Sponsorship Opportunities

For more information contact Sharon Cordesse at scordesse@oreilly.com or 707.827.7065
Everything open source (and we mean everything)
Join us for the 16th Annual Open Source Convention

For years, OSCON has been the gathering place of the open source community. Both a celebration and exploration of open source technologies, OSCON provides a deep perspective on where we’ve been, and where we’re headed. Known for being fast-paced, intellectually stimulating, and absolutely on-target about open source technologies, the convention draws over 3,500 developers, coders, innovators, entrepreneurs, and more every year.

While other conferences focus on one part of the stack, OSCON is unique in dealing with the open source ecosystem in its entirety, exactly as it exists in the real world—a huge appeal for OSCON attendees. They’ll gather for five full days of keynotes, demos, debates and discoveries,—not to mention the liveliest Expo Hall in the open source world. We invite you to be part of this key event.

As a sponsor at OSCON, you’ll directly connect with this important community and support them with your products, services, and industry intelligence. Your presence will reinforce your company image and cement your position among the leaders in the field. If your business involves open source technologies—or the people who work with them—then you won’t want to miss this opportunity.

…at OSCON you bump into the creators of just about everything. OSCON provides a wonderful opportunity to meet and mingle with some of the greatest open source minds. If mingling isn’t really your thing, spend the morning attending sessions and letting the experts pour information into your brain.”

Emma Jane Westby, drupalize.me

“It’s the gathering place for the open source community. The event is crawling with developers.”

Alex Williams, TechCrunch, 10 Conferences To Attend If You Are Looking To Meet Developers

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“OSCON is an incredible place to find out how to use all cool new open source projects, and to see what’s coming next. As we are researching, implementing, and contributing profoundly to the Open Source community, it is an excellent opportunity to showcase our cutting-edge work in this domain, while we network with peers, partners and prospects.”

Pankaj Mittal, Sr. Vice President & CTO, Impetus

The Nexus of All Things Open Source

Once considered a radical upstart, open source has moved from disruption to default. Collaborative and transparent, open source has become modus operandi, powering the next wave of innovation in cloud, data, and mobile technologies. But don’t take our word for it:

- ZDNet reports that open-source software and the open-source method are moving well beyond where you think they live, and into all businesses: “While we all know that open source is an important tool in pure software development, it’s become clear that open source is now helping improve enterprise networking, smart cars, and academia.”

- According to the annual Back Duck survey and Linux Collaboration Summit, 86.3% of non-technical companies will adopt open source in 2013, plus we’ll see a 71.9% increased in awareness of open source software by consumers.

- The new British Government Service Design Manual, effective April 13, 2013, chooses open source software over proprietary solutions: “Use open source software in preference to proprietary or closed source alternatives, in particular for operating systems, networking software, web servers, databases and programming languages.”

- And according to Paul Saffo, Silicon Valley technology forecaster, “Open source is a way to get access to all the smartest people, including the ones who don’t work for you.”

In keeping with its O’Reilly heritage, OSCON provides a unique venue for all things open source: participants find inspiration, confront new challenges, share their expertise, renew bonds to community, make significant connections, and find ways to give back to the open source movement. The event has also become one of the most important venues to announce news and unveil groundbreaking open source projects and products.

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More Than a Convention  
It’s a Valuable Relationship

OSCON connects with the open source community year round through a multitude of touch points. A few examples:

- **Livestreamed and Recorded OSCON Coverage.** The OSCON 2012 livestream drew nearly 3,200 viewers, increasing to 43,000 people who viewed livestreamed keynotes, sessions, and videos in the ensuing year.

- **Newsletters, Web Pages, and Announcement E-Lists.** O’Reilly websites draw more than 3.9 million page views and 1.4 million unique visitors a month; our entire newsletter and email subscriber base numbers over 800,000. The OSCON home page had over 50,000 unique visitors last year, while more than 20,000 people have joined the e-list to receive event announcements. The O’Reilly Programming newsletter reaches 30,000+ subscribers each week.

- **Free Reports, Webcasts and Online Conferences.** Valuable in-depth OSCON content is offered periodically through O’Reilly’s industry reports and online events. Each report is typically downloaded by 8,000 readers. Another 24,000 people join the live, online OSCON events or view the recordings afterwards.

- **Social Media.** O’Reilly Media and OSCON Twitter accounts have over 80,000 followers. Tim O’Reilly alone has more than 1.5 million Twitter followers—plus there are tens of thousands of followers of OSCON chairs and speakers. OSCON is also active on Facebook and Google+.

