

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

**Portland Marriott
Downtown**

Portland, OR



Dear Open Source Sales and Marketing Professional:

More than two thousand focused, enthusiastic Open Source developers will converge at the 6th annual O'Reilly Open Source Convention (OSCON) in Portland, Oregon this July 26-30, 2004. We invite you to put your company in front of this high-end technical audience by exhibiting or sponsoring OSCON, the premier developer event for the Open Source community.

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.

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 blanketed exposure to over 150,000 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 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.

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. And the press is taking notice, see coverage of last year's event at <http://www.oreillynet.com/oscon2003/>.

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,

A handwritten signature in black ink that reads "Andrew Calvo".

Andrew Calvo
Conferences Sales Manager
1005 Gravenstein Highway North, Sebastopol, CA 95472
Telephone: 707-827-7176, Fax: 707-823-9746
Email: andrewc@oreilly.com

About O'Reilly:

O'Reilly, the leading publisher of quality technical information to the developer community, has sold over 60 million 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.

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

**Portland Marriott
Downtown**

Portland, OR



Conference Overview

The theme this year is “Opening the Future: Discover, Develop, Deliver.” Technologists are creating innovations with open source and free software that will change the way we live and do business. OSCON is the only event where open source leaders and practitioners of every persuasion gather to integrate projects, launch revolutionary new ideas, and push the boundaries of their respective technologies.

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.

Join us in Portland for the latest discoveries and developments along with the business, technical, political, and legal minds behind them.

Topics/Tracks:

Linux

- Management, security, administration, configuration
- Desktop, server farm, back office, personal productivity tools, development

PHP Conference 4

- Unix®, Windows®, Apache, and beyond
- New developments, security, case studies, large-scale applications development, best practices

The Python 12 Conference

- Python and Zope
- Using the latest modules, software engineering, case studies

Perl Conference 8

- Perl 5, Perl 6, Parrot, mod_perl
- Useful modules, software development tips, developing for Parrot and Perl 6

MySQL and PostgreSQL

- Configuration, migration, data warehousing, tuning
- Clustering and replication, failover, backups
- Efficient client-side processing and query design

Apache httpd, Java, and XML projects

- Apache web server: 2.0, modules, configuration, performance tuning, security
- Apache XML projects: Xerces, Xalan, Cocoon, FOP, SOAP, XML-RPC, XML Security
- Apache and Open Source Java™ projects: Jakarta, Jserv, Avalon, Geronimo

XML

- XML Schemas, Transformations, Software, Services, and Standards
- New standards, best practices, web services, IP issues around standards and schemas

Security

- Systems and network security, cryptography, intrusion detection
- Tools, algorithms, administration, APIs

Ruby

- Introductions to aspects of Ruby for people unfamiliar with the language
- Power user talks for experienced Ruby programmers

Oscon Exhibit Hall

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

**Portland Marriott
Downtown**

Portland, OR

The OSCON 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 27, 2004 10AM–6PM

Wednesday, July 28, 2004 7AM–10AM

Exhibit Hall Hours:

Wednesday, July 28, 2004 10AM–4PM

Wednesday, July 28, 2004 6:00PM–7:30PM (Exhibit Hall Reception)

Thursday, July 29, 2004 10AM–4PM

Tear Down:

Thursday, July 29, 2004 4PM–9PM

Costs—8' x 10' booth — \$3,495

Includes:

- 8' x 10' booth (AV, electricity, Internet available at additional charge)
- 3' sidewall
- 8' high draped back wall
- 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	\$2,995
Half-page ad	\$1,995
Quarter-page ad	\$995



Platinum Sponsor Package (7 available)

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

Portland Marriott
Downtown

Portland, OR

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.

Platinum Sponsorship includes:

8' x 20' Exhibit Hall booth

- AV, electricity, Internet available at additional charge

Full-page color ad in convention program

45-minute speaking opportunity in Products and Services Track

200,000 online banner impressions on *oreillyn.com*

Opt-in attendee list

Attendee bag insert

Official sponsor of one keynote (7 keynotes available)

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

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

Convention passes

- Six full convention passes (excluding tutorials)

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 private/public reception at Marriott

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



Gold Sponsor Package (7 available)

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

Portland Marriott
Downtown

Portland, OR

Package Price: \$20,000

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

Gold Sponsorship includes:

8' x 20' Exhibit Hall Booth

- AV, electricity, Internet available at additional charge

Full page color ad in convention program

45-minute speaking opportunity in Products and Services track

100,000 online banner impressions on *oreillynet.com*

Opt-in attendee list

Attendee bag insert

Use of press conference room for one private press event (on a first-come, first-served basis)

Web/print ads

- Company logo and 75-word company description prominently displayed on all convention marketing materials and web site
- Logo placement and link on convention home page

Convention passes

- Four full convention passes (excluding tutorials)

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 private/public reception at Marriott

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



Silver Sponsor Package (7 available)

