SPONSOR AND EXHIBITOR PROSPECTUS

OREILLY

OSCON™
EIGHTH ANNUAL
OPEN SOURCE CONVENTION

OREILLY

EURO
OSCON™
SECOND ANNUAL
OPEN SOURCE CONVENTION

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

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

**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

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
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
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)
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 oreil lynet.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

<table>
<thead>
<tr>
<th>Developer</th>
<th>51%</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT/IS/Sys Admin/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

| 2,500+ | 31% |
| 501-2,500 | 16% |
| 101-500  | 18% |
| 51-100   | 7%  |
| 1-50     | 28% |

Purchasing Role

<table>
<thead>
<tr>
<th>Determine Needs</th>
<th>59%</th>
</tr>
</thead>
<tbody>
<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 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
- Reuters
- Penton Media
- 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
- 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 Co
- Hewlett-Packard Company
- Hillsborough Community College
- Industrial Light & Magic
- Infocomm Development Authority of Singapore
- Iktomi, a Yahoo! Company
- Institute of Marine Research
- Intel Corporation
- Jet Propulsion Laboratory
- Kaiser Permanente
- Lawrence Livermore National Laboratory
- Leonad 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
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 – $4,995 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


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.
For more information contact:
Andrew Calvo
andrewc@oreilly.com, 707-827-7176