As an OSCON sponsor, your reach is not limited to the number of people who can physically attend the conference itself. **Your outreach to OSCON prospects begins before the conference even starts and lasts throughout the year.**
About OSCON Attendees

In the early days, this trailblazing O’Reilly event was focused on changing mainstream business thinking and practices; today OSCON is about how the close partnership between business and the open source community is building the future. That future is everywhere you look and reflected in the people who attend OSCON.

OSCON attendees can be geeky, nerdy, and smart, but that’s not all they are. You’ll find an intelligent, engaged, experienced and professional group at OSCON—with a deep level of commitment to what they do. They come to OSCON to learn about the latest products, services, best practices, and industry news, as well as to make the professional connections that can only be made in a setting like OSCON.

The top OSCON job titles include:

Developer  
Software Engineer  
Hardware Engineer  
Programmer  
Systems Administrator  
Architect  
IT Manager  
CxO (CEO, CIO, CFO, CMO, etc.)  
Product/Project Manager  
Consultant/ Business Development  
Analyst Researcher  
Trainer /Educator

“One of the most widely talked-about tech conferences every year is the O’Reilly Open Source Convention (OSCON), and with good reason…it pulls in attendees from all over the country with varying levels of technical experience from activists and developers to IT managers and sysadmins…While there are dozens of tech events to attend every year, I consider the main draw of this one to be its approachability for computer users of every level.”

Lisa Hoover, Intel

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Top Industries

- **17%** IT/Consulting/Solutions Provider
- **12%** Education
- **9%** ISV-Application Developer
- **9%** Government
- **6%** Information/Media/Publishing
- **6%** Internet
- **5%** Finance/Insurance/Banking
- **5%** Media/Entertainment
- **5%** Manufacturing/Design (IT/OEM)
- **5%** Healthcare/Medical/Pharmaceutical
- **4%** Other
- **4%** Retailer/Distributor/Wholesale
- **4%** Manufacturing/Design (not IT)
- **3%** Transportation/Travel/Hospitality
- **2%** Marketing/PR

Top Job Functions

- **24%** Developer
- **21%** Engineer (Software or Hardware)
- **10%** Programmer
- **8%** Systems Admin
- **7%** Architect
- **6%** IT Manager
- **5%** CxO
- **5%** Analyst/Researcher
- **4%** Product/Project Manager
- **3%** Other
- **3%** Consultant/Bus Dev
- **3%** Education
- **2%** Marketing Professional

Company Size

- **28%** 5000+
- **18%** 1001 – 5000
- **5%** 501 – 1000
- **19%** 101 – 500
- **21%** 11 – 100
- **10%** 1 – 10

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2013 Attendee Snapshot

7-Eleven Stores, Senior Systems Programmer/Integrator
Adobe Systems, Director, Open Source and Accessibility
ADP, Senior System Application Developer
AG Interactive, Senior Web Developer
Altoros, CEO
American Airlines, Principal Application System Architect
Bank of America, Vice President
Blizzard Entertainment, Senior Software Engineer
Boeing, System Design and Integration
Citrix, SVP, Solutions
ClearHealth, CEO
CollegeNET, Director, IT Services
Columbia Sportswear, Director, Web Technology
Comcast, Senior Principal Engineer
Consumer Financial Protection Bureau, Data Scientist
Continuent, CEO
Costco, Enterprise Linux Manager
craigslist, CTO
Disney, Software Engineer
Ericsson, Director Component Management
Eventbrite, Engineering Manager
Expedia, Director, Software Development
Extensis, Lead Software Developer
Facebook, Vice President, Infrastructure
Federal Reserve Bank of San Francisco, DevOps Engineer/Software Engineer
FedEx, Senior Software Engineer
Fidelity Investments, VP Architecture Distributed Hosting Platform
Garmin AT, Senior Software Engineer
Gigaspaces, CTO & Founder
Gilt Groupe, Vice President of Engineering & Co-Founder
GoDaddy, Database Development Manager
Google, Go Developer Programs Engineer
Groupon, Developer
Harvard University, Senior Application Architect & Admin
Hitachi, Senior Researcher
Howard Hughes Medical Institute, Principal Software Engineer
JPMorgan Chase, Application Developer
Kaiser Permanente, Programmer
University of Minnesota, Director of Software Development
Motorola Solutions, Enterprise Software Executive
Mozilla, Web Operations Engineer
NASA, Computer Engineer
NBC Universal, Senior Systems Engineer
Netflix, Senior Software Engineer
Nike, Director, Front End Technology
Omni Hotels, Director
Salesforce.com, Vice President, Performance Engineering
Sony Network Entertainment, Senior Manager Technology
Spotify, Machine Learning Engineer
Texas Instruments, Software Design Engineer
Twitter, Senior Engineering Manager
US Bank, Virtualization Systems Administrator
Volvo, Infotainment Architect
Zappos, Software Engineer
About OSCON Sponsors

