Dear Open Source Sales and Marketing Professional:

More than two thousand focused, enthusiastic open source developers will converge at the 5th annual O’Reilly Open Source Convention (OSCON) in Portland, Oregon this July 7-11, 2003. We invite you to put 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 with blanketed exposure to over 100,000 prospective attendees in our convention mailer, along with color ads in the OSCON program, online advertising across our highly-trafficked web sites, and much more.

The two-day Technology Showcase Exhibit Hall is designed to bring you direct exposure to attendees and press with a minimum investment.

Speaking opportunities are available exclusively for Sponsors in a special Products and Services Track. These 45-minute presentations are available 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 IT community. The O’Reilly Network (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, linux.oreilly.com, onjava.com, and many more.

We’ve built a fiercely loyal audience of developers with our “all content/no hype” approach to technical information. Our growing conference division attracts industry leaders and high-end developers who are serious about technology. And the press is taking notice as well—see coverage of last year’s event at http://www.oreillynet.com/oscon2002/.

Please contact me today to 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

“Sun is proud to again be a Platinum sponsor of the O’Reilly Open Source Convention. The networking and the connections we make each year at this conference are invaluable. Sponsoring OSCON is a great way to show support for the incredible work of the Free and Open Source communities.”

–Danese Cooper, Open Source Diva, Sun Microsystems

conferences.oreilly.com/oscon/
Embrace and Extend
The O’Reilly Open Source Convention is the central gathering place for the open source community to exchange ideas for resolving integration issues, pushing technical boundaries, and maximizing the benefits of both open source and proprietary software.

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.

Location
Portland Downtown Marriott, Portland, OR

Exhibit Hall
July 9-10, 2003

Tutorials
July 7-8, 2003

Convention Sessions
July 9-11, 2003

Projected Attendance:
2000+ Attendees, speakers, and press

Dates to Remember
5% Early Bird Discount ends—May 15, 2003
Last date to include logo and company description in attendee program—June 1, 2003

Topics Include:
Perl Conference 7
The Python 11 Conference: Python and Zope
PHP Conference 3
Apache, Apache XML, Apache Java
MySQL and PostgreSQL
Ruby
Applications: system administration tools, servers, back office utilities; GUI systems, user applications, productivity tools

“Nothing compares to the O’Reilly Open Source Convention for reaching open source language programmers. With the quality of attendees and their leadership positions in the various technology sectors they represent, this is a must-attend event. ActiveState is proud to be a sponsor of OSCON for the 4th year in a row!”
—Lori Pike, Director Corporate Communications, ActiveState

conferences.oreilly.com/oscon/
The Technology Showcase 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:**
- Tuesday, July 8, 2003 10am-8pm
- Wednesday, July 9, 2003 7am-10am

**Technology Showcase Hours:**
- Wednesday, July 9, 2003 10am-4pm, 6:00pm-7:30pm
- Thursday, July 10, 2003 10am-4pm

**Tear Down:**
- Thursday, July 10, 2003 4pm-9pm

**Costs:**
- 8’ x 10’ booth — $2,995
- 8’ x 20’ booth — $4,995

**Includes:**
- 3’ sidewall
- 8’ high draped backwall
- 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 30% discount

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

**Conference Program Ads**
- Full-page ad— $2995
- Half-page ad— $1995
- Quarter-page ad— $995
Platinum Sponsorship

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.

20’ x 20’ Exhibit Hall booth
◆ Electrical and AV requirements at additional charge

Official sponsor of one keynote (Six keynotes available)
◆ Opportunity to hang banner in keynote ballroom
◆ Opportunity to distribute materials in ballroom during the keynote
◆ Listing and logo placement in convention program as keynote sponsor

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 convention marketing materials and web site
◆ Top logo placement and link on convention home page (over 100K unique visitors in 2002)

100,000 online banner impressions on oreillynet.com

Full-page ad in convention program

Convention passes
◆ Eight full convention passes (excluding tutorials); convention materials included

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

Attendee bag insert

Postconvention attendee mailings
◆ Opportunity to distribute your company’s collateral to all convention attendees (blind mailing, must use bonded mailing facility) in one postconvention mailing

Opportunity to host reception at Marriott (on a first-come, first-served basis: vendor responsible for reception costs)

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

Package Price: $20,000
The Gold Sponsor Package is a powerful way to gain the mindshare and market share of the open source community.

