

**JUNE 18–20, 2007**  
Fairmont Hotel  
San Jose, California

**ONLINE** conferences.oreilly.com/toc  
**FAX** 707-829-1342  
**MAIL** O'Reilly Media, Inc.  
TOC 2007 Conference  
1005 Gravenstein Highway North  
Sebastopol, CA 95472

**Cut-off date for  
paying by check:**  
May 18, 2007

**Fax Registration Form  
before this date:**  
June 4, 2007

**1 Pricing****Early Registration**  
(until 5/8/07)**Standard Registration**  
(5/9/07–6/17/07)**Onsite Registration**  
(6/18/07–6/20/07)

	Early Registration (until 5/8/07)	Standard Registration (5/9/07–6/17/07)	Onsite Registration (6/18/07–6/20/07)
Sessions plus Tutorials Day	<input type="checkbox"/> \$1345	<input type="checkbox"/> \$1545	<input type="checkbox"/> \$1645
Sessions Only	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1295
Tutorials Day only	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795

**Early Registration Bonus:** Register by May 8, 2007 and receive an O'Reilly Book. Book choice:  iPod, *The Missing Manual*, 5th Ed.  *Mind Hacks*  *Window Seat*

**2 Special Discounts**

You may combine a special discount (see below) with the Early Registration Pricing during the Early Registration period (until May 8, 2007) to save even more!

- Academic Instructor** — 50% off with proof of full time academic instructor status on organization letterhead. Fax to (707) 829-1342. Please use **toc07ac** in the discount field.
- Academic Staff** — 25% off with proof of full time academic employment status on organization letterhead. Fax to (707) 829-1342. Please use **toc07sa** in discount field.
- Alumni** — Have you been a paid attendee at a previous O'Reilly conference? If so, you are eligible for a 15% alumni discount. Please email us at [confreg@oreilly.com](mailto:confreg@oreilly.com) with the name and year of the O'Reilly conference you attended for verification and your special discount code.
- Full Time Student** — 65% off with proof of full-time student status: a copy of ID & class schedule. Fax to (707) 829-1342. Please use **toc07fts** in the discount field.
- Government** — 10% off with proof of agency connection. Use discount code **toc07gov**, and fax proof to (707) 829-1342.
- Non-profit** — 40% off with proof of full time employment at a non-profit organization. Fax to (707) 829-1342. Please use **toc07np** in the discount field.
- User Group** — User Group discounts are available. For discount information or to see if your group is eligible please email Marsee Henon [marsee@oreilly.com](mailto:marsee@oreilly.com) for details. To sign your group up with the O'Reilly User Group Program please go to [ug.oreilly.com](http://ug.oreilly.com).

*Please Note — We will always provide the highest possible discount, however, we do not allow more than one discount. We are unable to provide retroactive discounts.*

**3 MONDAY MORNING TUTORIALS**

- Digitizing Your Backlist
- RSS to Drive Traffic and Improve Sales
- SEO for Book Publishers
- XML: What Publishers Need to Know

**4 MONDAY AFTERNOON TUTORIALS**

- Beyond Text: Adding Multimedia and Interactivity to Your Books
- Evaluating and Implementing Tools and Processes for a Digital Workflow
- Web Analytics that Work Build Your Business
- Incorporating POD into a Profitable Publishing Strategy

**PLEASE PRINT CLEARLY****5 Total Fees**

Total Fees \$ \_\_\_\_\_  
Discount (if applicable) \$ \_\_\_\_\_  
Grand Total \$ \_\_\_\_\_  
Discount Code \_\_\_\_\_

**PLEASE PRINT CLEARLY****6 Method of Payment**

- AMEX \_\_\_\_\_ Account Number \_\_\_\_\_
- Visa \_\_\_\_\_ Cardholder's Name \_\_\_\_\_
- MasterCard \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_
- Discover \_\_\_\_\_ Expiration Date (mm/yy) \_\_\_\_\_ Card Code \_\_\_\_\_
- Check\* payable to O'Reilly Media, Inc. **\*Send check by May 18, 2007**

**PLEASE PRINT CLEARLY****7 Your Personal Information**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Job Title \_\_\_\_\_ Company \_\_\_\_\_  
Billing Address \_\_\_\_\_ Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

**Email Address (required)**

- I'd like to receive the **conference newsletter** via email.
- I'd like to be listed in the conference **Who's Who** list.
- List my (check those that apply):  Physical Address  Email Address  Phone Number  No Thanks

**Special needs:**  Vegetarian/Vegan  Kosher

**Please tell us how you learned about this conference.**

- Friend  Work associate
- Website \_\_\_\_\_
- Other \_\_\_\_\_

**CANCELLATION POLICY:** If for any reason you need to cancel your registration, please email Patrick Dirden at [pdirden@oreilly.com](mailto:pdirden@oreilly.com) before May 18, 2007. You will be refunded your registration fee less a \$100 processing charge. **No refunds are available after this date.**