

TOC Conference

Tools of Change for Publishing



As a media company closely connected with the leading innovators in technology, O'Reilly is in a unique position to recognize new trends in publishing and identify models that are emerging in the next generation of publishing products and services. O'Reilly's Tools of Change for Publishing Conference will provide critically important analysis, hands-on workshops, and thought-provoking sessions for publishers of all kinds looking to recognize and help shape the future of publishing.

O'Reilly is launching its first Tools of Change for Publishing Conference to raise the level of technology knowledge and discourse in the publishing industry and to provide a meeting ground for those leading the charge into the future of publishing.

The Tools of Change for Publishing Conference will:

- Explore and inspire new, profitable publishing opportunities
- Identify best practices in an evolving marketplace
- Guide decision-makers through technology options
- Provide hands-on technical information for managers and practitioners
- Center on success stories and business models
- Create an energizing, collaborative meeting ground for all participants

Join us at the first O'Reilly Tools of Change for Publishing Conference to explore and shape the future of publishing.

Audience Profile: publishers, senior editors, marketing managers, production managers, publishing consultants, technology providers, research librarians, authors, bloggers, news outlets, multimedia web sites, and other business decision makers in publishing

Estimated attendance: 700+

One day sponsor gallery: June 19, 2007

Sponsorship Packages

The TOC Conference sponsorship packages are designed to give you maximum exposure to a sophisticated technical audience in an intimate setting.

Diamond Sponsorship-\$50K (limit 2)

Top Tier Sponsorship at TOC

- 15 minute Plenary Keynote (pending speaker/content approval by program chair)
- Recognition by Program Chair, Sarah Milstein
- Company name, logo, 100 word description in Program Guide and listing on the conference web site
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 10 Full Conference Passes
- Sponsored Workshop Session (subject to 04/15/07 deadline and approval of content by program chair)
- 45 minute speaking opportunity in Products and Services track
- Sponsor Snapshot
- Sponsor Gallery Demo station, including electricity and internet
- Two page full color ad in Program Guide
- Attendee bag insert
- Logo on attendee bag (subject to deadlines)
- Official sponsor of opening night reception
- First chance for lanyard sponsorship (additional \$5K plus sponsor provides lanyards)
- Sponsor designation in outbound marketing efforts
- 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
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host reception (sponsor responsible for all costs)

Platinum Level Sponsorship-\$35K (Limit 4)

- Sponsor Gallery Demo station, including electricity and internet
- Sponsor designation in outbound marketing efforts
- Company name, logo and 100 word description and link in Program Guide and listing on the conference web site
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 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
- 8 Full Conference Passes
- 45 minute speaking opportunity in Products and Services track
- One page full color ad in Program Guide
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host reception (sponsor responsible for all costs)
- Attendee bag insert (subject to deadlines)

Gold Level Sponsorship-\$25K

- Sponsor Gallery Demo station, including electricity and internet
- Sponsor designation in outbound marketing efforts
- Company name, logo and 75 word description and link in Program Guide and listing on the conference web site
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 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
- 4 Full Conference Passes
- 45 minute speaking opportunity in Products and Services track
- One page full color ad in Program Guide
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host reception (sponsor responsible for all costs)
- Attendee bag insert (subject to deadlines)

Silver Level Sponsorship-\$15K

- Sponsor Gallery Demo station, including electricity and internet
- Sponsor designation in outbound marketing efforts
- Company, name logo and 50 word description and link in Program Guide and conference web site
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 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
- 2 Full Conference Passes
- 45 minute speaking opportunity in Products and Services track
- Half page full color ad in Program Guide
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host reception (sponsor responsible for all costs)
- Attendee bag insert (subject to deadlines)

Additional Sponsorship opportunities available. Please call for more details and pricing.

- Hotel Card Key
- Breakfast Sponsorship
- Lunch Sponsorship
- AM/PM Break Sponsorships
- Lanyard Sponsorship
- Late Night Reception
- 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

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 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 |
|---------|-------|------|
|---------|-------|------|

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

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.