8’ x 20’ Exhibit Hall booth
◆ Electrical and AV requirements at additional charge

Official sponsor of breakfast and am/pm breaks for one day of the convention
◆ Opportunity to hang banner during breakfast
◆ Opportunity to distribute materials during breakfast
◆ 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 2002)

Unlimited use of opt-in attendee list

Attendee bag insert

Half-page ad in convention program

Convention passes
◆ Six full convention passes (excluding tutorials); convention materials included
◆ Opportunity to distribute your company’s collateral to all convention attendees (blind mailing, must use bonded mailing facility) in one postconvention mailing

One postconvention attendee mailing

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

75,000 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 Price: $7,500
The Silver Sponsor Package is another avenue to increase awareness of your company to this audience of technically sophisticated attendees.

8’ x 10’ Exhibit Hall booth
♦ 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 2002)

Quarter-page ad in convention program

Convention passes
♦ Three 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 venue (on a first-come, first-served basis: vendor responsible for reception costs)

50,000 online banner impressions on oreillynet.com

45-minute speaking opportunity in Products and Services Track (on a first-come, first-served basis)
### 2002 Open Source Convention Attendee Profile

#### Demographics

**Primary Job Function**
- Programmer, Developer: 50%
- SysAdmin: 11%
- CXO, VP: 10%
- IS Manager: 7%
- Web Producer/Designer: 6%
- Other: 16%

**Company Size:**
- 2,500+: 35%
- 500-2,500: 16%
- 101-500: 13%
- 51-100: 6%
- 1-50: 31%

**Purchasing Role:**
- Recommend purchases: 71%
- Evaluate/test products: 64%
- Determine Needs: 60%
- Develop specification: 53%
- Authorize purchases: 23%
- Not involved: 11%

**Company Budget—Hardware:**
- 1 million or more: 23%
- $500,000-$1 million: 6%
- $250,000-$500,000: 6%
- $100,000-$250,000: 9%
- below $100,000: 24%
- Don't know: 31%

**Company Budget—Software:**
- $1 million or more: 23%
- $500,000-$1 million: 6%
- $250,000-$500,000: 6%
- $100,000-$250,000: 9%
- below $100,000: 24%
- Don't know: 31%

**Planned Purchases—Hardware:**
- Networking Devices: 63%
- PCs: 63%
- Storage Devices: 62%
- Web Servers: 55%
- Notebook Computers: 55%
- Security Devices: 39%
- Personal Digital Assistants (PDAs): 34%
- Web-enabled cell phones: 24%

**Planned Purchases—Software:**
- Web Design Tools (e.g. MS FrontPage®, Flash®, Photoshop®): 42%
- Database Development Tools (e.g. Oracle®, DB2, MS-SQL): 41%
- Testing and Debugging Tools: 39%
- Office Productivity: 36%
- Integrated Development Environments (IDEs) (e.g. Visual Studio®.NET, JBuilder®): 34%
- Web (Services) Development Tools: 30%
- Web Servers (e.g. iPlanet®): 28%
- Database Storage/Data Warehousing/Data Mining: 27%
- Design and Modeling Tools (e.g. Rational® Rose): 25%
- Components/Class/Libraries/Frameworks: 24%
- Content Management Platforms: 23%
- Networking (e.g. Novell NetWare®): 23%
- Training software: 21%
- Enterprise Web Application Servers (e.g. BEA Weblogic Server®): 18%
- Bioinformatics Software Solutions: 7%
- CAD/CAM (e.g. AutoCAD®): 8%
Press at the 2001/2002 Open Source Conventions

July 7-11, 2003
Portland Downtown Marriott
Portland, OR

Convention Dates
Exhibit Hall
July 9-10, 2003

Tutorials
July 7-8, 2003

Convention Sessions
July 9-11, 2003

Apache News
BBC News Interactive
Break Through I.T. Ltd.
BYTE.com
Canta Forda Computer Lab
CMP Media LLC
CNBC
CNET
CNET Builder.com (Techrepublic.com)
CNet News.com
Daemon News, Inc.
Database Trends & Applications Magazine
DesktopLinux.com
Digital Digest
Dr. Dobb’s Journal
eWeek (Ziff Davis Media)
FTP, Inc.
Giga Information Group
IDG News Service
IEEE
InCue - CompuServe Business Group
InfoWorld
Interactive Week
International Data Corporation
iX-Magazine
Knight-Ridder/Tribune
Linux Journal
Linux Magazine
Live Media Publishing

