

O'Reilly Conferences

Media & Promotional Partnerships

For over 25 years, O'Reilly has facilitated the adoption of new and important technologies by the enterprise, putting emerging technologies on the map. O'Reilly conferences are no different. Our events bring alpha geeks and forward-thinking technology leaders together to shape the revolutionary ideas that spark new industries. Delivering the wisdom of these expert early adopters to developers, managers, and others passionate about technology, O'Reilly conferences translate the innovator's knowledge into useful skills and tools that can be applied to real world situations.



O'Reilly conferences provide an excellent marketing venue for those wishing to reach new and influential audiences, expand readership, and increase visibility via significant presence before, during and after our shows. In turn, our partners help spread the word and further the recognition of each conference brand. Explore the dynamic opportunities O'Reilly events offer—become a media or promotional partner in a marketplace for innovation.

Media & Promotional Partner Benefits

- Reach dynamic, influential and eclectic audiences, including creative and tech-savvy entrepreneurs, thought leaders, pioneering developers and top level executives
- Network with high profile sponsors, cutting-edge companies and the 'movers and shakers' changing the industry right now
- Expand brand recognition via substantial on-line and print conference marketing efforts
- Identify with O'Reilly Media, and other established publishing and technology leaders

Media Partners are:

- Print Publications
- On-line Publications
- Industry News websites

Promotional Partners are:

- Non-profit organizations and community organizations
- Industry focused companies offering cross-promotional opportunities
- Prominent blogs

Standard Media & Promotional Partnership Barter

O'Reilly Conference provides: *(Subject to availability)*

- Logo and 50-word company description including URL and graphic link on conference web site
- Logo and 50-word company description including URL in the conference attendee printed program
- Logo included in on site signage at event
- Conference registration discount for readers and/or customers
- Unlimited Exhibit Hall Passes—may be extended to company members, readers and clients, subscribers and or/customers

Media/Promotional Partner provides:

- Conference description, link and discount code listed in appropriate website section placed 3 months prior to event, or date of contract

And 1 of the following

- Static button ad placed on home page approximately 2 months prior to event
- Rotating banner ad placed approximately 2 months prior to event, with a minimum of 200K impressions

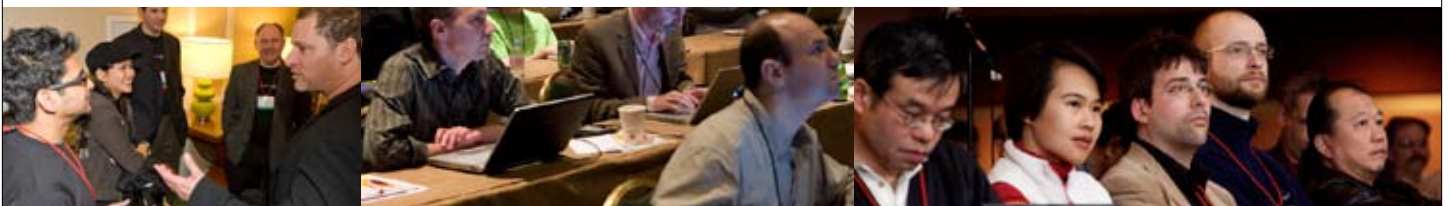
Additional Benefits (by request)

O'Reilly Conference can also provide 1 or more of the following: *(Subject to availability)*

- Up to 1/2 page full color ad in attendee printed program
- Insert in attendee bag and/or literature table distribution
- Complimentary Conference Passes—may be extended to company members, readers or clients
- Text sponsorship in Conference newsletter
- 728x90 banner ad on conference web site

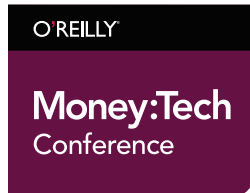
In exchange, partner to provide 1 or more of the following:

- Rotating banner ad, placed approximately 2 months prior to event, 200K impressions per month
- Static conference banner ad on home page, placed approximately 2 months prior to event
- Dedicated email blasts to subscriber list
- Targeted List rental, or access to partner's subscriber list
- 3 monthly or 6 weekly newsletter ad inclusions
- Minimum 1/2 page print ad in magazine



O'Reilly Conferences

Available conferences are summarized here. More detailed descriptions may be reviewed at each conference website and by downloading the event specific "Media & Promotional Partner Info Sheets."



