

O'REILLY®

Oregon Convention Center, Portland, OR
July 24 – 28, 2006
Exhibit Hall – July 26 – 27, 2006

EIGHTH ANNUAL

OSCON™
OPEN SOURCE
CONVENTION



O'REILLY®

Hotel Le Plaza, Brussels, Belgium
18 – 21 September 2006
Exhibit Hall – 19 September 2006

SECOND ANNUAL

EURO
OSCON™
OPEN SOURCE
CONVENTION



Join us at the 8TH Annual Open Source Convention (OSCON) and our 2ND Annual 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, Java, PHP, Python, XML, Linux, Apache, and many more.



Oregon Convention Center
Portland, OR
July 24 – 28, 2006

Projected Attendance:
2500+ Attendees, speakers, and press



Hotel Le Plaza
Brussels, Belgium
18 – 21 September 2006

Projected Attendance:
800+ Attendees, speakers, and press

Topics/Tracks:

- Business
- Desktop Apps
- Databases, including MySQL, PostgreSQL, Ingres, Berkeley DB, and others
- Emerging Topics
- Java
- Linux Kernel for Sys Admins
- Linux for Programmers
- Operating Systems
- Perl
- PHP
- Programming
- Python
- Ruby, including Ruby on Rails
- Security
- Web Apps, including Apache
- XML
- Windows



Exhibit Hall

Our 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 Exhibit Hall, July 26 – 27, 2006

- **The OSCON Exhibit Hall will be located in a 60,000 square foot exhibit hall in the spacious Oregon Convention Center in Portland, Oregon.**

10'x10' Exhibit Hall Booth—\$3,495 USD (\$34.95 USD per sq. ft.)

10'x10' Booth provided at no cost to .orgs and open source projects

EuroOSCON Exhibit Hall , 19 September 2006

- **The EuroOSCON Exhibit Hall will be located in the foyer area outside the keynote ballroom at the Hotel Le Plaza in Brussels, Belgium.**

Tabletop display/pop-up booth—\$4995 USD (limited supply available)

EuroOSCON .orgs and open source projects Exhibit Hall, 20 September 2006

Tabletop display/pop-up booth provided at no cost (limited supply available)

Additional Sponsor Opportunities

Contact Andrew Calvo (andrewc@oreilly.com, 707-827-7176) for pricing and options on customizing sponsorship and reception possibilities.

- Maker Fair Sponsorship
- Breakfast Sponsorship
- Lunch Sponsorship
- AM/PM Break Sponsorship
- Wireless Network Sponsorship
- Internet Café Sponsorship
- Lanyard Sponsorship
- Attendee Pens and Notepads
- Attendee Bag
- Hotel Card Key



Diamond Sponsor Package \$60,000 USD

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.

- ▣ **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'x30' 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
- ▣ **Two-time use of opt-in attendee list** (pre- and post convention)
- ▣ **Attendee bag insert**
- ▣ **Opportunity to host reception at the Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Hotel Le Plaza** (on a first-come, first-served basis: vendor responsible for reception costs)



Platinum Sponsorship \$45,000 USD

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'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)

- **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

- **Two time use of opt-in attendee list** (pre- and post convention)

- **Attendee bag insert**

- **Opportunity to host reception at Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Hotel Le Plaza** (on a first-come, first-served basis: vendor responsible for reception costs)



Gold Sponsor \$30,000 USD

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

- **20'x20' Exhibit Hall Booth (OSCON)**
Prime table-top 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

- **Two-time use of opt-in attendee list** (pre- and post conference)
- **Attendee bag insert**
- **Full-page color ad in convention program**
- **Convention passes**

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

- **Opportunity to host reception at Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Hotel Le Plaza** (on a first-come, first-served basis: vendor responsible for reception costs)
- **75,000 online banner impressions on oreillynet.com**



Silver Sponsor \$15,000 USD

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

- **10'x20' Exhibit Hall (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
- **One half-page color ad in convention program**
- **Convention passes**
 - Two full convention passes (excluding tutorials); convention materials included
- **50,000 online banner impressions on oreillynet.com**
- **Attendee bag insert**
- **Two-time use of opt-in attendee list** (pre- and post conference)



Open Source Convention Attendee Profile

Primary Job Function		Company Size		Purchasing Role	
Developer	51%	2,500+	31%	Determine Needs	59%
IT/IS/Sys Admin/DBA	22%	501-2,500	16%	Evaluate/test products	59%
CXO/VP/Director/ Manager	15%	101-500	18%	Recommend purchases	57%
Press	5%	51-100	7%	Introduce new products/ technologies for evaluation	53%
Academic	2%	1-50	28%	Develop specifications	41%
Other	5%			Authorize purchases	19%
				Not involved	19%

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
 The Edge Report
 The Oregonian
 The Perl Review
 USA TODAY
 Willamette Week
 Wired Magazine
 XML.com
 ZDNet
 Ziff Davis Media

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
 Bureau of Public Debt, Treasury
 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
 Fildeity 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 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. 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,
 Santa Barbara
 University of California, Irvine
 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

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 USD
- Platinum Sponsor – \$45,000 USD
- Gold Sponsor – \$30,000 USD
- Silver Sponsor – \$15,000 USD

EuroOSCON

- Diamond Sponsor – \$60,000 USD
- Platinum Sponsor – \$45,000 USD
- Gold Sponsor – \$30,000 USD
- Silver Sponsor – \$15,000 USD

Attendee Program Advertisements

- Full-page ad – \$2995 USD

Exhibit Booths

OSCON

- 10'x10' booth – \$3,495 USD

EuroOSCON

- Tabletop Display/Pop-up Booth – \$4995 USD

Bag Inserts

- \$1995 USD per piece

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 **May 31, 2006 for OSCON or July 18, 2006 for EuroOSCON**. 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.)

Visa MasterCard American Express Discover

Account number _____ Exp. 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 _____ 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 submit a company logo and company/product description: Sponsors, see sponsorship details for number of words; Exhibitors may submit a 50-word description.

O'Reilly Media is authorized to make use of this information for the convention program and web site.

Company descriptions and 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 (July 24 – 28, 2006) and O'Reilly European Open Source Convention (18 – 21 September 2006).

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 within six weeks after ORM'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 ORM.

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 ORM, which ORM 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 ORM, 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 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 under any circumstance, exceed the amount actually paid to it by the Sponsor for display space. ORM 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. 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 renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, ORM shall determine that the conference or any part may not be held ORM may cancel the conference, including the booth space, tabletop displays or any part thereof. In that event, ORM 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 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 and good taste. ORM 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 ORM from time to time for the efficient and safe operation of the conference. 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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