Network World
New York Times
OnJava.com
Open Source Development Network
PC Magazine
PCFAN
Perl Mongers, Calcutta
PHP Magazine
Py Parlour Press
Red Hat Apache Week
Red Herring
San Jose Mercury News
SitePoint Pty. Ltd.
Slashdot.org
St. Petersburg Times
Supercomputing Online
TechTalk Radio
The Economist
The Perl Review
The Portland Union-Tribune
The San Diego Union-Tribune
Web Techniques Magazine
Windows User News
Wired News
XML Magazine
Yet Another Society
ZDNet’s LinuxDevices.com
Organizations Represented at the 2002 O’Reilly Open Source Convention

July 7-11, 2003
Portland Downtown Marriott
Portland, OR

Convention Dates
Exhibit Hall
July 9-10, 2003
Tutorials
July 7-8, 2003
Convention Sessions
July 9-11, 2003

AAPA
Aaronsen Group, Ltd.
AaronSw.com | Plesh.net |
CreativeCommons.org
Academy for Educational Development
ACSE Consulting
ActionMessage
ActiveState
Axiom Corporation
Addison Wesley Professional
Addnorya
Advanced Monitors
Advantage Line
Aerospace Corporation
Aesop
Affero
Affiliate Internet
Affiliated Computing Services, Inc.
Agave Systems
Agile Medium
Agilent Technologies
Albertson’s
Alcoa Technical Center
A-list Online
Allen Press Inc.
Alltel Information Services
American Geophysical Union
American Geotechnical
American Management Systems
American Mathematical Society
Amgen
AMICAS Inc.
AMS
Anteon Corporation
Antropy, Inc.
Anzus Consulting
AOL Time Warner
Apache News
Apache Software Foundation
Apple Computer
Apple Developer Relations
Apple of the Tropics
Applied Biosystems
Apress
Argonne National Laboratory
Argute Development
Arizona State University
Arizona Western College
Arkeia Software
Armstrong World Industries
Array BioPharma
Artima Software, Inc.
ARUP Laboratories
Assemblymember Juan Vargas
Asn. for Competitive Technology
AT&T Wireless
Augen Opticos
Augsburg College
Automation
Avatar Consulting Inc.
AZTech Data Systems
Aztecnology
BAE Systems
Balti Group Consulting
Barclays Global Investors
BD Biosciences
Berlex Biosciences
Best Buy
Best Practical Solutions, LLC
Bethel College and Seminary
BFG Consulting
Billpoint
Bionetics
Bifbone Corporation
BJC HealthCare
BlackAcorn
Blackboard
Blackstone Computing
Blaze Communications
Blue Sky Corporation
Blue Titan Software
BMC Software
Boalt Hall School of Law/University of California
Board of Regents University
System of Georgia
Boeing
Booz Allen Hamilton
Borderline Consulting, Inc.
Boston.com
Brahma Kumaris
Brandeis University
Break Through I.T. Ltd
Brennan & Associates, Inc.
Bricolage Content
Management System
BroadJump Inc.
Buck Harbor Technologies
Budo Tech
Bureau of Justice Statistics
Bureau of Labor Statistics
Bureau of National Affairs
Byram Healthcare
Cabrillo College
Cabrillo Computer Solutions
Cal Poly
Cal State Fullerton
California Institute of Technology
California State University, Fullerton
California State University, San Marcos
Canada Customs
and Revenue Agency
Canon Development
Americas, Inc.
Canon Research Centre
Europe LTD
Canta Forda Computer Lab
Canterbury School
CareFirst BlueCross/BlueShield
Castle Branch, Inc
Celltech R&D
Center for Economic Studies
US Census Bureau
CGI Freebies & Midsouthweb.com Services
Chaffey College
Cheeta Business Co.
Chicory Software Inc.
ChinaVFX
Christianbook.com
Citadel Investment Group, L.L.C.
City College of San Francisco
City of Garden Grove
City of Stockton
Civet Networks
Clorox
Cold Spring Harbor High School
Cold Spring Harbor Laboratory
CollabNet
CollegeNET
Combat Flight Sims Inc.
Complete Technologies
Computer Sciences Corporation
Computer Solutions of Barnwell
Compuware
Cabrillo College
Cabrillo Computer Solutions
Cal Poly
Cal State Fullerton
California Institute of Technology
California State University, Fullerton
California State University, San Marcos
Canada Customs
and Revenue Agency
Canon Development
Americas, Inc.
Canon Research Centre
Europe LTD
Canta Forda Computer Lab
Canterbury School
CareFirst BlueCross/BlueShield
Castle Branch, Inc
Celltech R&D
Center for Economic Studies
US Census Bureau
CGI Freebies & Midsouthweb.com Services
Chaffey College
Cheeta Business Co.
Chicory Software Inc.
ChinaVFX
Christianbook.com
Citadel Investment Group, L.L.C.
City College of San Francisco
City of Garden Grove
City of Stockton
Civet Networks
Clorox
Cold Spring Harbor High School
Cold Spring Harbor Laboratory
CollabNet
CollegeNET
Combat Flight Sims Inc.
Complete Technologies
Computer Sciences Corporation
Computer Solutions of Barnwell
Compuware
Cabrillo College
Cabrillo Computer Solutions
Cal Poly
Cal State Fullerton
California Institute of Technology
California State University, Fullerton
California State University, San Marcos
Canada Customs
and Revenue Agency
Canon Development
Americas, Inc.
Canon Research Centre
Europe LTD
Canta Forda Computer Lab
Canterbury School
CareFirst BlueCross/BlueShield
Castle Branch, Inc
Celltech R&D
Center for Economic Studies
US Census Bureau
CGI Freebies & Midsouthweb.com Services
Chaffey College
Cheeta Business Co.
Chicory Software Inc.
ChinaVFX
Christianbook.com
Citadel Investment Group, L.L.C.
City College of San Francisco
City of Garden Grove
City of Stockton
Civet Networks
Clorox
Cold Spring Harbor High School
Cold Spring Harbor Laboratory
CollabNet
CollegeNET
Combat Flight Sims Inc.
Complete Technologies
Computer Sciences Corporation
Computer Solutions of Barnwell
Compuware
Organizations Represented at the 2002 O'Reilly Open Source Convention, continued