February 6–7, 2008
New York, NY

conferences.oreilly.com/money

The O'Reilly Money: Tech conference will raise the level of conversation around technology advances in the investment industry, bringing together innovators with established players to increase adoption and awareness and push the technology forward.

Expected Attendance: 400+

Who will come to Money:Tech?

Hedge fund managers, financial entrepreneurs, technologists, academics, investors, equity/financial/investment analysts, and VCs

The Money:Tech Experience

- Interview-style conversations with big players, combined with rapid fire talks and "high order bits" demoing cool start-ups and applications
- Uniquely focused event, centered on success stories and models, melds thought leadership with practical how-to's



February 11–13, 2008
New York, NY

conferences.oreilly.com/toc

The Tools of Change for Publishing (TOC) Conference explores how technology is influencing the future of publishing, sparking creativity and inspiring conversation for leading change in the industry.

Expected Attendance: 500+

Who comes to TOC?

Book publishers, senior editors, marketing and production managers, publishing consultants, librarians, business managers in publishing

The TOC Experience

- Critically important analysis, hands-on workshops, and thought-provoking sessions
- Noted experts will focus on new opportunities, next generation ideas, and the cutting edge approaches needed to keep pace with a rapidly evolving industry



GSP West
March 3–4, 2008
San Diego, CA

GSP East
June, 2008
Location TBD

The O'Reilly Graphing Social Patterns Conference (GSP) explores the components of building and distributing applications for Facebook and other social networking platforms.

West Expected Attendance: 400+

East Expected Attendance: 600+

Who comes to GSP?

Marketers, business executives, technical developers, advertisers, open source programmers, VCs, entrepreneurs, technologists and hackers

The GSP Experience

- Two days of single track plenary sessions delving into two categories: Marketing/Business and Application/Developer
- Demos, panels, presentations, and launches inspired by an engaged, excited and interactive community



March 3–6, 2008
San Diego, CA

conferences.oreilly.com/etech

The O'Reilly Emerging Technology Conference (ETech) centers on future technologies that truly matter. From robotics, health care, and space travel to gaming, finance, and art, ETech explores promising technologies new to the innovation horizon, and investigates those that have been on the horizon too long.

Expected Attendance: 1200+

Who comes to ETech?

Technologists, CTOs, hackers, researchers, thought leaders, strategists, artists, entrepreneurs, business developers, and VCs

The ETech Experience

- Tutorials and breakout sessions inspire, while keynotes and hallway conversation spark enough unconventional thinking to change how you see your world
- Blue-sky theorizing meets practical, real-world information and conversation



April 14–17, 2008
Santa Clara, CA

mysqlconf.com

Co-presented with MySQL AB, the friendly, professional atmosphere of the MySQL Conference & Expo brings together developers, users, and database administrators, reflecting MySQL's wide-ranging appeal and capabilities.

Expected Attendance: 1600+

Who comes to MySQL?

Developers, gurus, experts, engineers, database administrators, managers, CIOs, CTOs, and executives

MySQL Conference Experience

- Participants learn from leading visionaries in the open source world, and gain insight into what they have to say about the future of software and the evolution of open source technologies
- Attendees discover best practices for using MySQL in a range of architectures including Web, Cluster, Enterprise Data Warehouse, and Embedded applications



May 12–14, 2008
Burlingame, CA

conferences.oreilly.com/where

The Where 2.0 Conference provides a unique environment for the business community to interact with developers who are influencing location-aware technology. In the O'Reilly tradition, leading trends will be presented from the most innovative and interesting players in the realm of geospace.

Expected Attendance: 800+

Who comes to Where 2.0?

