

where^{2.0}TM

CONFERENCE



The Where 2.0 Conference brings together the people, companies, and projects building the new technological foundations and creating value in the location industry. There's no better place to connect with the people behind the mash-ups and platforms, looking ahead to the future of geospace, debating what's viable now, and what's lurking just below the radar.

Where 2.0 is a two-day, single-track conference featuring a unique combination of high profile keynotes from big players, lightning talks, panel discussions, and demos with the most innovative and interesting people in this space. Now in its third year, Where 2.0 is where the grassroots and leading edge developers building location aware technology intersect with the businesses and entrepreneurs seeking out location apps, platforms, and hardware to gain a competitive edge.

In the O'Reilly conference tradition, Where 2.0 presents leading trends rather than chasing them. Location is going everywhere. Be there when it happens here.

Estimated attendance: 800+

Audience Profile: Geo-developers, technologists, strategists, programmers, hackers, bloggers, press, analysts, venture capitalists, CxOs

Selected past speakers include:

Jack Dangermond, ESRI

Di-Ann Eisnor, Platial

J. Kim Fennell, deCarta

John Frank, MetaCarta

Jim Greiner, MapQuest

John Hanke, Google Earth

Gary Lang, Autodesk

Stephen Lawler, Microsoft Virtual Earth

Paul Levine, Yahoo! Local

Lars Rasmussen, Google

Jed Rice, Skyhook Wireless

Rob Shanks, GlobeExplorer

Tim O'Reilly, O'Reilly Media

Two day sponsor gallery: May 29 – 30, 2007

Past sponsors included: Microsoft, Google, Yahoo!, ESRI, MapQuest, deCarta, SkyHook Wireless, GlobeExplorer, Autodesk, Talent SA, MetaCarta, Skyline

Reach technology innovators and business leaders at Where 2.0 2007.

Use Where 2.0 2007 as a platform to position your company as a leader in the geo-location space. Sponsorships, networking events, hands-on demonstrations and onsite marketing promotions are available.

Sponsorship Packages

The Where 2.0 Conference sponsorship packages are designed to give you maximum exposure to a sophisticated technical audience in an intimate setting.

Diamond Sponsorship – \$45K (limit 2) Top Tier Sponsorship at Where 2.0

- 15 minute Plenary Keynote (pending speaker/content approval by program chair)
- Recognition by Program Chair, Brady Forrest
- Company name, logo, 100 word description in Program Guide and listing on the conference website
- Company name included in pre-event emails
- Company name listed in sponsor press release
- 10 Full Conference Passes
- 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 website
- 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
- 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

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 website
- 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
- 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

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 on the conference website
- 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
- 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

Additional Sponsorship Opportunities

Call for more details and pricing

- Hotel Key Card
- Breakfast Sponsorship
- Lunch Sponsorship
- AM / PM Break Sponsorships
- 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 Yvonne Romaine: yromaine@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 Yvonne Romaine at yromaine@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
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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
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Please sign and return this contract with your payment to:

Attn: Yvonne Romaine, 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.