Now in its ninth year, the O'Reilly Open Source Convention is the bazaar of open source technologies, welcoming new voices and projects alongside the platforms, languages, and apps that started the open source movement. OSCON brings together the experts, visionaries, programmers, sys admins, CIOs, CTOs, and hackers in the trenches to explore open source's best through hundreds of sessions, tutorials, activities, and events.

OSCON is the place for the open source community to gather and gain momentum. It’s also become a place for enterprise developers and managers to see the jewels of open source on display. OSCON 2007 is an exclusive opportunity to hear from and meet with the innovators, entrepreneurs, and leaders who will profoundly influence open source technology in the coming year and beyond.

**Estimated attendance:** 2500+

**Target Audience:** Visionaries, developers, technologists, entrepreneurs, programmers, sys admins, CIOs, CTO’s, and hackers.

**Selected past speakers include:**

- Tim O'Reilly, O'Reilly Media, Inc.
- Simon Phipps, Sun
- Kathy Sierra, Wickedly Smart
- Peter Saint-Andre, Jabber
- Guido van Rossum, Google
- Jeff Waugh, GNOME/Waugh Partners
- Michael Tiemann, RedHat, Inc.
- Brian Behlendorf, CollabNet
- Greg Stein, Google
- Larry Wall, Perl
- Dave Thomas, Pragmatic Programmers
- Robert "r0ml" Lefkowitz
- Jeremy Zawodny, Yahoo! Inc.
- Bill Hilf, Microsoft

**Two day Expo Hall:** July 25 – 26, 2007

**Past sponsors included:** Autodesk, Greenplum, Sun, Solid Information Technology, Intel, Microsoft, Oracle, ActiveState, AMD, Dell, Google, HP, Hyperic, IBM, Laszlo, MindTouch, OTBC, Shopzilla, SixApart, The 451 Group, TicketMaster, Yahoo!, Covalent, Tech Tracker and Zend.
Sponsorship Packages

The OSCON Conference sponsorship packages are designed to give you maximum exposure to a sophisticated technical audience. Become an OSCON Sponsor, demonstrate your leadership and secure your place in front of the industry’s most influential leaders.

**Diamond Sponsorship – $75K (limit 3)**
- 15 minute Plenary Keynote (pending speaker/content approval by program chair)
- Recognition by Program Chairs, Nathan Torkington and Allison Randal
- Two page full color ad in Program Guide
- Official sponsor of opening night reception
- Daily Recognition
- First chance for lanyard sponsorship (additional $5K plus sponsor provides lanyards)
- Sponsor Snapshot
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 10 Sessions Passes
- 40’x40’ Booth in Expo Hall
- 45 minute speaking opportunity in the Products and Services Track
- Sponsor designation in outbound marketing efforts
- Company name, logo, 100 word description in the Program Guide and link on the OSCON web site
- Access to pre-event press and analyst list
- Ability to send an email to attendee opt-in list for one pre-event and one post-event communication (using third party mailhouse)
- Use of press conference room for one private press event (on a first–come, first–served basis)
- Opportunity to host a reception at Oregon Convention Center, DoubleTree Hotel or Red Lion Hotel (sponsor responsible for all costs)
- Attendee Bag Insert and logo on bag (subject to deadlines)

**Gold Level Sponsorship – $25K**
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 6 Session Passes
- 20’x20’ Booth in Expo Hall
- 45 minute speaking opportunity in the Products and Services Track
- Sponsor designation in outbound marketing efforts
- Company name, logo, 50 word description in the Program Guide and link on the OSCON web site
- Access to pre-event press and analyst list
- Ability to send an email to attendee opt-in list for one pre-event and one post-event communication (using third party mailhouse)
- Use of press conference room for one private press event (on a first–come, first–served basis)
- Opportunity to host a reception at Oregon Convention Center, DoubleTree Hotel or Red Lion Hotel (sponsor responsible for all costs)
- Attendee bag insert (subject to deadlines)
- One page full color ad in the program guide

