

O'REILLY®
OPEN
SOURCE
CONVENTION

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



conferences.oreilly.com/oscon

SPONSOR AND
EXHIBITOR PROSPECTUS



O'REILLY®
OPEN
SOURCE
CONVENTION

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

CONVENTION OVERVIEW

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



AUGUST 1-5, 2005
OREGON CONVENTION CENTER
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Projected Attendance:
2000+ Attendees, speakers, and press



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EXHIBIT HALL

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.

OSCON Exhibit Hall
August 3-4, 2005

10'x10' Exhibit Hall
Booth: \$3,495

EuroOSCON Exhibit Hall
October 18-19, 2005

Tabletop display/pop-up
booth: \$2,995



DIAMOND SPONSOR PACKAGE

PORTLAND OR

OSCON
PACKAGE
PRICE:
\$60,000

The Diamond Sponsor Package gives you top billing to all attendees before, during, and after the event, and premium advertising and exhibit placement at the event, solidifying your company's leadership position in the 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)

AMSTERDAM

EURO
OSCON
PACKAGE
PRICE:
\$30,000

PLATINUM SPONSOR PACKAGE

PORTLAND OR

OSCON
PACKAGE
PRICE:
\$45,000

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.

Includes:

20'x30' 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)

AMSTERDAM

EURO
OSCON
PACKAGE
PRICE:
\$22,500

GOLD SPONSOR PACKAGE

PORTLAND OR

OSCON
PACKAGE
PRICE:
\$30,000

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

Includes:

20'x20' 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 oreillynet.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*

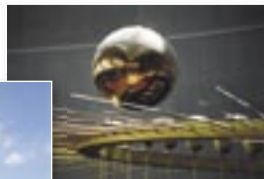
Opportunity to host reception at Oregon Convention Center,

DoubleTree Hotel, Red Lion Hotel, or Krasnapolsky Hotel

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

AMSTERDAM

EURO
OSCON
PACKAGE
PRICE:
\$15,000



OSCON
PACKAGE
PRICE:
\$15,000

SILVER SPONSOR PACKAGE

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*



EURO
OSCON
PACKAGE
PRICE:
\$7,500

DEMOGRAPHICS

2004 OPEN SOURCE CONVENTION ATTENDEE PROFILE

PRIMARY JOB FUNCTION

Developer	51%
IT/IS/SysAdmin/DBA	22%
CXO/VP/Director/Manager	15%
Press	5%
Academic	2%
Other	5%

COMPANY SIZE

2,500+	31%
500-2,500	16%
101-500	18%
51-100	7%
1-50	28%

PURCHASING ROLE

Determine Needs	59%
Evaluate/test products	59%
Recommend purchases	57%
Introduce new products/technologies for consideration/evaluation	53%
Develop specifications	41%
Authorize purchases	19%
Not involved	19%

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SELECTED PRESS AT THE OPEN SOURCE CONVENTION

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

SELECTED ORGANIZATIONS AT THE OPEN SOURCE CONVENTION

Amazon.com	Harvard University	Northrup Grumman
Ariba, Inc.	Hawaiian Electric Company, Inc.	Novell, Inc.
Array BioPharma	Hewlett-Packard Company	Omni Hotels
Azure Capital Partners	Hillsborough Community College	Oregon Board of Medical Examiners
Bank of America	Industrial Light & Magic	Pacific Gas and Electric Co.
Barclays Global Investors	Infocomm Development Authority of Singapore	PayPal, Inc.
BBC News Interactive	Inktomi, a Yahoo! Company	Perot Systems Corporation
BEA Systems, Inc.	Institute of Marine Research	Pfizer Global Research & Development
Boeing	Intel Corporation	Qualcomm
Bureau of Labor Statistics	Jet Propulsion Laboratory	Raytheon
Cascade Steel Rolling Mills	Kaiser Permanente	Saudi Aramco
Chiron Corporation	Lawrence Livermore National Laboratory	Sauria Associates, LLC
ChristianBook.com	Leonard N. Stern School of Business, NYU	Sharp Microelectronics of the Americas
Cisco Systems, Inc.	LexisNexis	Smithsonian
Classmates Online, Inc.	Lions Gate Entertainment	Social Security Administration
Coast Guard	Los Alamos National Laboratory	State Farm Insurance
Cold Spring Harbor Laboratory	Louisiana Pacific	Swisscom Enterprise Solutions AG
Con-Way Transportation Services	LSI Logic	Sybase, Inc.
Department of Defense	Marimba, Inc.	Symantec Corp
Department of Treasury—Bureau of the Public Debt	McKenzie Group	Target Corporation
DoubleClick Inc.	McKesson Corporation	Ticketmaster
Earth Data Analysis Center	Menlo Equity Partners	U.S. Army Corp of Engineers
eBay	Michelin	U.S. Department of Defense
Environment Canada	Micron Technology, Inc.	U.S. District Court, 9th Circuit
Epson EPI	Microsoft Corporation	U.S. District Court—Portland
Ericsson AB	MIT Sloan School of Management	U.S. Forest Service
Federal Reserve Bank	Mitsubishi Int'l Corp.	U.S. General Accounting Office
Fidelity Investments, Inc.	Monolith Press	U.S. Navy
Fisher Investments, Inc.	Monsanto Enterprise Systems Architecture	Unilever—Global Technology Service
Flight Technical Publications	Moody Bible Institute	University of California, Irvine
Ford Motor Company	Morgan Stanley	University of California, Santa Barbara
Fox Chase Cancer Center	Motorola, Inc.	University of Colorado, Boulder
Freddie Mac	NASA Ames Research Center	University of Exeter
French Trade Commission	National Gallery of Art	Veritas Software
Fresno County Office of Education	National Information Consortium	Verizon Online
Fujitsu Siemens Computers GmbH	National Institute for Technology and Liberal Education	Volvo Technology Corporation
General Motors Corporation	Nebraska Lottery	Walt Disney Feature Animation
Giga, Forrester Research, Inc.		Wells Fargo Bank
GlaxoSmithKline		Weyerhaeuser
Halliburton		Wolfram Research, Inc.
		Xerox Corporation

SPONSOR & EXHIBITOR APPLICATION & CONTRACT

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' x 10' 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
<hr/>	
Print cardholder's name	
<hr/>	
Cardholder's signature	
<hr/>	

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
<hr/>		

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
<hr/>	

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 will be on a first-come, first-served basis and will be made solely at the discretion of ORM.

USE OF DISPLAY SPACE: Sponsors are allowed to distribute literature, run demonstrations, and sell products in their assigned exhibit spaces. Sponsors which ORM conditions adjacent tables. 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, loss, harm, or injury to the person, property or business of the Sponsor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display at the conference. The Sponsor shall indemnify, defend, and protect ORM and hold ORM, 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 any other event, the Sponsor shall be entitled to terminate this agreement without penalty. The Sponsor shall retain the right to use any part thereof for any purpose. The Sponsor shall retain all rights in and to any materials, including but not limited to, trademarks, trade names, logos, and other intellectual property, 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.

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