

O'REILLY®

Oregon Convention Center, Portland, OR  
July 24 – 28, 2006  
Exhibit Hall – July 26 – 27, 2006

EIGHTH ANNUAL

OSCON™  
OPEN SOURCE  
CONVENTION



O'REILLY®

Hotel Le Plaza, Brussels, Belgium  
18 – 21 September 2006  
Exhibit Hall – 19 September 2006

SECOND ANNUAL

EURO  
OSCON™  
OPEN SOURCE  
CONVENTION



Join us at the 8<sup>TH</sup> Annual Open Source Convention (OSCON) and our 2<sup>ND</sup> Annual European Open Source Convention (EuroOSCON) for the latest discoveries and developments along with the business, technical, political, and legal minds behind them.

OSCON and EuroOSCON are the only events where open source leaders and practitioners of every persuasion gather to integrate projects, launch revolutionary new ideas, and push the boundaries of their respective technologies.

We will bring together key programmers, developers, strategists, technologists, and entrepreneurs involved in open source technology to exchange ideas, share techniques, and discuss and explore vital open source and emerging technologies such as Perl, MySQL, Java, PHP, Python, XML, Linux, Apache, and many more.



**Oregon Convention Center**  
Portland, OR  
July 24 – 28, 2006

Projected Attendance:  
2500+ Attendees, speakers, and press



**Hotel Le Plaza**  
Brussels, Belgium  
18 – 21 September 2006

Projected Attendance:  
800+ Attendees, speakers, and press

### Topics/Tracks:

- Business
- Desktop Apps
- Databases, including MySQL, PostgreSQL, Ingres, Berkeley DB, and others
- Emerging Topics
- Java
- Linux Kernel for Sys Admins
- Linux for Programmers
- Operating Systems
- Perl
- PHP
- Programming
- Python
- Ruby, including Ruby on Rails
- Security
- Web Apps, including Apache
- XML
- Windows



## Exhibit Hall

Our Exhibit Hall is for leading-edge companies wishing to demonstrate new technologies, meet and recruit potential employees, and solidify relationships with members of the community and press.

### **OSCON Exhibit Hall, July 26 – 27, 2006**

- **The OSCON Exhibit Hall will be located in a 60,000 square foot exhibit hall in the spacious Oregon Convention Center in Portland, Oregon.**

10'x10' Exhibit Hall Booth—\$3,495 USD (\$34.95 USD per sq. ft.)

10'x10' Booth provided at no cost to .orgs and open source projects

### **EuroOSCON Exhibit Hall , 19 September 2006**

- **The EuroOSCON Exhibit Hall will be located in the foyer area outside the keynote ballroom at the Hotel Le Plaza in Brussels, Belgium.**

Tabletop display/pop-up booth—\$4995 USD (limited supply available)

### **EuroOSCON .orgs and open source projects Exhibit Hall, 20 September 2006**

Tabletop display/pop-up booth provided at no cost (limited supply available)

## Additional Sponsor Opportunities

Contact Andrew Calvo ([andrewc@oreilly.com](mailto:andrewc@oreilly.com), 707-827-7176) for pricing and options on customizing sponsorship and reception possibilities.

- Maker Fair Sponsorship
- Breakfast Sponsorship
- Lunch Sponsorship
- AM/PM Break Sponsorship
- Wireless Network Sponsorship
- Internet Café Sponsorship
- Lanyard Sponsorship
- Attendee Pens and Notepads
- Attendee Bag
- Hotel Card Key



## Diamond Sponsor Package \$60,000 USD

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 Open Source community.

- ▣ **One plenary speaking opportunity** (subject to availability and O'Reilly consultation and approval of speaker and content. This may be a 15-minute solo presentation or conversation/interview/panel.)
  - Opportunity to hang banner in keynote ballroom
  - Opportunity to distribute materials in ballroom
- ▣ **Sponsor of Exhibit Hall Reception**
  - Opportunity to hang banner in Exhibit Hall during Exhibit Hall hours
  - Listing and logo placement in convention program, web site, email announcements, signage
- ▣ **One 45-minute speaking opportunity in Products and Services Track**
- ▣ **Two-page full color ad in convention program**
- ▣ **30'x30' booth space in premium location in Exhibit Hall (OSCON) Prime tabletop display area (EuroOSCON)**
  - Electrical and AV requirements at additional charge
- ▣ **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 convention marketing materials and web site
  - Top logo placement and link on convention home page
- ▣ **200,000 online banner impressions on oreillynet.com**
- ▣ **Convention passes**
  - Ten full convention passes (excluding tutorials); convention materials included
- ▣ **Two-time use of opt-in attendee list** (pre- and post convention)
- ▣ **Attendee bag insert**
- ▣ **Opportunity to host reception at the Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Hotel Le Plaza** (on a first-come, first-served basis: vendor responsible for reception costs)



## Platinum Sponsorship \$45,000 USD

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

- **20'x30' Exhibit Hall booth (OSCON)  
Prime tabletop display area (EuroOSCON)**