Because of OSCON’s unique place in the open source community, the event attracts organizations that aim to make a mark in this field. From Fortune 500 companies to innovative startups, the key players and thought leaders in the open source world will be found on stage and in the Expo Hall at OSCON.

OSCON Sponsors Return Year after Year

Look around OSCON and you’ll see the Who’s Who of technology and organizations like Citrix, HP, Intel, Google, OpenStack, Microsoft, Samsung, and more. Nearly 70% of all OSCON 2012 sponsors re-signed for 2013, demonstrating OSCON’s impressive role in helping companies reach their goals. OSCON sponsorship grew 24% from 2011 – 2012 and 64% from 2012 – 2013.
Your Opportunity at the Must-Attend Event for Open Source Professionals

Many attendees have told us that OSCON is the single most important event they attend each year. Few other events can compete with OSCON in breadth of content or value. Year after year, OSCON offers visionary strategies, world-class training, and strategic networking opportunities, all in five non-stop, highly focused days.

Whether you are looking to solidify your company’s position in the market as an industry leader, showcase your products and services, generate leads, or meet qualified employees, our sponsorship programs are designed for maximum impact to meet your individual marketing goals. We are glad to work with you to develop customized sponsorship opportunities across a wide variety of outreach programs. For more information, contact Sharon Cordesse at scordesse@oreilly.com or 707.827.7065.

“Why does every open source developer, entrepreneur and evangelist want to be at OSCON every year? OSCON continues to be the only open source technology conference in the US where everyone can meet their friends, colleagues and fellow community members to talk technology and discuss where open source is heading. …There are developers, community activists, and leading technologists from local and global open source projects and organizations, all interested in leveraging open source software and in practicing collaborative innovation.”

Alolita Sharma,
Open Source Buzz
PREMIER DIAMOND SPONSORSHIP: This exclusive package is available to the companies that will be recognized in the industry as market leaders. Benefits include a dominant presence at OSCON and deep outreach to O’Reilly’s open source audience.

THOUGHT LEADERSHIP
- (1) 10-minute keynote from the main stage at OSCON (Consultation with and approval by program chairs required)
- (2) Sponsored breakout sessions in the OSCON program (each speaker receives a 5-day program pass)
- Sponsorship of an Open Source report (includes up to 500 print copies plus digital downloads to each OSCON attendee)
- Sponsorship of an Open Source Webcast
- Sponsorship of an Open Source ebook
- Sponsorship of (2) Programming newsletters (emailed to list of 30,000+ technology professionals)
- (1) Video interview with an O’Reilly editor (Consultation with and approval by editor required)

ACCESS
- (12) OSCON program passes to include (6) 5-day passes and (6) 3-day passes
- Additional passes at a discount
- (6) booth staff passes

EXPOSURE
- OSCON.com: top sponsor designation and listing on event website
- Pre-Event Marketing: Top sponsor designation (logo and link) on pre-conference marketing emails
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- OSCON Event App: Exclusive interstitial ad opportunity for one day during OSCON week
- Event Sponsorship: Opportunity to host an official OSCON party. (Does not include venue, food or beverage)
- Onsite Mention: Verbal thank you from the main stage at OSCON
- Mainstage Branding: Sponsor message included in housekeeping slides shown from the main stage
- Website Banner: 90-day banner on the website
- Chair Drop: (1) Keynote chair drop of brochure or promotional item on day of sponsor’s choice
- Onsite Signage: (1) Double-sided meter board
- Hanging Banner: Premium banner location in lobby, rigging included. Sponsor to provide banner
- Press List: Access to the press list two weeks prior to the event and press kit distribution
- Pre- and Post-Conference Email Blasts: (2) Emails to the OSCON opt-in attendee list (via third party mail house)
- Social Media Exposure: (3) Custom tweets from the OSCON Twitter account
- Attendee Bag: Logo on bag plus bag insert

PRESENCE
- 20 x 30 booth in the OSCON Expo Hall

For more information contact Sharon Cordesse at scordesse@oreilly.com or 707.827.7065
DIAMOND SPONSORSHIP – $110,000 (LIMIT 4)

DIAMOND SPONSORSHIP: This sponsorship is for companies that want to be seen as dominant and critical players in the open source space. Sponsorship includes a prominent presence at OSCON along with extensive visibility.

