AUGUST 1–5, 2005
OREGON CONVENTION CENTER
PORTLAND, OREGON
EXHIBIT HALL  AUGUST 3–4, 2005

OCTOBER 17–20, 2005
NH GRAND HOTEL KRASNAPOLSKY
AMSTERDAM, THE NETHERLANDS
EXHIBIT HALL  OCTOBER 18–19, 2005

conferences.oreilly.com/oscon
Join us at the 7th Annual Open Source Convention (OSCON) and our inaugural European Open Source Convention (EuroOSCON) for the latest discoveries and developments along with the business, technical, political, and legal minds behind them.

OSCON and EuroOSCON are the only events 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.

We 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.

**Topics and Tracks will include:**

- Apache
- Business
- Emerging Topics
- Java
- Linux
- MySQL
- Operating Systems
- Perl
- PostgreSQL
- Python
- Ruby
- Security
- XML

**OSCON Overview**

- August 1–5, 2005
- Oregon Convention Center
- Portland, Oregon
- Exhibit Hall August 3–4, 2005

- August 17–20, 2005
- NH Grand Hotel Krasnapolsky
- Amsterdam, The Netherlands
- Exhibit Hall October 18–19, 2005

**Projected Attendance:**

- 2000+ Attendees, speakers, and press

**EuroOSCON**

- August 3–4, 2005
- 10’x10’ Exhibit Hall
- Booth: $3,495

- October 18–19, 2005
- Tabletop display/pop-up booth: $2,995

Our two-day 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.

OSCON moves this year into a 60,000 square foot exhibit hall in the spacious Oregon Convention Center in Portland, Oregon. EuroOSCON will be held in the heart of downtown Amsterdam at the NH Grand Hotel Krasnapolsky.

conferences.oreilly.com/oscon
The Diamond Sponsor Package gives you top billing to all attendees before, during, and after the event, and premium advertising and exhibit placement at the event, solidifying your company’s leadership position in the Open Source community.

Includes:
One plenary speaking opportunity (subject to availability and O’Reilly consultation and approval of speaker and content. This may be a 15-minute solo presentation or conversation/interview/panel).
• Opportunity to hang banner in keynote ballroom
• Opportunity to distribute materials in ballroom

Sponsor of Exhibit Hall Reception
• Opportunity to hang banner in Exhibit Hall during exhibit hall hours
• Listing and logo placement in convention program, web site, email announcements, signage

One 45-minute speaking opportunity in Products and Services Track

Two-page full color ad in convention program

30’ x 30’ booth space in premium location in Exhibit Hall (OSCON)

Prime tabletop display area (EuroOSCON)
• Electrical and AV requirements at additional charge

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
• 200,000 online banner impressions on oreillynet.com

Convention passes
• Ten full convention passes (excluding tutorials); convention materials included

Opt-in attendee list

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 Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Hotel Krasnapolsky
(on a first-come, first-served basis; vendor responsible for reception costs)
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.

Includes:

- 20' x 30' Exhibit Hall booth (OSCON)
- Prime tabletop display area (EuroOSCON)
  - Electrical and AV requirements at additional charge
- 45-minute speaking opportunity in Products and Services Track
  (on a first-come, first-served basis)
- Official sponsor of one keynote (6 keynotes available)
  - Opportunity to hang banner in keynote ballroom
  - Opportunity to distribute materials in ballroom during the 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
  - Logo placement and link on convention home page
- 100,000 online banner impressions on oreillynet.com
- Full-page color ad in convention program
- Convention passes
  - Eight full convention passes (excluding tutorials); convention materials included
- Unlimited use of opt-in attendee list
- 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 Oregon Convention Center,
  DoubleTree Hotel, Red Lion Hotel, or Krasnapolsky Hotel
  (on a first-come, first-served basis; vendor responsible for reception costs)
The Gold Sponsor Package is a powerful way to gain the mind share and market share of the Open Source community.

Includes:

- 20’x 20’ Exhibit Hall booth (OSCON)
- Prime tabletop display area (EuroOSCON)
  - Electrical and AV requirements at additional charge
- 45-minute speaking opportunity in Products and Services Track
  (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
  (over 100K unique visitors in 2001)

75,000 online banner impressions on oreillynnet.com

Unlimited use of opt-in attendee list

Attendee bag insert

Full-page color ad in convention program

Convention passes

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

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 Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Krasnapolsky Hotel
(on a first-come, first-served basis; vendor responsible for reception costs)
The Silver Sponsor Package is another avenue to increase awareness of your company to this audience of technically sophisticated attendees.

