



*2001  
Sponsor and  
Exhibitor  
Packages*

July 23–27, 2001  
Sheraton Harbor Island  
San Diego, CA

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*Dates To Remember:*

First Day to Reserve Space  
February 14, 2001

Early Bird Registration Ends  
(10% Discount)  
April 13, 2001



## INTRODUCTION

The 2001 O'Reilly Open Source Convention is your opportunity to associate your company name with the open source community's largest cross-technology gathering. Sponsorship and exhibiting gives you access to over 2,500 attendees and speakers from around the world, developers who are eager to strengthen their technical skills and explore new technologies. Meet the managers who make the decisions, and mingle with the heroes, founders, and demi-gods of open source.

This year's gathering features the first ever **Open Source Executive Conference**, as well as **Perl 5.0**, the world's largest conference on Perl.

## CONVENTION AREAS OF FOCUS

- Linux
- Apache
- Perl
- Python
- XML
- PHP
- Tcl
- Mozilla
- MySQL
- Executive Conference

## TUTORIALS

*July 23–24, 2001*

Two days of intensely focused tutorials aimed mainly at intermediate and advanced users of open source technology.

## CONVENTION SESSIONS

*July 25–27, 2001*

Three days of 20+ concurrent convention sessions focusing on the cutting edge of open source technology, featuring talks, demonstrations, and panel debates. Attendees can go as deep as they want in a particular technology or attend a variety of sessions in multiple tracks.

## ATTENDEES

2,500 attendees and speakers are expected.

## WHY ATTEND?

*Why do sponsors and exhibitors come to the O'Reilly Open Source Convention?*

- To receive the highest degree of exposure to the open source community
- To demonstrate open source development tools and technologies to the open source community
- To meet and recruit potential employees
- To make press announcements to the open source press
- To build and solidify relationships with the movers and shakers of the open source community

*Why do attendees come to the O'Reilly Open Source Convention?*

- To improve programming or system administration skills
- To meet the core developers for key open source technologies
- To learn about the latest tools and techniques to help them work faster and smarter
- To network with peers and meet with potential employers
- To get technical information without hype or sales pitches
- To be part of a historic gathering of the open source software community
- To meet Tim!

## DEMOGRAPHIC PROFILE

*(based on past O'Reilly events and conferences)*

### *Attendees*

Average Years of Programming/Technical Experience	15
Average Age	33

### *Type of Organization*

Computer/High Tech	57%
Commercial (non-computer/high tech)	15%
Government	13%
Educational	11%
Other	4%

### *Size of Company*

1001+	56%
100–1000	19%
Under 100	25%

### *Primary Job Function*

Software Developer	28%
System/Network Admin	27%
Application Developer	24%
Webmaster	21%



**PLATINUM SPONSOR PACKAGE****\$45,000 – 6 available**

The Platinum Sponsor Package of the 2001 O'Reilly Open Source Convention will guarantee the highest degree of exposure and prestige in all pre-event, event, and post-event marketing programs. This exclusive package is designed to position your company, products, and services at the forefront of the open source community.

*Includes:*

- 1 Exhibit Booth**  
8' x 20' booth at Expo Hall (upgrade to 20' x 20' booth for additional \$5,000)
- 2 Choice of:**  
**Official Sponsor of the Keynote – 3 available**  
Opportunity to hang banners, create walk-in slide, and distribute materials in Grand Ballroom during Keynote; listing in Convention Program  
*or*  
**Co-sponsor of Gala Reception on July 25 – 3 available**  
Opportunity to hang banners and distribute materials during Gala Reception; listing in Convention Program
- 3 Web/Print Ads**  
Company logo prominently displayed on all convention marketing materials and web site
- 4 Ad in Convention Program**  
Full page black-and-white ad in Convention Program
- 5 Convention Passes**  
Six convention passes (excluding tutorials)
- 6 One Post-Convention Attendee Mailing**  
Opportunity to distribute your company's collateral to convention attendees (blind mailing must use bonded mailing facility)

**GOLD SPONSOR PACKAGE****\$30,000 – 5 available**

The Gold Sponsor Package is a powerful way to gain the mind share and attention of the 2001 O'Reilly Open Source Convention attendees.

