



BOOKS • CONFERENCES • ONLINE PUBLISHING

Dear Peer-to-Peer and Web Services Industry Member:

Riding high on the heels of the sold-out inaugural O'Reilly Peer-to-Peer Conference in February, O'Reilly & Associates is pleased to invite you to participate at the second O'Reilly Peer-to-Peer & Web Services Conference, to be held in Washington, D.C., September 18-21, 2001. This event will explore the technical, business, and legal dimensions of the fast growing peer-to-peer and web services spaces.

The overwhelming success of the first conference was undeniable to all involved, with over 1000 attendees, speakers, and press. The St. Francis Hotel in San Francisco was literally buzzing for three straight days with virtually every P2P luminary in attendance, from Shawn Fanning of Napster, Bill Joy of Sun Microsystems, Gene Kan from Gnutella, Ian Clarke of FreeNet, and Ray Ozzie of Groove Networks to name just a few.

And now, O'Reilly & Associates is casting the net wider by integrating web services and peer-to-peer into one definitive conference. Participate in the dialog that shapes the standards, legislation, and practices that will transform global computer interaction. Come discuss the potential of the Internet, when the best of the peer-to-peer methodologies connect with the power of web services, in a future where smart clients and open servers meet to revolutionize the Post-Web world.

O'Reilly & Associates has a variety of sponsorship and exhibiting opportunities designed to give your company deep exposure to our attendees and the press. We also encourage your company to view the conference as a learning experience and send, in addition to your marketing personnel, your CEOs, CIOs, CTOs, VPs, and engineers to engage our attendees. We'll provide the setting for a deep exchange of ideas; you provide your passion for peer-to-peer and web service technologies.

At the heart of O'Reilly & Associates is one simple goal—to help facilitate the transfer of knowledge. We look forward to helping you achieve your goals in the peer-to-peer and web services community.

Best regards,

A handwritten signature in black ink that reads "Andrew Calvo".

Andrew Calvo
Conferences Sales Manager
O'Reilly & Associates, Inc.

O'REILLY & ASSOCIATES, INC.

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www.oreilly.com



*September
18-21*

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Washington, D.C.

O'Reilly & Associates, Inc. is pleased to announce its second Peer-to-Peer & Web Services Conference, an event exploring the technical, business, and legal dimensions of the fast-growing peer-to-peer and web services spaces. The Conference will be held September 18-21, 2001 at the Omni Shoreham Hotel, Washington, D.C.

Description

The recent furor over peer-to-peer file sharing with Napster and other music-sharing programs masks a deeper revolution, with new applications that are reshaping our PCs and our online interactions with each other. We're moving from strong client-server architecture to one in which applications connect user-to-user, device-to-device, service-to-service, and program-to-program in distributed networks. Some of the emerging realms include:

- General Peer-to-Peer Infrastructure
- Collaboration
- Distributed Computation
- File-Sharing
- Web Services (XML-RPC, SOAP)
- Resource Discovery (WSDL, UDDI)
- Instant Messaging as Application Platform
- Device-to-Device Peer Architectures
- Metadata Services and Repositories
- Standards
- Security

Tutorials: September 18, 2001

One-day technical tutorials are aimed at those who want to accelerate their comprehension of the many technical and business models that make up peer-to-peer or distributed networking. Attendees learn directly from those who are forging the early infrastructures for peer-to-peer and web services.

Conference Program: September 19-21, 2001

The O'Reilly Peer-to-Peer & Web Services Conference is designed to offer focused, independent, and technically sophisticated speaker and panel sessions. It is the first conference in the industry that is designed to explore the implications and ramifications of peer-to-peer and web services computing.

Attendee Profile

Attendees at this conference will include CEOs, CTOs, intermediate and advanced programmers, developers, project leaders, and managers in both small start-up companies and Fortune 500 giants, as well as the press and investment community. Our attendees are above average in education, income, and most importantly, technical sophistication. They tend to be opinion leaders in their firms and have a high influence over technologies adopted by their companies.

Sponsor Benefits

Sponsor opportunities are designed to allow your company to interact with attendees on an in-depth and technically sophisticated level. As a sponsor at the O'Reilly Peer-to-Peer & Web Services Conference you'll have:

- Deep contact with members of the peer-to-peer and web services communities
- An exciting venue to make important announcements to the press
- Qualified leads rather than a massive list of tradeshow booth contacts
- Cost-effective exposure to your toughest customers



PLATINUM SPONSOR PACKAGE

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Package Price: \$45,000 **6 available**

The Platinum Sponsor Package for the O'Reilly Peer-to-Peer & Web Services Conference gives you unparalleled access and exposure to all attendees before, during, and after the event, and demonstrates your company's leadership position in P2P computing and web services.