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

Portland Marriott
Downtown

Portland, OR

Package Price: \$10,000

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

Silver Sponsorship includes:

8'x10' Exhibit Hall

- (AV, electricity, Internet available at additional charge)

Half page color ad in convention program

45-minute speaking opportunity in Products and Services Track

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

Opt-in attendee list

Attendee bag insert

Use of press conference room for one private press event (on a first-come, first-served basis)

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

Convention passes

- Two full convention passes (excluding tutorials)

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 private/public reception at Marriott

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



Exhibit Hall
 July 28 – 29, 2004

Tutorials
 July 26 – 27, 2004

Conference Sessions
 July 28 – 30, 2004

**Projected
 Attendance:**
 2000+ attendees,
 speakers, and press

July 26 – 30, 2004

**Portland Marriott
 Downtown**

Portland, OR



2003 Open Source Convention Attendee Profile

Primary job function

Developer	34%
IT/IS/SysAdmin/DBA	21%
CXO/VP/Director/Manager	20%
Academic	6%
Consultant	5%
Press	4%
Analyst	2%
Other	8%

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%

Selected Press at the 2003 Open Source Convention

Army Times	InnovationWorld.net	Slashdot.org
BBC News Interactive	Linux Journal	Sunday Times
British Broadcasting Corporation	Linux Magazine	Technologies Magazine
CNET	News.com	The Oregonian
Computer Bits Magazine	Open Enterprise Trends	The Edge Report
Computerworld	Open Source Software Foundry	USA TODAY
Daemon News	OSDir.com &	Willamette Week
Digital Web Magazine	EmergentReport.com	Wired magazine
Computerworld	Portland Tribune	XML.com
Dr. Dobb's Journal	Reuters	ZDNet
eWeek		Ziff Davis Media

Selected Organizations at the 2003 Open Source Convention

Amazon.com	Classmates Online, Inc.
Ariba, Inc	Coast Guard
Array BioPharma	Cold Spring Harbor Laboratory
Azure Capital Partners	Con-Way Transportation Services
Bank Of America	DoubleClick Inc
Barclays Global Investors	Earth Data Analysis Center
BBC News Interactive	eBay
BEA Systems, Inc.	Environment Canada
Boeing	Epson EPI
Bureau of Labor Statistics	Ericsson AB
Bureau of Public Debt, Treasury	Federal Reserve Bank
Cascade Steel Rolling Mills	Fidelity Information Services
Chiron Corporation	Fildeity Investments Inc.
ChristianBook.com	Fisher Investments Inc
Cisco Systems Inc.	Flight Technical Publications

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

**Portland Marriott
Downtown**

Portland, OR

Selected Organizations at the 2003 Open Source Convention *(continued)*

Ford Motor Company
Fox Chase Cancer Center
Freddie Mac
French Trade Commission
Fresno County Office of Education
Fujitsu Siemens Computers GmbH
General Motors Corporation
Giga, Forrester Research, Inc.
GlaxoSmithKline
Halliburton
Harvard University
Hawaiian Electric Co
Hewlett-Packard Company
Hillsborough Community College
Industrial Light & Magic
Infocomm Development Authority of Singapore
Inktomi, a Yahoo! Company
Institute of Marine Research
Intel Corporation
Jet Propulsion Laboratory
Kaiser Permanente
Lawrence Livermore National Laboratory
Leonard N. Stern School of Business, NYU
LexisNexis
Lions Gate Entertainment
Los Alamos National Laboratory
Louisiana Pacific
LSI Logic
Marimba, Inc.
McKenzie Group
McKesson
Menlo Equity Partners
Michelin
Micron Technology Inc.
Microsoft Corporation
MIT Sloan School of Management
Mitsubishi Int'l Corp.
Monolith Press
Monsanto Enterprise Systems Architecture
Moody Bible Institute
Morgan Stanley
Motorola, Inc.
NASA Ames Research Center
National Gallery of Art
National Information Consortium
National Institute for Technology and Liberal
Education
Nebraska Lottery
Northrup Grumman
Novell, Inc
Omni Hotels
Oregon Board of Medical Examiners
Pacific Gas and Electric Co.
PayPal, Inc.
Perot Systems Corporation
Pfizer Global Research & Development
Qualcomm
Raytheon
Saudi Aramco
Sauria Associates, LLC
Sharp Microelectronics of the Americas
Smithsonian
Social Security Administration
State Farm Insurance
Swisscom Enterprise Solutions AG
Sybase, Inc.
Symantec Corp
Target Corporation
TicketMaster
U. S. Navy
U.S. Department of Defense
U.S. Department of Treasury - Bureau of the
Public Debt
U.S. District Court, 9th circuit
U.S. General Accounting Office
Unilever - Global Technology Service
University of California, Irvine
University of California Santa Barbara
University of California, Irvine
University of Colorado, Boulder
University of Exeter
US Army Corp of Engineers
US District Court-Portland
US Forest Service
Veritas Software
Verizon Online
Volvo Technology Corporation
Walt Disney Feature Animation
Wells Fargo Bank
Weyerhaeuser
Wolfram Research Inc
Xerox Corporation