- Compuware Europe BV
- Consmolv Consulting, LLC
- Conexant Systems, Inc.
- Constant Revolution Consultant (Tyco Int'l principal client)
- Convergys
- Cooper McGregor
- Core Technology Limited
- Cotelligent
- County of Riverside
- Covalent Technologies, Inc.
- Coveton | Digital Asset Management
- Cox Communications, Inc.
- CPEC
- CPM Consulting & Project Management GMBH
- CPR Consulting
- Creative Commons/OpenP2P.com
- Cryptek, Inc.
- CSC Scientific Computing Ltd
- Cymer, Inc.
- CyTeam
- D & R Hauling
- Datagraf Auning A/S
- DataOne, Inc.
- Daum Communications
- Day Software
- Dayton-Phoenix Group, Inc.
- Daze Networks, Inc.
- Delft University of Technology
- Deliberate Systems Inc
- Dell Computer Corp
- Department of Treasury - Bureau of the Public Debt
- Dept. of Defense
- DesktopLinux.com
- DevelopMentor
- DeVry
- Dice Consultants Inc.
- Digital ChoreoGraphics
- Digital Daemons, Inc.
- Dimension 9
- Division of Infectious Diseases, Stanford
- University Medical Center
- DL TechDev.com
- Donnell Systems Inc.
- Dupont
- DynDNS.org
- eAssist Global Solutions
- Eaton Canyon Pediatric Group
- Ed Bodfish Associates
- EDmin.com
- eFunds Corp.
- eHatcher Solutions, Inc
- Elan Communications Inc
- Electronic Frontier Foundation
- Electronics for Manufacturing
- Eloyalty
- E-Markets, Inc
- EMC
- Employment Development Department
- EMS Environment Institute
- ENCAD, Inc.
- Endeavors Technology, Inc.
- Entegra Solutions Inc.
- Envision Interactive Group
- Ephibian, Inc.
- Ericsson
- ESM Services, Inc.
- ESSOCIAATE
- eSystems Solutions, Inc.
- European Bioinformatics Institute
eWebLab
- Express Technologies
- FEDChex, LLC
- Federal Ministry of Finance
- Federal Reserve Bank of Kansas City
- Federal Reserve Bank of St. Louis
- Federal Reserve Board
- FGM, Inc.
- Fidelity Investments
- Fidelity National Information Solutions
- FINE LINE GRAPHICS
- First Trust Corporation
- Fisher Investments
- FII International, Inc.
- Fleming-AOD
- Flextronics
- Fox Chase Cancer Center Franchise.com
- Francis Yep Engineering
- Franklin College Systems Group; The University of Georgia
- Free Software Foundation
- Freeman Enterprises
- Front Range Internet, Inc.
- Fujitsu Siemens Computers GmbH
- Galaxy 2001
- GE Access
- GeerBox
- Gemstar-TV Guide
- General Accounting Office
- General Dynamics
- General Dynamics Devcor, Inc.
- GeoLogistics
- George Washington University
- Georgetown University
- Geospiza Inc.
- GERS Retail Systems, Inc.
- Gerschewler & Associates
- Get In-line! Publishing
- Getronics Government Solutions
- Ginger Airlines
- GlaxoSmithKline
- Global Business Alliance
- Global Change Master Directory
- Global Intermedia Inc
- GLS Consultants
- Goddard Management Resources
- Goldcorp Inc.
- Grant Street Group
- Grantville Associates
- Greenwich Capital Markets
- Harvard University
- Help724.com, LLC.
- Hemet USD
- Hewitt Associates
- Hewlett Packard
- High Tower Software
- Hillsborough Community College
- HnC Solutions
- Hong Kong Productivity Council
- Horus IT
- Host2own
- Hostway Corporation
Organizations Represented at the 2002 O’Reilly Open Source Convention, continued

