American Express     Discover

Account number \_\_\_\_\_ Expiration date \_\_\_\_\_

Print cardholder's name \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

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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 sponsor logos.)



*"I think the O'Reilly Open Source Convention is an invaluable service to the Open Source movement and shows yet again what an extraordinary member of the community ORA is. In my many travels I am actively trying to spread that message."*

—DAMIAN CONWAY PH.D,  
PROFESSOR AND LEGENDARY PERL PROGRAMMER,  
MONASH UNIVERSITY

# Participation Agreement

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Terms and Conditions for Vendor Participation in the O'Reilly Open Source Convention, July 22-26, 2002.

**ASSIGNMENT OF SPACE:** O'Reilly & Associates (ORA) shall assign the display space to the Sponsor 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 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 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 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 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 ORA and hold ORA, 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 ORA, 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 ORA's liability under any circumstance, exceed the amount actually paid to it by the Sponsor for display space. ORA 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, ORA shall determine that the conference or any part may not be held ORA may cancel the conference, including the booth space, table-top displays or any part thereof. In that event, ORA 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 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 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 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 ORA from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor 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 subject to the terms of this agreement regarding assignment.