**Silver Level Sponsorship – $15K**
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 4 Session Passes
- 10’x20’ Booth in Expo Hall
- 45 minute speaking opportunity in the Products and Services Track
- Sponsor designation in outbound marketing efforts
- Company name, logo, 50 word description in the Program Guide and link on the OSCON web site
- Access to pre-event press and analyst list
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication (using third party mailhouse)
- Opportunity to host a reception at Oregon Convention Center, DoubleTree Hotel or Red Lion Hotel (sponsor responsible for all costs)
- Attendee bag insert (subject to deadlines)
- One page full color ad in the program guide

**Platinum Level Sponsorship – $50K (Limit 4)**
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 8 Session Passes
- 30’x30’ Booth in Expo Hall
- 45 minute speaking opportunity in the Products and Services Track
- Sponsor designation in outbound marketing efforts
- Company name, logo, 75 word description in the Program Guide and link on the OSCON web site
- Access to pre-event press and analyst list
- Ability to send email to attendee opt-in list for one pre-event and one post-event communication (using third party mailhouse)
- Use of press conference room for one private press event (on a first–come, first–served basis)
- Opportunity to host a reception at Oregon Convention Center, DoubleTree Hotel or Red Lion Hotel (sponsor responsible for all costs)
- Attendee bag insert (subject to deadlines)
- One page full color ad in the program guide
- Opportunity to sponsor one AM or PM break

**Exhibit Space – $5K ($50 USD per sq. ft.)**
- Company name included in pre-event emails
- Company name listed in press release
- 1 Session Pass
- Minimum Booth space in Exhibit Hall 10’x10’
- Company name, logo, 50 word description in the Program Guide and link on the OSCON web site
- Access to pre-event press and analyst list
- 10’x10’ Booth provided at no cost to .orgs and open source projects

Many Additional Sponsorship opportunities, call for more details and pricing.
- Hotel Card Key
- Lunch and Break Sponsorships
- Podcast Sponsorship

For more information please contact
sponsorships@oreilly.com
Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

Product to be displayed:

<table>
<thead>
<tr>
<th>PRIMARY CONTACT INFORMATION</th>
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Mailing Address (if different from below)

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<tr>
<th>SPONSOR &amp; EXHIBITOR SELECTIONS</th>
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<tr>
<td>For detailed information on Sponsor and Exhibitor opportunities, please contact <a href="mailto:sponsorships@oreilly.com">sponsorships@oreilly.com</a></td>
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<th>Sponsor Packages</th>
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<th>Exhibit Booths</th>
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<th>Additional Marketing Opportunities</th>
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<td>Bag Inserts Number of pieces [ ] Price $ [ ]</td>
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<th>PAYMENT INFORMATION</th>
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<td>Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor.</td>
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Cancellation Policy: We will refund 75% of the total sponsor or exhibitor fee for cancellations received in writing 120 days before the first day of the conference. We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing 60 days before the first day of the conference. We will refund 25% of the total sponsor or exhibit fee for cancellations received in writing 30 days before the first day of the conference. 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. |

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<th>Payment Type</th>
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<td>Company check (Please make check payable to O’Reilly Media.)</td>
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Account number [ ] Exp. date [ ]

Print cardholder’s name [ ]

Cardholder’s signature [ ]

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For more information, contact sponsorships@oreilly.com

conferences.oreilly.com
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 sponsorships@oreilly.com and should comply with one of the following print specs: 1. 300 ppi Photoshop tiff or eps file AND a 72 ppi web version (.gif or .jpg) of your non-animated logo that is equal to or less than 120 pixels wide and 100 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 _____________________ (event) taking place ______________________________ (date).

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. ORM reserves the right to change an assigned location without notification to the Sponsor.

USE OF DISPLAY SPACE: Sponsor shall use the display space for the purpose of presenting the products or services of the Sponsor and in no manner whatsoever shall the display space be used for any other purpose. Without prejudice to the generality of the foregoing, Sponsor shall not: use the display space for the selling, exhibit, solicitation, or display of any products or services other than such products or services as to which the space has been assigned; or, use the display space for any purpose other than the display of such products or services. Sponsor shall not make 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.

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, ORM shall determine that the conference or any part may not be held ORM may cancel the conference, including the booth space, table-top 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.

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 hold ORM and ORM’s lost or 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.

DEFENSE, AND PROTECT ORM AND ORM'S LOST OR 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.

O’Reilly Media, Inc.   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

Please sign and return this contract with your payment to:

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