THOUGHT LEADERSHIP
- (1) 5-minute keynote from the main stage at OSCON (Consultation with and approval by program chairs required)
- (2) sponsored breakout sessions in the OSCON program (each speaker receives a 5-day program pass)
- Sponsorship of an Open Source Webcast
- Sponsorship of (1) *Programming* newsletter (emailed to list of 30,000+ technology professionals)
- Sponsorship of an Open Source ebook
- (1) video interview with an O’Reilly editor (Consultation with and approval by editor required)

ACCESS
- (10) OSCON program passes to include (5) 5-day passes and (5) 3-day passes
- Additional passes at a discount
- (6) booth staff passes

EXPOSURE
- OSCON.com: Sponsor designation and listing on event website
- Pre-Event Marketing: Sponsor designation (logo and link) on pre-conference marketing emails
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- OSCON Event App: Clickable top banner ad in the event app
- Lunch Sponsorship: Sponsorship of one OSCON lunch (F&B included)
- Onsite Mention: Verbal thank you from the main stage at OSCON
- Mainstage Branding: Sponsor message included in housekeeping slides shown from the main stage
- Website Banner: 90-day banner on the website
- Chair Drop: Chair Drop: (1) keynote chair drop of brochure or promotional item
- Onsite Meterboard: (1) double-sided meterboard
- Hanging Banner or Column Wrap: Premium banner location in lobby, rigging included. Sponsor to provide banner. If column wrap is preferred, O’Reilly will provide
- Press List: Access to the press list 2 weeks prior to the event and press kit distribution
- Pre- and post-conference Email Blasts: (2) emails to the OSCON opt-in attendee list (via third party mail house)
- Social Media Exposure: (3) custom tweets from the OSCON Twitter account
- Attendee Bag: Insert of marketing piece or promotional item

PRESENCE
- 20 x 20 booth in the OSCON Expo Hall

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TITANIUM SPONSORSHIP – $90,000 (LIMIT 2)

TITANIUM SPONSORSHIP: This sponsorship level is designed for companies who want to contribute strategic content to the OSCON program. Exclusive branding and messaging elements offer these sponsors additional visibility.

THOUGHT LEADERSHIP
- (1) sponsored breakout session in the OSCON program (speaker receives a 5-day program pass)
- (1) sponsored half-day tutorial in the OSCON program (speaker receives a 5-day program pass)
- Sponsorship of (1) Programming newsletter (emailed to list of 30,000+ technology professionals)
- (1) video interview with an O’Reilly editor (Consultation with and approval by editor required)

ACCESS
- (10) OSCON program passes to include (5) 5-day passes and (5) 3-day passes
- Additional passes at a discount
- (4) booth staff passes

EXPOSURE
- Video Sponsorship: Live stream with (4) sponsor messages shown daily for 2 days
- OSCON.com: Sponsor designation and listing on event website
- Pre-Event Marketing: Sponsor designation (logo and link) on pre-conference marketing emails
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- Onsite Mention: Verbal thank you from the main stage at OSCON
- Mainstage Branding: Sponsor message included in housekeeping slides shown from the main stage
- Website Banner: 60-day banner on the website
- Press List: Access to the press list 2 weeks prior to the event and press kit distribution
- Pre- and Post-Conference Email Blasts: (2) emails to the OSCON opt-in attendee list (via third party mail house)
- Social Media Exposure: (3) custom tweets from the OSCON Twitter account
- Attendee Bag: Insert of marketing piece or promotional item

PRESENCE
- 20 x 20 booth in the OSCON Expo Hall

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PLATINUM SPONSORSHIP – $75,000 (LIMIT 4)

PLATINUM SPONSORSHIP: This sponsorship has been carefully designed to provide targeted exposure for companies that want to build their brand in the open source space, along with thought leadership and lead generation opportunities.