*Includes:*

- 1 Exhibit Booth**  
8' x 20' booth at Expo Hall (upgrade to 20' x 20' booth for additional \$5,000)
- 2 Sponsor of breakfast, lunch, and two breaks for one entire day of the convention**  
Opportunity to hang banners and distribute materials in tent during lunch, listing in Convention Program, listing on all food and beverage signage for one day
- 3 Web/Print Ads**  
Company logo prominently displayed on all marketing materials and web site
- 4 Ad in Convention Program**  
Half-page black-and-white ad in Convention Program
- 5 Convention Passes**  
Four convention passes (excluding tutorials)
- 6 One Post-Convention Attendee Mailing**  
Opportunity to distribute your company's collateral to convention attendees (blind mailing must use bonded mailing facility)

**SILVER SPONSOR PACKAGE****\$15,000 – 6 available**

The Silver Sponsor Package is another avenue to increase awareness of your company to the attendees of the 2001 O'Reilly Open Source Convention.

*Includes:*

- 1 Exhibit Booth**  
8' x 10' booth at Expo Hall
- 2 Sponsor of coffee/ice cream cart in Expo Hall during AM or PM of the convention**  
Opportunity to place signage next to coffee/ice cream cart; listing in Convention Program
- 3 Web/Print Ads**  
Company logo prominently displayed on all marketing materials and web site
- 4 Ad in Convention Program**  
Quarter-page black-and-white ad in Convention Program
- 5 Convention Passes**  
Three convention passes (excluding tutorials)
- 6 One Post-Convention Attendee Mailing**  
Opportunity to distribute your company's collateral to convention attendees (blind mailing must use bonded mailing facility)



## EVENT SPONSORSHIPS

*July 23, 2001***Monday Movie Night – \$5,000**

Opportunity to hang banners and distribute materials at Monday Movie Night, listing in Convention Brochure

*July 24, 2001***Tuesday Night Welcome Reception – \$25,000**

Outdoor Tent (5:00 –7:00 PM, 2,000 max. occupancy)

Opportunity to host a reception, \$10,000 food and beverage credit

**Tuesday Night Quiz Show – \$5,000**

Opportunity to hang banners and distribute materials at Tuesday Night Quiz Show, listing in Convention Brochure

*July 25, 2001***Wednesday Night Party – \$10,000**

Quinn's Sports Bar (8:00 –11:00 PM, 150 max. occupancy)

Opportunity to host a reception, \$3,500 food and beverage credit

**Wednesday Night Party – \$10,000**

Waterworks Lounge (8:00 –11:00 PM, 150 max. occupancy)

Opportunity to host a reception, \$3,500 food and beverage credit

**Wednesday Night Party – \$10,000**

Catalina Room (8:00 –11:00 PM, 250 max. occupancy)

Opportunity to host a reception, \$3,500 food and beverage credit

*July 26, 2001***Thursday Night Party – \$20,000**

Outdoor Tent (8:00 –11:00 PM, 2,000 max. occupancy)

Opportunity to host a reception, \$7,000 food and beverage credit

**Thursday Night Party – \$10,000**

Quinn's Sports Bar (8:00 –11:00 PM, 150 max. occupancy)

Opportunity to host a reception, \$3,500 food and beverage credit

**Thursday Night Party – \$10,000**

Waterworks Lounge (8:00 –11:00 PM, 150 max. occupancy)

Opportunity to host a reception, \$3,500 food and beverage credit

**Thursday Night Party – \$10,000**

Catalina Room (8:00 –11:00 PM, 250 max. occupancy)

Opportunity to host a reception, \$3,500 food and beverage credit

*July 23-27, 2001***Monday, Tuesday, Wednesday, Thursday, or Friday Night Yacht Party – \$15,000 per night**

Yacht anchored in bay (8:00 –11:00 PM, 150 max. occupancy)

Opportunity to host a reception, \$7,000 food and beverage/yacht rental credit

## EXHIBITORS

*Convention Dates: July 23–27, 2001*

*Exhibit Hall Dates: July 25–27, 2001*

The 2001 O'Reilly Open Source Convention is the ideal venue for getting in front of your most technically sophisticated customers. Demonstrate your products and/or services to more than 2000 attendees hungry for information and eager to hear about open source community trends and developments. Use the convention to meet and recruit new talent.