July 7-11, 2003
Portland Downtown Marriott
Portland, OR

Convention Dates
Exhibit Hall
July 9-10, 2003
Tutorials
July 7-8, 2003
Convention Sessions
July 9-11, 2003

Houston Baptist University
Houston Public Library
HPS Solutions
Hydrosphere Data Products
i2 Technologies
IBM
ICServ
IDI Global
IEEE
Illumina Inc
ImageLinks Inc.
IMissary, LLC
InCue - CompuServe Business Group
Indiana University
Indigo Partners
Indonesian oil and gas company - Pertamina
Indyme Electronics
Info Tech Inc
Information Handling Services
Infotech, Inc
Institute for Software Research
Integrits Corporation
Intel Corp
Interactive Web Tools
Internap
Internet Multicasting Services
InterSight
Inturtune
Inturtune, LLC
Intevarsity Christian Fellowship
Intex Recreation Corporation
Intraspect
Intuit Inc.
InUSA Group, Inc.
Iowa State University
ISI ResearchSoft
IUPUI School of Informatics, New Media program
Izucode
Jabber.org
James Ernst Accounting
JavaWorld
JBoss Group LLC
Jet Propulsion Laboratory
JH Consulting
JMH Solutions
Joel L Nelson Consulting P.C.
Joel Noble Consulting
John Wiley & Sons
Johnson County Community College
Just Sports USA
KAB Labs Inc
Kaiser Foundation Health Plan
Kapor Enterprises, Inc.
Key Focus, Inc.
Keystreams Internet
Khara Communications, Inc.
Kontron
Kottalam Software
L.A. Studios
Law Faculty of Erasmus University
Lawrence Livermore National Laboratory
LBJS Broadcasting
LCL Software & Training
Lents Education Center
Lewis and Clark College
Lexi-Comp Inc
LexisNexis
Library of Congress
Lifetime Entertainment
Lightspan Partnership
Line 6
LMIT / JPL
Lockheed Martin - Enterprise Information Systems
Los Alamos National Laboratory/CCN-5
Los Angeles Times
Los Medanos College
LPL Financial Services
Lund University Library
Machine Vision Products, Inc.
Macromedia
Mad Catz, Inc.
Magna Computer Corp.
Maguma AG
Mattel Inc.
MAXIM Systems, Inc
Maxis Information Systems
McGeeks, Inc.
McGraw-Hill
MCI
McKesson
Medina County Engineers
MedSphere Systems Co.
MEDSTAT
Medtronic, Inc.
MedVantx, Inc.
Memorial University of Newfoundland
Meng Co.
Mentor Graphics Consulting
MERANT
Merced College
Merce University
Merck & Co., Inc.
Merfin, LLC
Merrill Lynch
Metropol Online A/S
Metropolitan State University
MGF Internet Consulting
Microsoft
Mighty Media
Millenium Technologies
Mind TG
Mindshare Internet Campaigns, LLC
Mindspeed Technologies
Minnesota State Colleges & Universities
Miraclese College
Mission Aviation Fellowship
MIT—Sloan School of Management
MIT/BCG
Mitchell International
Modern Age Media
Mojave Corporation
Motorola
Motorola Life Sciences
Mozilla
mp3.com
Mr. Micro
MSJC
Mt. Sac College
Multi Service
Multimax
Multi-Platform Software Solutions
Murrieta Valley USD
MusicBranz.org
Musician's Friend
MV Technologies
MVUSD
MySQL AB
NANDO Media
NASA/Ames Research Center
NASA/SAIC/AS&M
National Weather Service
NATO Cals Office
Naval Research Lab
Naval Warfare Surface Center, Corona Division
Navy Band Southwest
Nebraska Lottery
NEC USA
NetLedger, Inc.
NetMark International
Netscape Communications
NetZero, Inc.
NEW MEXICO STATE UNIVERSITY
New Riders Publishing
New York Times
Nexant Inc.
Norell Web Essentials
Norfolk State University
Northrop Grumman IT
Norwegian University of Science & Technology
Novartis
NS Industries
NT Objectives
nterra e-strategy & e-solution GmbH
Nuera Communications, Inc.
NuSphere Corporation
NUWC Division Keyport
Oculan Corporation
Okiron Design
Oklahoma Publishing Company
Olathe District Schools
Omeda Communications
Omnigon Technologies
Ontogen Corporation
Open Enterprise Trends
Open Informatics
Open Source Development Network
Open Source Directory - OSDir.com
Open Source Initiative
OpticNerve, Inc.
Oracle Corporation
Orion Scientific Systems
Quickquote.com
Pacific Bell
Pacific Design Studios
Pacific Northwest National Laboratory