Electrical and AV requirements at additional charge

- **45-minute speaking opportunity in Products and Services Track**  
(on a first-come, first-served basis)

- **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 convention marketing materials and web site

Logo placement and link on convention home page

- **100,000 online banner impressions on oreillynet.com**

- **Full-page color ad in convention program**

- **Convention passes**

Eight full convention passes (excluding tutorials); convention materials included

- **Two time use of opt-in attendee list** (pre- and post convention)

- **Attendee bag insert**

- **Opportunity to host reception at Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Hotel Le Plaza** (on a first-come, first-served basis: vendor responsible for reception costs)



## Gold Sponsor \$30,000 USD

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

- **20'x20' Exhibit Hall Booth (OSCON)**  
**Prime table-top display area (EuroOSCON)**

Electrical and AV requirements at additional charge

- **45-minute speaking opportunity in Products and Services track**  
(on a first-come, first-served basis)

- **Web/print ads**

Company logo and 75-word company description prominently displayed on all convention marketing materials and web site

Logo placement and link on convention home page

- **Two-time use of opt-in attendee list** (pre- and post conference)
- **Attendee bag insert**
- **Full-page color ad in convention program**
- **Convention passes**

Four full convention passes (excluding tutorials); convention materials included

- **Opportunity to host reception at Oregon Convention Center, DoubleTree Hotel, Red Lion Hotel, or Hotel Le Plaza** (on a first-come, first-served basis: vendor responsible for reception costs)
- **75,000 online banner impressions on oreillynet.com**



## Silver Sponsor \$15,000 USD

The Silver Sponsor Package is another avenue to increase awareness of your company to this audience of technically sophisticated attendees.

- **10'x20' Exhibit Hall (OSCON)**  
**Prime tabletop display area (EuroOSCON)**
  - Electrical and AV requirements at additional charge
- **45-minute speaking opportunity in Products and Services Track**  
(on a first-come, first-served basis)
- **Web/print ads**
  - Company logo and 50-word company description prominently displayed on convention marketing materials and web site
  - Logo placement and link on convention home page
- **One half-page color ad in convention program**
- **Convention passes**
  - Two full convention passes (excluding tutorials); convention materials included
- **50,000 online banner impressions on oreillynet.com**
- **Attendee bag insert**
- **Two-time use of opt-in attendee list** (pre- and post conference)



## Open Source Convention Attendee Profile

Primary Job Function		Company Size		Purchasing Role	
Developer	51%	2,500+	31%	Determine Needs	59%
IT/IS/Sys Admin/DBA	22%	501-2,500	16%	Evaluate/test products	59%
CXO/VP/Director/ Manager	15%	101-500	18%	Recommend purchases	57%
Press	5%	51-100	7%	Introduce new products/ technologies for evaluation	53%
Academic	2%	1-50	28%	Develop specifications	41%
Other	5%			Authorize purchases	19%
				Not involved	19%

### Selected Press at the Open Source Convention

Army Times  
 BBC News Interactive  
 British Broadcasting Corporation  
 CNET  
 Computer Bits Magazine  
 Computerworld  
 Daemon News  
 Digital Web Magazine  
 Dr. Dobb's Journal  
 eWeek Magazine  
 InfoWorld  
 InnovationWorld.net  
 Java.net  
 Linux Journal  
 Linux Magazine  
 Network World  
 NewsForge/OSDN  
 Open Enterprise Trends  
 Open Source Software Foundry  
 OSDir.com &  
 EmergentReport.com  
 Portland Tribune  
 Penton Media  
 Reuters  
 Salon.com  
 Slashdot.org  
 Sunday Times  
 Technologies Magazine  
 Technology Review  
 The Edge Report  
 The Oregonian  
 The Perl Review  
 USA TODAY  
 Willamette Week  
 Wired Magazine  
 XML.com  
 ZDNet  
 Ziff Davis Media

### Selected Organizations at the Open Source Convention

Amazon.com  
 Ariba, Inc  
 Array BioPharma  
 Azure Capital Partners  
 Bank Of America  
 Barclays Global Investors  
 BBC News Interactive  
 BEA Systems, Inc.  
 Boeing  
 Bureau of Labor Statistics  
 Bureau of Public Debt, Treasury  
 Cascade Steel Rolling Mills  
 Chiron Corporation  
 ChristianBook.com  
 Cisco Systems Inc.  
 Classmates Online, Inc.  
 Coast Guard  
 Cold Spring Harbor Laboratory  
 Con-Way Transportation Services  
 Department of Defense  
 Department of Treasury – Bureau  
 of the Public Debt  
 DoubleClick Inc.  
 Earth Data Analysis Center  
 eBay  
 Environment Canada  
 Epson EPI  
 Ericsson AB  
 Federal Reserve Bank  
 Fildeity Investments Inc.  
 Fisher Investments Inc  
 Flight Technical Publications  
 Ford Motor Company  
 Fox Chase Cancer Center  
 Freddie Mac  
 French Trade Commission  
 Fresno County Office of Education  
 Fujitsu Siemens Computers GmbH  
 General Motors Corporation  
 Giga, Forrester Research, Inc.  
 GlaxoSmithKline