Sponsor & Exhibitor Application & Contract

Exhibit Hall
 July 28 – 29, 2004

Tutorials
 July 26 – 27, 2004

Conference Sessions
 July 28 – 30, 2004

**Projected
 Attendance:**
 2000+ attendees,
 speakers, and press

July 26 – 30, 2004

**Portland Marriott
 Downtown**

Portland, OR

Please sign and return this contract with your payment to:
 Attn: Andrew Calvo, O'Reilly & Associates
 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

SPONSOR PACKAGES

_____ Platinum Sponsor – \$30,000

_____ Gold Sponsor – \$20,000

_____ Silver Sponsor – \$10,000

EXHIBITOR BOOTHS

_____ 8' x 10' booth – \$3,495

BAG INSERTS

_____ \$995 per piece

ATTENDEE PROGRAM ADVERTISEMENTS

_____ Full-page ad – \$2,995

_____ Half-page ad – \$1,995

_____ Quarter-page ad – \$995

TOTAL AMOUNT DUE:

\$ _____

See next page for payment information.



Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

**Portland Marriott
Downtown**

Portland, OR



PAYMENT INFORMATION

Full payment in US 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 **June 6, 2004**. After that date, no refunds will be made. In the unlikely event of cancellation of the conference, the liability of O'Reilly Media, Inc. is limited to the return of paid fees.

Payment Type:

- Company check (*Please make check payable to O'Reilly Media, Inc.*)
 Visa MasterCard American Express Discover

Account number _____ Expiration date _____

Print cardholder's name _____

Cardholder's signature _____

CONTRACT SIGNATURES

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

Sponsor/Exhibitor _____ Title _____ Date _____

Upon receipt of this contract and payment, O'Reilly 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, 50-word company/product description and URL below.

O'Reilly & Associates is authorized to make use of this information for the convention program and web site. Print and web logos should be submitted via email to andrewc@oreilly.com and should comply with one of the following print specs:

1. 300 dpi Photoshop® tiff or eps file and a 72 dpi web version (.gif or .jpg) of your non-animated logo that is equal to or less than 140 pixels wide and 140 pixels tall. The web logo will appear on a white background.
2. Adobe® Illustrator® or Macromedia® Freehand® eps file with fonts outlined. (*This is very important: O'Reilly & Associates is not responsible for providing fonts for printing sponsor submitted logos.*)

Participation Agreement

Terms and Conditions for Vendor Participation in the O'Reilly Open Source Convention, July 26-30, 2004

ASSIGNMENT OF SPACE: O'Reilly and Associates, O'Reilly Media, Inc. shall assign the display space to the Sponsor/ Exhibitor for the period of the display, such assignment to be made within six weeks after O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC.'s receipt of this application and payment. Location assignments will be made solely at the discretion of O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC.

USE OF DISPLAY SPACE: Sponsors/Exhibitors are allowed to distribute literature, run demonstrations, and sell products in their assigned exhibit spaces. Sponsor/Exhibitor shall not assign to a third party its display space or any portion of that space without the prior written consent of O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. which O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. may grant or withhold at its sole discretion. If such permission is given, the Sponsors/ Exhibitors 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 O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC., any Sponsors/Exhibitors 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 Sponsors/Exhibitors 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 Sponsors/Exhibitors shall indemnify, defend, and protect O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. and hold O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC., 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 Sponsors/Exhibitors participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC., any Sponsor/Exhibitor, 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 O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC.'s liability under any circumstance, exceed the amount actually paid to it by the Sponsor/Exhibitor for display space. O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. 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, O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. shall determine that the conference or any part may not be held, O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. may cancel the conference, including the booth space, table-top displays or any part thereof. In that event, O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. shall determine and refund to the Sponsor/Exhibitor its proportionate share of the balance of the aggregate display fees received which remains after deducting all expenses incurred by O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC.

SPONSOR/EXHIBITOR CANCELLATION: All payments made to O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. and O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC.'s lost or deferred opportunity to provide display space to others.

SPONSOR CONDUCT: Sponsor/Exhibitor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. reserves the right to eject from the conference any Sponsor/Exhibitor or representative violating those standards.

AGREEMENT TO TERMS, CONDITIONS, AND RULES: Sponsor/Exhibitor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor/Exhibitor or and O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. concerning the subject matter of this application. O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. The rights of O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of O'REILLY AND ASSOCIATES, O'REILLY MEDIA, INC. 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/Exhibitor subject to the terms of this agreement regarding assignment.

Exhibit Hall

July 28 – 29, 2004

Tutorials

July 26 – 27, 2004

Conference Sessions

July 28 – 30, 2004

Projected

Attendance:

2000+ attendees,
speakers, and press

July 26 – 30, 2004

Portland Marriott
Downtown

Portland, OR