1 **16'x20' Booth at Expo Hall**

- Electrical and AV requirements at additional charge

2 **Choice of: Official Sponsor of the Keynote (3 available)**

- Opportunity to hang two banners, distribute materials in Regency Ballroom during the keynote, and listing in Conference Program

or

Co-Sponsor of Gala Reception (3 available)

- Opportunity to hang two banners, distribute materials during Gala Reception, and listing in Conference Program

3 **Web/Print Ads**

- Company logo and 50-word company description prominently displayed on convention marketing materials and web site

4 **Full-page Color Ad in Conference Program**

5 **Conference Passes**

- 5 full Conference Passes; Conference materials included (excluding tutorials)

6 **One Post-Conference Attendee Mailing**

- Opportunity to distribute your company's collateral to conference attendees (blind mailing must use bonded mailing facility)

7 **Thursday Night Suite Parties**

- Ability to host a reception in a suite at the Omni Shoreham Hotel on Thursday, September 20. Available only to sponsors on a first-come, first-served basis; availability is limited. All food and beverage costs are the responsibility of sponsor. O'Reilly will promote your event to attendees at registration if desired.



GOLD SPONSOR PACKAGE

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Package Price: \$25,000 **4 available**

The Gold Sponsor Package for the O'Reilly Peer-to-Peer & Web Services Conference is a powerful way to gain the mind share and attention of P2P and Web Services Communities.

- 1 8'x20' Booth at Expo Hall (upgrade to 16'x20' booth for additional \$7,995)**
 - Electrical and AV requirements at additional charge

- 2 Official Sponsor of Breakfast and Lunch for One Day of the Conference**
 - Opportunity to hang banners, distribute materials during breakfast and lunch, and listing in Conference Program

- 3 Web/Print Ads**
 - Company logo and 50-word company description prominently displayed on convention marketing materials and web site

- 4 Half-page Color Ad in Conference Program**

- 5 Conference Passes**
 - 3 full Conference Passes; Conference materials included (excluding tutorials)

- 6 One Post-Conference Attendee Mailing**
 - Opportunity to distribute your company's collateral to conference attendees (blind mailing must use bonded mailing facility)

- 7 Thursday Night Suite Parties**
 - Ability to host a reception in a suite at the Omni Shoreham Hotel on Thursday, September 20. Available only to sponsors on a first-come, first-served basis; availability is limited. All food and beverage costs are the responsibility of sponsor. O'Reilly will promote your event to attendees at registration if desired.

SILVER SPONSOR PACKAGE

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Package Price: \$10,000 **15 available**

The Silver Sponsor Package is another avenue to increase awareness of your company to the attendees of the O'Reilly Peer-to-Peer & Web Services Conference.

- 1 8'x10' Booth at Expo Hall**
 - Electrical and AV requirements at additional charge

- 2 Web/Print Ads**
 - Company logo and 50-word company description prominently displayed on convention marketing materials and web site

- 3 Quarter-page Color Ad in Conference Program**

- 5 Conference Passes**
 - 1 full Conference Pass; Conference materials included (excluding tutorials)

- 6 One Post-Conference Attendee Mailing**
 - Opportunity to distribute your company's collateral to conference attendees (blind mailing must use bonded mailing facility)

- 7 Thursday Night Suite Parties**
 - Ability to host a reception in a suite at the Omni Shoreham Hotel on Thursday, September 20. Available only to sponsors on a first-come, first-served basis; availability is limited. All food and beverage costs are the responsibility of sponsor. O'Reilly will promote your event to attendees at registration if desired.

DESIGNATED SPONSOR AREAS

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Press Room Sponsorship

Price: \$15,000

- 1 Designation of Your Company as the Official Sponsor of the Press Room**
 - Opportunity to display your company's signage (production of signage is responsibility of sponsor) and set up one demo station in Press Room
- 2 Two Conference Session Passes**
- 3 8'x10' Booth at Expo Hall**
 - Electrical and AV requirements at additional charge

Terminal Room Sponsorship

Price: \$10,000

- 1 Designation of Your Company as the Official Sponsor of the Terminal Room**
 - Opportunity to display your company's signage (production of signage is responsibility of sponsor) and screensaver/start-up screen logo
- 2 Two Conference Session Passes**
- 3 8'x10' Booth at Expo Hall**
 - Electrical and AV requirements at additional charge

Individual Items Sponsorship

Conference attendees will take special notice of your company's name and logo on one or more of the following items. You provide the artwork and signage (where appropriate) and we will take care of the rest!