Halliburton  
 Harvard University  
 Hawaiian Electric Co  
 Hewlett-Packard Company  
 Hillsborough Community College  
 Industrial Light & Magic  
 Infocomm Development Authority  
 of Singapore  
 Inktomi, a Yahoo! Company  
 Institute of Marine Research  
 Intel Corporation  
 Jet Propulsion Laboratory  
 Kaiser Permanente  
 Lawrence Livermore National  
 Laboratory  
 Leonard N. Stern School of  
 Business, NYU  
 LexisNexis  
 Lions Gate Entertainment  
 Los Alamos National Laboratory  
 Louisiana Pacific  
 LSI Logic  
 Marimba, Inc.  
 Mckenzie Group  
 McKesson  
 Menlo Equity Partners  
 Michelin  
 Micron Technology Inc.  
 Microsoft Corporation  
 MIT Sloan School of Management  
 Mitsubishi Int'l Corp.  
 Monolith Press  
 Monsanto Enterprise Systems  
 Architecture  
 Moody Bible Institute  
 Morgan Stanley  
 Motorola, Inc.  
 NASA Ames Research Center  
 National Gallery of Art  
 National Information Consortium  
 National Institute for Technology  
 and Liberal Education  
 Nebraska Lottery  
 Northrup Grumman

Novell, Inc.  
 Omni Hotels  
 Oregon Board of Medical Examiners  
 Pacific Gas and Electric Co.  
 PayPal, Inc.  
 Perot Systems Corporation  
 Pfizer Global Research &  
 Development  
 Qualcomm  
 Raytheon  
 Saudi Aramco  
 Sauria Associates, LLC  
 Sharp Microelectronics  
 of the Americas  
 Smithsonian  
 Social Security Administration  
 State Farm Insurance  
 Swisscom Enterprise Solutions AG  
 Sybase, Inc.  
 Symantec Corp  
 Target Corporation  
 Ticketmaster  
 U.S. Army Corp of Engineers  
 U.S. Department of Defense  
 U.S. District Court, 9th circuit  
 U.S. District Court-Portland  
 U.S. Forest Service  
 U.S. General Accounting Office  
 U. S. Navy  
 Unilever – Global Technology  
 Service  
 University of California,  
 Santa Barbara  
 University of California, Irvine  
 University of Colorado, Boulder  
 University of Exeter  
 Veritas Software  
 Verizon Online  
 Volvo Technology Corporation  
 Walt Disney Feature Animation  
 Wells Fargo Bank  
 Weyerhaeuser  
 Wolfram Research Inc.  
 Xerox Corporation

# Sponsor & Exhibitor 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: **707-829-0104**

Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

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## Product to be displayed

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## 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 Andrew Calvo: [andrewc@oreilly.com](mailto:andrewc@oreilly.com)

### Sponsor Packages

#### OSCON

- \_\_\_\_\_ Diamond Sponsor – \$60,000 USD
- \_\_\_\_\_ Platinum Sponsor – \$45,000 USD
- \_\_\_\_\_ Gold Sponsor – \$30,000 USD
- \_\_\_\_\_ Silver Sponsor – \$15,000 USD

#### EuroOSCON

- \_\_\_\_\_ Diamond Sponsor – \$60,000 USD
- \_\_\_\_\_ Platinum Sponsor – \$45,000 USD
- \_\_\_\_\_ Gold Sponsor – \$30,000 USD
- \_\_\_\_\_ Silver Sponsor – \$15,000 USD

### Attendee Program Advertisements

- \_\_\_\_\_ Full-page ad – \$2995 USD

### Exhibit Booths

#### OSCON

- \_\_\_\_\_ 10'x10' booth – \$3,495 USD

#### EuroOSCON

- \_\_\_\_\_ Tabletop Display/Pop-up Booth – \$4995 USD

### Bag Inserts

- \_\_\_\_\_ \$1995 USD per piece

TOTAL AMOUNT DUE:

\$ \_\_\_\_\_

See next page for payment information.

**Payment Information**

Full payment in U.S. funds must accompany this form in order to secure your space as a sponsor or exhibitor.

Cancellations: We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing by 5:00 PM on **May 31, 2006 for OSCON or July 18, 2006 for EuroOSCON**. After that date, no refunds will be made. In the unlikely event of cancellation of the convention, 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 \_\_\_\_\_

**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 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 [andrewc@oreilly.com](mailto: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.)

## Participation Agreement

Terms and Conditions for Vendor Participation in the O'Reilly Open Source Convention (July 24 – 28, 2006) and O'Reilly European Open Source Convention (18 – 21 September 2006).

**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. No Licensee or exhibitor may dispense any food or beverage samples from exhibits, booths or any other areas within the Center without the prior written permission of the OCC Executive Director. Exhibitors having the need to distribute food or beverage samples unrelated to their business shall order these items from ARAMARK/Giacometti Partners LTD.

**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.

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