

where 2.0

C O N F E R E N C E

JUNE 29 - 30, 2005
THE WESTIN ST. FRANCIS HOTEL
SAN FRANCISCO, CA

Sponsor Prospectus



WHERE
IS YOUR BUSINESS?

conferences.oreilly.com/where

O'REILLY®

JUNE 29 - 30, 2005
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CONFERENCE OVERVIEW

THE O'REILLY WHERE 2.0 CONFERENCE explores the emerging consumer and enterprise ecosystems around location-aware technologies—ecosystems that increasingly impact the way we work and play. Location-determining technologies like GPS, RFID, WLAN, cellular networks, and networked sensors enable an ever-growing array of capabilities from local search and mapping to business analytics to enterprise integration, commercial applications, and software infrastructure.

Learn from early adopters and industry leaders how to apply these technologies to your own business. What technologies are real now and what is coming in the near future? What applications can you build with them? What business problems can they solve? What business models open up? Where's the money? Join us at The Westin St Francis in San Francisco, June 29 - 30, 2005, to explore these questions and more.

O'Reilly conferences bring together forward-thinking business and technology leaders to shape the ideas that influence industries around the globe. For over 25 years, O'Reilly has facilitated the adoption of new and important technologies by the enterprise, putting emerging technologies on the map.

Projected Attendance: 800+

Attendee Profile

CIO, CTO, CEO, CMO
Strategic IT planning and decision-makers
Top level product marketing and R&D managers
Analysts, Press, Bloggers

Sectors

Internet, retail, insurance, government, energy, data management, transportation, health care, call centers, supply chain systems, and more.

Topics

Asset Tracking	Logistics/Supply Chain
Business Value of Location	Mobile in Asia and Europe
Consumer Apps and Services	Online Retail
CRM	Operational Analytics
Enterprise Integration	Retooling Developers for Geospatial
Enterprise Solution Platforms	RFID, WiFi, Networked Sensors, GPS, and Cellular
Future of Consumer Geo Tech	Risk Management
Future of Local Search	Security
Geo as Platform	What's Real in Mobile Now

Sponsorships

Our sponsorship packages are designed to promote your company as an industry leader to our attendees, the press, and the over two million online visitors to the O'Reilly Network (oreillynet.com). Please contact us to discuss customized sponsorship options and packages.

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DIAMOND SPONSOR PACKAGE

Package Price: \$35,000

The Diamond Sponsor Package gives you top billing to all attendees before, during, and after the event, and premium advertising and exhibit placement at the event, solidifying your company's leadership position in the location community.

Includes:

One plenary speaking opportunity (subject to O'Reilly consultation and approval of speaker and content). This will be a 15-minute plenary conversation/panel/session pending sponsor's request and consultation with program chairs.

- Opportunity to hang banner in ballroom during plenary
- Opportunity to distribute materials in ballroom during plenary
- Listing and logo placement in conference program as plenary sponsor

Sponsor of Exhibit Hall Reception, June 29, 6:00PM – 7:30PM

- Listing and logo placement in conference program, web site, email announcements, on-site signage

Two-page color ad in conference program

6' tabletop display (pop-up booths allowed) in premium location in Exhibit Hall

Includes:

- 6' draped counter
- Two counter-height stools
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- High speed Ethernet Internet connection
- Electrical connection for two computers

Use of press conference room for one private press event

(on a first-come, first-served basis)

Web/print ads

- Company logo and 100-word description prominently displayed on conference marketing materials and web site
- Top logo placement and link on conference home page

200,000 online banner impressions on oreillynet.com

Conference passes

- 6 full conference passes (excluding tutorials); conference materials included

Opt-in attendee list

Attendee bag insert

Post conference attendee mailings

- Opportunity to distribute your company's collateral to all conference attendees (blind mailing, must use bonded mailing facility) in one post conference mailing

Opportunity to host reception at The Westin St. Francis Hotel

(on a first-come, first-served basis; vendor responsible for reception costs)

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PLATINUM SPONSOR PACKAGE

Package Price: \$25,000

The Platinum Sponsor Package gives you access and exposure to all attendees before, during, and after the event, and demonstrates your company's leadership position in the location community.

Includes:

Official sponsor of breakfast and lunch for one day of the conference

- *Opportunity to hang banner during breakfast and lunch*
- *Opportunity to distribute materials during breakfast and lunch*
- *Company listing in conference program, on-site signage*

Full-page color ad in conference program

6' tabletop display (pop-up booths allowed) in premium location

Includes:

- *6' draped counter*
- *Two counter-height stools*
- *8' high draped backwall to hang banner*
- *Carpeted room (no need to rent carpet)*
- *High speed Ethernet Internet connection*
- *Electrical connection for two computers*

Use of press conference room for one private press event

(on a first-come, first-served basis)

Web/print ads

- *Company logo and 100-word description prominently displayed on conference marketing materials and web site*
- *Top logo placement and link on conference home page*

150,000 online banner impressions on oreillynet.com

Conference passes

- *4 full conference passes (excluding tutorials); conference materials included*

Opt-in attendee list

Attendee bag insert

Post conference attendee mailings

- *Opportunity to distribute your company's collateral to all conference attendees (blind mailing, must use bonded mailing facility) in one post conference mailing*

Opportunity to host reception at The Westin St. Francis Hotel

(on a first-come, first-served basis: vendor responsible for reception costs)

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GOLD SPONSOR PACKAGE

Package price: \$15,000

The Gold Sponsor Package is a powerful way to gain the mind share and market share of the location community.