Attendee Badge Lanyard

\$5,000

Attendee Highlighter Pen

\$5,000

Attendee Notepad

\$5,000

Attendee Pen

\$5,000

Bottle Opener

\$3,000

Ceramic Coffee Mug

\$10,000

Flexible Stress Reliever

\$5,000

Logo on Attendee Backpack

\$15,000

Logo on Attendee Bag

\$15,000

Luggage Tag

\$5,000

Sport Water Bottle

\$5,000



EXHIBITORS

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The O'Reilly Peer-to-Peer & Web Services Conference will hold an Exposition for leading-edge companies wishing to demonstrate new technologies, meet and recruit potential employees, and solidify relationships with members of the community.

Exposition Dates

Wednesday, September 19, 2001 10am-6pm
Thursday, September 20, 2001 10am-6pm
Friday, September 21, 2001 10am-4pm

Costs

8'x10' Booth \$4,495
8'x20' Booth \$7,995
16'x20' Booth \$14,995

Demographic Profile of the First O'Reilly Peer-to-Peer Conference

36% Development/MIS/IS/Sys Admin/Web
25% CEO, Founder, CIO, CTO, COO, Technical VP/Director
20% Press
6% Academic
5% VC/Finance/Analyst/Consultant
3% Sales/Marketing/PR
5% Other

Attendees

1500 Attendees, speakers, and press are expected

Conference Program Ads

Full-page Color \$1,495
Half-page Color \$995
Quarter-page Color \$595

Exhibitor Badges

Exhibitors are allowed to bring in as many staff to work their booths as they desire, however, booth staff will not have access to conference sessions or meal functions. Exhibitors can purchase full conference registrations at a 20% discount.

CO-MARKETING SUPPORT

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We wish to work together with you to produce the best possible conference experience for our attendees and your customers. To this end, the O'Reilly Conferences Marketing Team provides the following marketing and co-marketing opportunities.

1 Co-Marketing Postcard Program

- Let your customers know that you'll be at the Conference with an O'Reilly conference postcard. Print your message on the back of the postcard and then mail it out to your customers using our mail house or one of your own.

2 Your Product Announcements

- Take advantage of alerts to our press contacts, conference marketing materials, and online publishing for your pre-launch teasers and product launch announcements.

3 Conference Marketing Brochure

- All sponsors who sign contracts and pay by June 11, 2001 will have their logo on the Conference Marketing Brochure.
- Circulation: 200,000

4 Conference Program

- All sponsors who sign contracts and pay by July 31, 2001 will have their logo and company description on the Conference Program. Platinum, Gold, and Silver Sponsors will also have an ad in the Conference Program.
- Circulation: 1,500 Conference Attendees and Speakers

5 Media Sponsorships

- Exchange \$25,000 of magazine advertising, web site advertising, or customer mail lists for conference booth space, conference attendee bag inserts, O'Reilly web advertising, O'Reilly customer mail lists, newsletter advertising, or other distribution vehicles. For more information, contact kimw@oreilly.com and ask for our Peer-to-Peer and Web Services Conference Media Sponsorship Kit.

6 Conference Web Site

- All sponsors and exhibitors will have their logo and company description displayed on the conference web site upon receipt of contract, payment, and associated art and copy.



PROMOTIONAL ITEMS ORDER FORM

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Washington, D.C.

Please sign and return this contract with your payment to:

Attn: Andrew Calvo
O'Reilly & Associates, Inc.
101 Morris Street, Sebastopol, CA 95472
Telephone: 707-829-0515 x 441; Fax: 707-823-9746

Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

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 _____

2001 O'REILLY PEER-TO-PEER & WEB SERVICES CONFERENCE PROMOTIONAL ITEMS

You provide the logo, we produce 1,500 units and distribute to all attendees at registration.

- _____ Attendee Badge Lanyard – \$5,000
- _____ Attendee Highlighter Pen – \$5,000
- _____ Attendee Notepad – \$5,000
- _____ Attendee Pen – \$5,000
- _____ Bottle Opener – \$3,000
- _____ Ceramic Coffee Mug – \$10,000
- _____ Flexible Stress Reliever – \$5,000
- _____ Logo on Attendee Backpack – \$15,000
- _____ Logo on Attendee Bag – \$15,000
- _____ Luggage Tag – \$5,000
- _____ Sport Water Bottle – \$5,000

TOTAL AMOUNT DUE:

\$ _____

EARLY BIRD DISCOUNT

5% Early Bird Discount on ALL contracts signed and paid by May 31, 2001.

TOTAL WITH DISCOUNT

(if applicable)

\$ _____

See next page for payment information.



PROMOTIONAL ITEMS ORDER FORM, *continued*

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PAYMENT INFORMATION

Full payment in U.S. funds must accompany this form in order to secure your promotional items.