Pacific Systems Design Technologies
Palomar College
Paper Mart
Paper-Pak Products, Inc.
PBS
Pearson Technology Group
Penn State Applied Research Lab
Peregrine Systems Inc
Perl Foundation
Perl Mongers
Persistent WorldZ, Inc.
Peruvian Consulate
Petroleum Abstracts, Univ of Tulsa
Pfizer Inc.
Pharmapath
Philips-Universitaet Marburg
Philips Semiconductors
Photronics, Inc.
PHP Magazine
PIA Systems Corporation
Pickard Publishing
Pineapple Company
Pioneer Hi-Bred, Int'l., A
Dupont Company
Piper Rudnick LLP
Platt College
Plover Systems
Pnambic Computing
Pobox.com
POPCast
Poweron Incorporated
Prayther Consulting
Premier Lease and Loan Services
Prescott Computer Systems, Inc.
State of Hawaii
State of Utah
Stellent Inc.
Sterling Corporation
Stonehenge Consulting Services, Inc.
StoryPhoto.com
Summa Technologies
Sun Microsystems, Inc.
Swisscom Enterprise Solutions AG
Syberweb
Symas Corporation
Synthematix, Inc.
Synths
Systemagic Corporation
SYSTRAN Software, Inc.
Syzgy Technologies
Taconic Technology Corp.
(TNET)
Tall Tree Labs
Tamias Striatus
Target Corporation
TAYTronics
TDS Telecom Inc.
Telemark
Techaura, Inc.
Telecommunication Laboratories Chunghwa Telecom Co., Ltd.
Telestic
TELUS Communications Inc
Tercent, Inc.
Terraspring
TESIS GmbH
TESIS WAMware GmbH
Texas A & M University, Computing & Info Svcs.
Texas Instruments
Texas Instruments/Jabber.org
The Active Network, Inc.
The Boeing Company
The Boeing Company, Operations Production Support
The Cat Alliance
The DMM Group
The Edge Report
The Fuzzy Group
The McGraw-Hill Companies
The Medstat Group
The Scripts Research Institute
The Sloan Group
The State Bar of California
The University of Chicago Press
The University of Tennessee
The Weather Channel Latin America
Thom SDS
Ticketmaster
Time Eclipse
Titan Systems
TMRI
Torrey Mesa Research Institute
Toshiba America Information Systems
Trans-City Productions
Trinity Promotions
TriPrism, Inc.
TruSecure Corporation
Tufts University
TWC Associates
UC Irvine
UCAR/NCAR
UCI
UCLA Center for Digital Humanities
UCSD
UGA
UMB Bank
Unisys
University of Georgia
University at Buffalo
University of Alaska
University of Alabama
University of California at Santa Barbara
University of Chicago Press
University of Kansas - Medicinal Chemistry
University of La Verne
University of Medicine and Dentistry of New Jersey
University of Pennsylvania
University of San Diego
University of Saskatchewan
University of Southern California
University of Tennessee
University of Waikato
Unverso Online Ltda.
US Bankruptcy Court
US Bureau of Labor Statistics
US Census Bureau
US Department of Defense
US Environmental Protection Agency
US Geological Survey
US Navy
US NAVY - FNMOC
US NAVY _NAWC_WD
US Search.com, Inc.
USA TODAY
USC, The James Irvine Center for Scholarly Technology
USD Campus Card Office
USMC
Utah State University
ValueClick
VeriSign
Veritas Software
Verizon Communications
Verizon Online
Verizon Wireless
Viasat, Inc.
Virtual Outpost
Vision Solutions
Vitruvian Arts
Vivendi Universal Net USA Technologies
Vivendi
W3C
Waggener Edstrom
Walt Disney Feature Animation
WayCool Consulting Services
Wayne State University
WebMD / Medical Manager
WebSideStory, Inc.
Webster University
Weizmann Institute of Science
Western Image Productions
Westwave Communications
Weta Digital
WFI
WhiteCrown Networks
WhitePages.com, Inc.
Willamette University
Windermere
wired.com
WiredObjects, Inc.
workandwishes.com
WorldComm
www.YAML.org
WWWarehouse, Inc.
xClaim Systems
Xemus Software LLC
Xerox Corporation
Ximian
XMLDesigners
XPSI
Yahoo!, Inc.
Yakima Research Station
Yamaha Music Interactive, Inc.
Yet Another Society
Yorba Linda Public Library
youngbob.com, inc.
Zapatec
Zegas Technologies, Inc.
Zen Systems Inc.
Zoomworks
Zope Corporation
Sponsor & Exhibitor Application & Contract