Includes:

10' x 20' Exhibit Hall booth (OSCON)

Prime tabletop display area (EuroOSCON)
- Electrical and AV requirements at additional charge

45-minute speaking opportunity in Products and Services Track
(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
  (over 100K unique visitors in 2001)

50,000 online banner impressions on oreillynet.com

Half-page color ad in convention program

Convention passes
- Two full convention passes (excluding tutorials);
  convention materials included

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

PORTLAND OR
OSCON PACKAGE PRICE: $15,000

AMSTERDAM
EURO OSCON PACKAGE PRICE: $7,500
## DEMOGRAPHICS

### 2004 OPEN SOURCE CONVENTION ATTENDEE PROFILE

#### PRIMARY JOB FUNCTION

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developer</td>
<td>51%</td>
</tr>
<tr>
<td>IT/IS/SysAdmin/DBA</td>
<td>22%</td>
</tr>
<tr>
<td>CXO/VP/Director/Manager</td>
<td>15%</td>
</tr>
<tr>
<td>Press</td>
<td>5%</td>
</tr>
<tr>
<td>Academic</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

#### COMPANY SIZE

<table>
<thead>
<tr>
<th>Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,500+</td>
<td>31%</td>
</tr>
<tr>
<td>500-2,500</td>
<td>16%</td>
</tr>
<tr>
<td>101-500</td>
<td>18%</td>
</tr>
<tr>
<td>51-100</td>
<td>7%</td>
</tr>
<tr>
<td>1-50</td>
<td>28%</td>
</tr>
</tbody>
</table>

#### PURCHASING ROLE

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Determine Needs</td>
<td>59%</td>
</tr>
<tr>
<td>Evaluate/test products</td>
<td>59%</td>
</tr>
<tr>
<td>Recommend purchases</td>
<td>57%</td>
</tr>
<tr>
<td>Introduce new products/technologies for consideration/evaluation</td>
<td>53%</td>
</tr>
<tr>
<td>Develop specifications</td>
<td>41%</td>
</tr>
<tr>
<td>Authorize purchases</td>
<td>19%</td>
</tr>
<tr>
<td>Not involved</td>
<td>19%</td>
</tr>
</tbody>
</table>
## Selected Press at the Open Source Convention

- Army Times
- BBC News Interactive
- British Broadcasting Corporation
- CNET
- Computer Bits Magazine
- Computerworld
- Daemon News
- Digital Web Magazine
- Dr. Dobb's Journal
- eWeek Magazine
- InfoWorld
- InnovationWorld.net
- Java.net
- Linux Journal
- Linux Magazine
- Network World
- NewsForge/OSDN
- Open Enterprise Trends
- Open Source Software Foundry
- OSDir.com & EmergentReport.com
- Portland Tribune
- Penton Media
- Reuters
- Salon.com
- Slashdot.org
- Sunday Times
- Technologies Magazine
- Technology Review

## Selected Organizations at the Open Source Convention

- Amazon.com
- Ariba, Inc.
- Array BioPharma
- Azure Capital Partners
- Bank of America
- Barclays Global Investors
- BBC News Interactive
- BEA Systems, Inc.
- Boeing
- Bureau of Labor Statistics
- Cascade Steel Rolling Mills
- Chiron Corporation
- ChristianBook.com
- Cisco Systems, Inc.
- Classmates Online, Inc.
- Coast Guard
- Cold Spring Harbor Laboratory
- Con-Way Transportation Services
- Department of Defense
- Department of Treasury—Bureau of the Public Debt
- DoubleClick Inc.
- Earth Data Analysis Center
- eBay
- Environment Canada
- Epson EPI
- Ericsson AB
- Federal Reserve Bank
- Fidelity Investments, Inc.
- Fisher Investments, Inc.
- Flight Technical Publications
- 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 Company, Inc.
- 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 Corporation
- 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. Army Corp of Engineers
- U.S. Department of Defense
- U.S. District Court, 9th Circuit
- U.S. District Court–Portland
- U.S. Forest Service
- U.S. General Accounting Office
- U.S. Navy
- Unilever—Global Technology Service
- University of California, Irvine
- University of California, Santa Barbara
- University of Colorado, Boulder
- University of Exeter
- Veritas Software
- Verizon Online
- Volvo Technology Corporation
- Walt Disney Feature Animation
- Wells Fargo Bank
- Weyerhaeuser
- Wolfram Research, Inc.
- Xerox Corporation
Please sign and return this contract with your payment to:

Attn: Andrew Calvo, O’Reilly Media, Inc.
1005 Gravenstein Highway North, Sebastopol, CA 95472
Telephone: 707-827-7000; Fax: 707-829-0104

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
_____ OSCON Diamond Sponsor–$60,000
_____ OSCON Platinum Sponsor–$45,000
_____ OSCON Gold Sponsor–$30,000
_____ OSCON Silver Sponsor–$15,000
_____ EuroOSCON Diamond Sponsor–$30,000
_____ EuroOSCON Platinum Sponsor–$22,500
_____ EuroOSCON Gold Sponsor–$15,000
_____ EuroOSCON Silver Sponsor–$7,500

EXHIBIT BOOTHS
_____ OSCON 10’x10’ booth–$3,495
_____ EuroOSCON Tabletop Display/Pop-up Booth–$2,995

ATTENDEE PROGRAM ADVERTISEMENTS
_____ Full-page ad–$2,995
_____ Half-page ad–$1,995
_____ Quarter-page ad–$995

BAG INSERTS
_____ $995 per piece

LANYARD SPONSORSHIP
_____ OSCON–$10,000
_____ EuroOSCON–$5,000

ATTENDEE BAG SPONSORSHIP
_____ OSCON–$10,000
_____ EuroOSCON–$5,000

Total Amount Due:
$ ____________

See next page for payment information.
PAYMENT INFORMATION

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor.

Cancellations: We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing by 5:00 PM on June 3, 2005. After that date, no refunds will be made. In the unlikely event of cancellation of the convention, the liability of O’Reilly Media, Inc. is limited to the return of paid fees.

Payment Type:

☐ Company check (Please make check payable to O’Reilly Media, Inc.)
☐ Visa  ☐ MasterCard  ☐ American Express  ☐ Discover

Account number  Expiration date

Print cardholder’s name

Cardholder’s signature

CONTRACT SIGNATURES

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

Sponsor/Exhibitor  Title  Date

Upon receipt of this contract and payment, O’Reilly Media 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 email a company logo, 50-word company/product and URL. O’Reilly Media 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 Media, Inc. 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 (August 1–5, 2005) and O’Reilly European Open Source Convention (October 17–20, 2005).

ASSIGNMENT OF SPACE: O’Reilly Media (ORM) shall assign the display space to the Sponsor for the period of the display, such assignment to be made on a first-come, first-served basis and will be made solely at the discretion of ORM.

USE OF DISPLAY SPACE: Sponsors are allowed to distribute literature, run demonstrations, and sell products in their assigned exhibit spaces. Sponsor shall be allowed to have one additional table. Demonstrations using audio must use headsets to demonstrate audio capabilities.

INDEMNITY AND LIMITATION OF LIABILITY: Neither ORM, any co-sponsors or display space provider, nor any of their officers, agents, employees, or guests shall be liable for 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 hold ORM and hold ORM, any co-sponsor and space provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses which might result or arise from Sponsor’s participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will ORM, any 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 ORM’s liability 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. No Licensee or exhibitor may dispense any food or beverage samples from exhibits, booths or any other areas within the Center without the prior written permission of the OCC Executive Director. Exhibitors having the need to distribute food or beverage samples unrelated to their business shall order these items from ARAMARK/Giacometti Partners LTD.

CANCELLATION OR TERMINATION OF EXHIBITS: If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction, or other reason, the Sponsor shall be entitled to a refund of fees received which remains after deducting all expenses incurred by ORM.

SPONSOR/EXHIBITOR CANCELLATION: All payments made to ORM under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by ORM and ORM’s lost or deferred opportunity to provide display space to others.

SPONSOR CONDUCT: Sponsor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum.

AGREEMENT TO TERMS, CONDITIONS, AND RULES: Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by ORM from time to time for the efficient and safe operation of the convention. This application represents the entire agreement between the Sponsor and ORM concerning the subject matter of this application. ORM is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by ORM. The rights of ORM under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of ORM. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Sponsor subject to the terms of this agreement regarding assignment.