Cancellations: We will refund 25% of the total *promotional item* fee for cancellations received in writing by 5:00 PM on July 17, 2001. After that date, no refunds will be made. In the unlikely event of cancellation of the conference, the liability of O'Reilly & Associates, Inc. is limited to the return of paid fees.

Payment Type:

- Company check (Please make check payable to O'Reilly & Associates)
 Visa MasterCard American Express Discover

Account number _____ Expiration 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/Exhibitor _____ Title _____ Date _____

Upon receipt of this contract and payment O'Reilly & Associates will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly & Associates, Inc. _____ Date _____

COMPANY LOGO

Logos should be submitted via email to andrewc@oreilly.com and should comply with one of the following print specs for submitting sponsor logos:

1. 300 dpi Photoshop® tiff or eps file
2. Adobe® Illustrator® or Macromedia® Freehand® eps file **with fonts outlined**. (This is very important: O'Reilly & Associates, Inc. is not responsible for providing fonts for printing sponsor submitted logos.)



SPONSOR & EXHIBITOR APPLICATION & CONTRACT

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Please sign and return this contract with your payment to:
Attn: Andrew Calvo, O'Reilly & Associates, Inc.
101 Morris Street, Sebastopol, CA 95472
Telephone: 707-829-0515 x 441; Fax: 707-823-9746

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

- _____ Platinum Sponsor – \$45,000
Select one:
 Official Sponsor of the Keynote
 Co-Sponsor of Gala Reception
_____ Gold Sponsor – \$25,000
_____ with upgrade to 16' x 20' booth space – \$32,995
_____ Silver Sponsor – \$10,000

DESIGNATED AREA SPONSORSHIPS

- _____ Press Room – \$15,000
_____ Terminal Room – \$10,000

EXHIBITOR BOOTHS

- _____ 8' x 10' Booth – \$4,495
_____ 8' x 20' Booth – \$7,995
_____ 16' x 20' Booth – \$14,995

ATTENDEE PROGRAM ADVERTISEMENTS

- _____ Full-page ad – \$1,495
_____ Half-page ad – \$995
_____ Quarter-page ad – \$595

TOTAL AMOUNT DUE:

\$ _____

EARLY BIRD DISCOUNT

5% Early Bird Discount on ALL contracts signed and paid by May 31, 2001.

TOTAL WITH DISCOUNT

(if applicable)

\$ _____

See next page for payment information.



SPONSOR & EXHIBITOR APPLICATION & CONTRACT, *continued*

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PAYMENT INFORMATION

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

Exhibitors will receive their display area assignments when we receive full payment.

Cancellations: We will refund 25% of the total *sponsor or exhibit* fee for cancellations received in writing by 5:00 PM on July 17, 2001. After that date, no refunds will be made. In the unlikely event of cancellation of the conference, the liability of O'Reilly & Associates, Inc. is limited to the return of paid fees.

Payment Type:

- Company check (Please make check payable to O'Reilly & Associates)
- Visa MasterCard American Express Discover

Account number _____ Expiration 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/Exhibitor _____ Title _____ Date _____

Upon receipt of this contract and payment, O'Reilly & Associates will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly & Associates, Inc. _____ Date _____

COMPANY LOGO AND INFORMATION

Please submit a company logo and 50 word company/product description below.

O'Reilly & Associates is authorized to make use of this information for the Convention Program and web site. Logos should be submitted via email to andrewc@oreilly.com and should comply with one of the following print specs for submitting sponsor logos:

1. 300 dpi Photoshop® tiff or eps file
2. Adobe® Illustrator® or Macromedia® Freehand® eps file **with fonts outlined.** (This is very important: O'Reilly & Associates, Inc. is not responsible for providing fonts for printing sponsor submitted logos.)



PARTICIPATION AGREEMENT

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Terms and Conditions for Sponsor/Exhibitor Participation in the O'Reilly Peer-to-Peer & Web Services Conference, Sept 18-21, 2001.

ASSIGNMENT OF SPACE: O'Reilly & Associates (ORA) shall assign the display space to the Sponsor for the period of the display, such assignment to be made within six weeks after ORA'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 ORA.

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 ORA, which ORA 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 ORA, 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 ORA and hold ORA, 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 ORA, 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 ORA's liability under any circumstance, exceed the amount actually paid to it by the Sponsor for display space. ORA 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, ORA shall determine that the conference or any part may not be held ORA may cancel the conference, including the booth space, table-top displays or any part thereof. In that event, ORA 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 ORA.

SPONSOR CANCELLATION: All payments made to ORA under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by ORA and ORA'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. ORA 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 ORA from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor and ORA concerning the subject matter of this application. ORA is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by ORA. The rights of ORA under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of ORA. 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.