**8' x 10' Booth Space – \$3,495***Includes:*

- Pipe and drape (carpet, electrical, internet connections are extra)
- 4 Exhibitor Passes

**8' x 20' Booth Space – \$4,995***Includes:*

- Pipe and drape (carpet, electrical, internet connections are extra)
- 6 Exhibitor Passes

**20' x 20' Booth Space – \$9,995***Includes:*

- Pipe and drape (carpet, electrical, internet connections are extra)
- 10 Exhibitor Passes

**All Booths Include:**

- 50-word description of your company's product/services and logo in the Convention Program
- Publication of your company's logo on the Open Source Convention web site, with a link to your company's URL

**Exhibitor Passes Include:**

- Admission to Exhibit Hall
- Admission to all food and beverage events
- Admission to Keynotes

*(An exhibitor pass does not include admission to convention sessions and tutorials, or convention promotional gifts.)*



## DESIGNATED AREA SPONSORSHIPS

Opportunity to hang banners and distribute your company's materials during the entire convention, space permitting

**Press Room – \$10,000**

**Terminal Room – \$10,000**

**Stress Relief Center – \$10,000**

**Exhibit Hall Lounge – \$10,000**

**Shuttle Sponsors:** Opportunity to hang banners (space permitting) on shuttles:

- **Molly Trolley – \$10,000**
- **Shuttle A – \$10,000**
- **Shuttle B – \$10,000**

**All Designated Area Sponsorships above include:**

- 8' x 10' Booth Space: pipe and drape (carpet, electrical, internet connections are extra)
- 1 Convention Pass (excluding tutorials)
- 4 Exhibitor Passes (includes admission to food and beverage events, admission to Keynotes; not included are admission to conference sessions and tutorials, or convention promotional gifts)

## PROMOTIONAL ITEMS

**\$5,000 and up**

See the list of promotional items in the Sponsor Packet. You provide the logos and O'Reilly will take care of the rest, and distribute to attendees at registration.

## ATTENDEE PROGRAM ADVERTISEMENT

**Full-page ad – \$995**

**Half-page ad – \$595**

**Quarter-page ad – \$295**

## SAN DIEGO FUN—FOR THE WHOLE FAMILY

**We encourage all attendees, speakers, and exhibitors to bring their families and significant others for the entire week to take advantage of our beautiful tropical locale.**

**The San Diego Sheraton Harbor Island** is right on the water, with easy access to jogging and bike trails, the ocean, museums, and more. The San Diego Sheraton offers two outdoor pools, bike rentals, a full-service spa, and basketball, tennis, and work-out facilities on site. And if you're a golfer, you know that San Diego is a golfer's paradise.

**Free Day Care for Children!** At our first ever "Open Source Convention KidsCamp," in partnership with KiddieCorp of San Diego, programs are customized for each age group. Daily festivities include a visit from the beloved "Bear in the Big Blue House!" For program information, check the O'Reilly web site before the convention.

**Free Shuttles!** Daily shuttles will transport you and your family to Balboa Park, Sea World, and the San Diego Zoo, as well as the Fish Market, Gaslamp Quarter, and Old Town shopping districts, where nighttime free shuttles will also take you for dinner and night life.

**Stress Relief!** You don't even have to leave the central meeting area to visit O'Reilly's onsite Massage Area. Any time from 10 AM to 6 PM, you and your guests can purchase a massage—whether it's a 15-minute neck and shoulder "quick fix" or the full 90-minute treatment.