Includes:

Full-page color ad in conference program

6' tabletop display (pop-up booths allowed)

Includes:

- *6' draped counter*
- *Two counter-height stools*
- *8' high draped backwall to hang banner*
- *Carpeted room (no need to rent carpet)*
- *High speed Ethernet Internet connection*
- *Electrical connection for two computers*

Web/print ads

- *Company logo and 75-word company description prominently displayed on all conference marketing materials and web site*
- *Logo placement and link on conference home page*

Opt-in attendee list

Attendee bag insert

100,000 online banner impressions on oreillynet.com

Conference passes

- *2 full conference passes (excluding tutorials); conference materials included*

Post conference attendee mailings

- *Opportunity to distribute your company's collateral to all conference attendees (blind mailing, must use bonded mailing facility) in one post conference mailing*



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SPONSOR EXHIBIT HALL

The Sponsor Exhibit Hall will be strategically located in the Italian Foyer, the entrance to the Grand Ballroom at The Westin St. Francis, guaranteeing constant traffic. All attendees must pass through the Exhibit Hall to enter the main session room.

This event is designed to give you maximum exposure to a sophisticated technical audience with a minimum investment. We provide the draped tabletop—you provide one or two staff members, one or two banners, demo setup, and product literature.

Move in:

Wednesday, June 29, 2005
2:00PM – 5:00PM

Exhibit Hall hours:

Wednesday, June 29, 2005
6:00PM – 7:30PM (Reception)

Thursday, June 30, 2005
10:00AM – 1:30PM and 2:30PM – 4:30PM

Tear down:

Thursday, June 30, 2005
4:30PM – 6:00PM

All sponsor packages include:

- 6' draped counter (pop-up booths allowed)
- One counter height stool
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- High speed Ethernet Internet connection
- Electrical connection for two computers

Projected attendance: 600-800+ attendees, speakers, and press

Conference program ads:

Full-page \$2,995
Half-page \$1,995
Quarter-page \$995

Bag insert:

\$995 per piece

For more information, please contact
Andrew Calvo
Sponsorship Sales Manager
O'Reilly Media, Inc.
707-827-7176
andrewc@oreilly.com



WHERE 2.0 CONFERENCE SPONSOR APPLICATION & CONTRACT

Please sign and return this contract with your payment to:

Attn: Andrew Calvo, O'Reilly Media, Inc.
1005 Gravenstein Highway North, Sebastopol, CA 95472
Telephone: 707-827-7000; 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 SELECTIONS

For detailed information on Sponsor opportunities, please contact Andrew Calvo:
andrewc@oreilly.com • 707-827-7176

SPONSOR PACKAGES

- _____ Diamond Sponsor - \$35,000
- _____ Platinum Sponsor - \$25,000
- _____ Gold Sponsor - \$15,000

ATTENDEE PROGRAM ADVERTISEMENTS

- _____ Full-page \$2,995
- _____ Half-page \$1,995
- _____ Quarter-page \$995

BAG INSERTS

- _____ \$995 per piece

LANYARD SPONSORSHIP

- _____ \$5,000 (must be a sponsor)

CONFERENCE BAG SPONSORSHIP

- _____ \$5,000 (must be a sponsor)

TOTAL AMOUNT DUE:

\$ _____

TOTAL WITH DISCOUNT (if applicable)

\$ _____

See next page for payment information.

WHERE 2.0 CONFERENCE SPONSOR APPLICATION & CONTRACT

Payment Information

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor. Sponsors will receive their display area assignments when we receive full payment.

Cancellations: We will refund 50% of the total sponsor fee for cancellations received in writing by 5:00PM on May 13, 2005. 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

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

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

Company Logo and Information

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

O'Reilly Media is authorized to make use of this information for the conference program and web site. Print and web logos should be submitted via email to andrewc@oreilly.com and should comply with one of the following print specs:

1. 300 dpi Photoshop tiff or eps file and a 72 dpi web version (.gif or .jpg) of your non-animated logo that is equal to or less than 140 pixels wide and 140 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.)

WHERE 2.0 CONFERENCE PARTICIPATION AGREEMENT

Terms and Conditions for Sponsor Participation at the Where 2.0 Conference, June 29 – 30, 2005

ASSIGNMENT OF SPACE: O'Reilly Media Inc., (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, tabletop 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.