GIS industry players, CTOs, technology evangelists, CIOs, product managers and technologists, open source mapping and location tool developers, grassroots developers, researchers, academics, artists and activists, neogeographers and traditional geographers, VCs

The Where 2.0 Experience

- A dynamic combination of high profile keynotes, lightning talks, panel discussions, demos, and audience interaction
- A place to meet the people behind the mash-ups, the people behind the platforms, and the people looking ahead to the future of geospace



RailsConf
May 29–June 1, 2008
Portland, OR

RailsConf Europe
September, 2008
Berlin, Germany

www.railsconf.com /
www.railsconfeurope.com

Co-presented with Ruby Central, Inc., RailsConf and RailsConf Europe feature the most innovative and successful Ruby on Rails experts, and companies from across the continent and around the world.

RailsConf
Expected Attendance: 1600+

RailsConf Europe
Expected Attendance: 800+

Who comes to RailsConf?

Ruby on Rails enthusiasts, developers, IT managers, tech-savvy entrepreneurs, users at every level

The RailsConf Experience

- A gathering place for the worldwide Rails community, including an important network of experts, alpha geeks, and innovators
- Focused sessions provide attendees with examples of development paradigms and design strategies meant to enable businesses of all kinds to take advantage of Rails 2.0



June 23–24, 2008
Burlingame, CA

conferences.oreilly.com/velocity

Web companies, big and small, face many of the same performance and operations challenges. The O'Reilly Velocity conference provides the best information on building and operating fast, scalable, available websites and brings engineers, managers, and experts together to collaborate, exchange ideas, and share best practices.

Expected Attendance: 700+

Who comes to Velocity?

Engineers, web developers and product managers looking to optimize the experience of users visiting their site, and those building pages for high traffic destinations

The Velocity Experience

- Collaborative and focused learning provides attendees with the knowledge and tools to initiate change and increase web performance & availability immediately
- Practical how-to's and breakout sessions uncover the keys for crossing over from cool Web 2.0 features to sustainable websites



**July 21–22, 2008
Portland, OR**

ubuntulive.com

Co-presented with Canonical, Ltd, Ubuntu Live is the official, trusted event for the Ubuntu community, welcoming all the different segments within the Ubuntu ecosystem: experts, long-time users, established companies, and newcomers alike in a passionate, energizing environment.

Expected Attendance: 600+

Who comes to Ubuntu Live?

System administrators, developers and programmers, technical directors, IT managers and professionals, CTOs, CIOs, CXOs, enterprise and start-up companies, educators and non-profit project leaders

The Ubuntu Live Experience

- Quality sessions, big-picture keynotes, and in-depth tutorials from Ubuntu movers and shakers
- A wide-ranging program gives participants all the knowledge they need to explore and set in motion the powerful features in Ubuntu, related applications, and open source technologies

O'REILLY

OSCON™
Open Source Convention

**July 21–25, 2008
Portland, OR**

conferences.oreilly.com/oscon

OSCON is the bazaar of open source technologies, welcoming new voices and projects alongside the platforms, languages, and apps that started it all. Where the open source community gathers to get inspired, acquire knowledge and gain momentum, OSCON has become a place for enterprise developers and managers to see the jewels of open source on display.

Expected Attendance: 3000+

Who comes to OSCON?

Visionaries, developers, technologists, entrepreneurs, programmers, sys admins, CIOs, CTO's, and hackers

The OSCON Experience

- Over 3000 open source developers, gurus, experts, and users from around the world
- Hundreds of sessions designed to build inspiration as much as know-how
- In depth tutorials that explore the technology behind open source innovations
- An Expo Hall showcasing the newest ideas, products, and projects from across the entire spectrum of the open source community

**web2.0
EXPO**

**San Francisco, New York,
Berlin, and Tokyo**

Co-produced with CMP Technology.* The annual gathering of technical, design, marketing, and business professionals, Web 2.0 Expo events bring together the innovators and industry figures building the next generation web.

*CMP is responsible for sponsorships and partnerships for the Web 2.0 Expo events, and Web 2.0 Summit. For more information contact Liliانا Arancibia, larancibia@cmp.com

**web2.0
SUMMIT**

San Francisco, CA

Co-produced with CMP Technology.* An invite only event, Web 2.0 Summit brings the intelligence, innovation, and leadership of the Internet industry together to discuss and debate the most critical issues and strategies driving the Internet economy.



To discuss partnership opportunities, contact Avila Reese at mediapartners@oreilly.com or 707-827-7116