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:

<table>
<thead>
<tr>
<th>Product to be displayed:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Primary contact information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Phone</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailing Address (if different from below):</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company information:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Phone</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailing Address:</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
</tr>
</tbody>
</table>

---

**SPONSOR & EXHIBITOR SELECTIONS**

For detailed information on Sponsor and Exhibitor opportunities, please contact Andrew Calvo: andrewc@oreilly.com

<table>
<thead>
<tr>
<th>SPONSOR PACKAGES</th>
<th>ATTENDEE PROGRAM ADVERTISEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor – $30,000</td>
<td>Full-page ad – $2,995</td>
</tr>
<tr>
<td>Gold Sponsor – $20,000</td>
<td>Half-page ad – $1995</td>
</tr>
<tr>
<td>Silver Sponsor – $7500</td>
<td>Quarter-page ad – $995</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DESIGNATED AREA SPONSORSHIPS</th>
<th>TOTAL AMOUNT DUE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(available to Platinum, Gold, or Silver sponsors only)</td>
<td></td>
</tr>
<tr>
<td>Press Room – $5,000</td>
<td>$</td>
</tr>
<tr>
<td>Connectivity Room – $5,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXHIBITOR BOOTHS</th>
<th>EARLY BIRD DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>8’ x 10’ booth – $2,995</td>
<td>5% Early Bird Discount on ALL contracts signed and paid by March 15, 2003.</td>
</tr>
<tr>
<td>8’ x 20’ booth – $4,995</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BAG INSERTS</th>
<th>TOTAL WITH DISCOUNT (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$995 per piece</td>
<td>$</td>
</tr>
</tbody>
</table>

See next page for payment information.

conferences.oreilly.com/oscon/
# 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 **June 6, 2003**. 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

<table>
<thead>
<tr>
<th>Account number</th>
<th>Expiration date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print cardholder’s name</td>
<td></td>
</tr>
</tbody>
</table>

**CARDHOLDER’S SIGNATURE**

I have read all of the terms and conditions of the Participation Agreement and agree to comply with these terms.

<table>
<thead>
<tr>
<th>Sponsor/Exhibitor</th>
<th>Title</th>
<th>Date</th>
</tr>
</thead>
</table>

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.

<table>
<thead>
<tr>
<th>O’Reilly &amp; Associates, Inc.</th>
<th>Date</th>
</tr>
</thead>
</table>

**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 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.)*
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 apprised 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.

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.