

# OSCON™

Open Source Convention



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.	Brian Behlendorf, CollabNet
Simon Phipps, Sun	Greg Stein, Google
Kathy Sierra, Wickedly Smart	Larry Wall, Perl
Peter Saint-Andre, Jabber	Dave Thomas, Pragmatic Programmers
Guido van Rossum, Google	Robert "r0ml" Lefkowitz
Jeff Waugh, GNOME/Waugh Partners	Jeremy Zawodny, Yahoo! Inc.
Michael Tiemann, RedHat, 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) Top Tier Sponsorship at OSCON

- 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 mail house)
- 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)

### 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 mail house)
- 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

### 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)
- Half page color ad in the program guide

### 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' x 10' 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

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 [sponsorships@oreilly.com](mailto:sponsorships@oreilly.com)

**SPONSOR PACKAGES**

Conference \_\_\_\_\_

Sponsor Level \_\_\_\_\_

Price \$ \_\_\_\_\_

**EXHIBIT BOOTHS**

Square feet \_\_\_\_\_

@ \$ \_\_\_\_\_ per square foot

Exhibit fee \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:**

\$ \_\_\_\_\_

**Additional Marketing Opportunities**

Advertisements

Pages \_\_\_\_\_ Price \$ \_\_\_\_\_

Bag Inserts

Number of pieces \_\_\_\_\_ Price \$ \_\_\_\_\_

**PAYMENT INFORMATION**

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

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.

**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 \_\_\_\_\_

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

**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](mailto: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.)

**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
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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
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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

**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.

**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.

**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.