THOUGHT LEADERSHIP
- (1) sponsored breakout session in the OSCON program (speaker receives a 5-day program pass)
- Sponsorship of (1) Programming newsletter (emailed to list of 30,000+ technology professionals)
- Exclusive sponsorship of one OSCON program track

ACCESS
- (8) OSCON program passes to include (4) 5-day passes and (4) 3-day passes
- Additional passes at a discount
- (4) booth staff passes

EXPOSURE
- OSCON.com: Sponsor designation and listing on event website
- Pre-Event Marketing: Sponsor designation (logo and link) on pre-conference marketing emails
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- OSCON Event App: Clickable bottom banner in the event app
- Onsite Mention: Verbal thank you from the main stage at OSCON
- Website Banner: 60-day banner on the website
- Onsite Meterboard: (1) single-sided meterboard outside of designated OSCON track room
- Targeted Messaging: (3) chair drops or hand-outs of sponsor literature in designated OSCON track room
- Press List: Access to the press list 2 weeks prior to the event and press kit distribution
- Pre- and Post-Conference Email Blasts: (2) emails to the OSCON opt-in attendee list (via third party mail house)
- Attendee Bag: Insert of marketing piece or promotional item

PRESENCE
- 20 x 20 booth in the OSCON Expo Hall
GOLD SPONSORSHIP – $50,000 (LIMIT 10)

GOLD SPONSORSHIP: This sponsorship is designed for companies making a significant investment towards branding and lead generation opportunities in the open source space.

THOUGHT LEADERSHIP
- (1) sponsored breakout session in the OSCON program (speaker receives a 5-day program pass)

ACCESS
- (6) OSCON program passes to include (3) 5-day passes and (3) 3-day passes
- Additional passes at a discount
- (4) booth staff passes

EXPOSURE
- Break Sponsorship: Exclusive sponsorship of one a.m. or p.m. break (includes food & beverage)
- OSCON.com: Sponsor designation and listing on event website
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- OSCON Event App: Clickable bottom banner in the event app
- Website Banner: 60-day banner on the website
- Press List: Access to the press list 2 weeks prior to the event and press kit distribution
- Pre- and Post-Conference Email Blasts: (2) emails to the OSCON opt-in attendee list (via third party mail house)
- Attendee Bag: Insert of marketing piece or promotional item

PRESENCE
- 10 x 20 booth in the OSCON Expo Hall

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SILVER SPONSORSHIP – $30,000

THOUGHT LEADERSHIP
- (1) sponsored breakout session in the OSCON program (speaker receives a 5-day program pass)

ACCESS
- (4) OSCON program passes to include (2) 5-day passes and (2) 3-day passes
- Additional passes at a discount
- (4) booth staff passes

EXPOSURE
- OSCON.com: Sponsor designation and listing on event website
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- OSCON Event App: Clickable bottom banner in the event app
- Website Banner: 30-day banner on the website
- Press List: Access to the press list 2 weeks prior to the event and press kit distribution
- Attendee Bag: Insert of marketing piece or promotional item

PRESENCE
- 10 x 10 booth in the OSCON Expo Hall

For more information contact Sharon Cordesse at scordesse@oreilly.com or 707.827.7065
ACCESS
- (2) 3-day OSCON program passes
- Additional passes at a discount
- (4) booth staff passes

EXPOSURE
- OSCON.com: Company logo and description on event website
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- Press List: Access to the press list 2 weeks prior to the event and press kit distribution
- Attendee Bag: Insert of marketing piece or promotional item

PRESENCE
- 10 x 10 custom-built booth in the OSCON Expo Hall, including signage, locking counter, carpet, electricity, internet, and 3 days cleaning

PREMIER EXHIBITOR – $15,000

Additional Branding
- Backwall Panels: $375.00/each
- Counter Panel: $145.00/each

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STANDARD EXHIBITOR – $8,500

ACCESS
- (1) 3-day OSCON program pass
- Additional passes at a discount
- (4) booth staff passes

EXPOSURE
- OSCON.com: Company logo and description on event website
- OSCON Event App: Company name, logo, description, link, and contact information in the event app
- Press List: Access to the press list 2 weeks prior to the event and press kit distribution

PRESENCE
- 10 x 10 raw booth space in the OSCON Expo Hall

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### Targeted Track Sponsorship (multiple available)
These custom packages allow sponsors extensive reach within a select segment of the OSCON audience. Each package includes pre-event and on-site branding within a targeted area of the audience. Includes a 10x10 booth in the OSCON Expo Hall. Details available on request. **$30k package**

### Attendee T-shirt Sponsorship
Be the exclusive sponsor of the OSCON 2014 t-shirt and have your company logo displayed on a geek badge of honor! OSCON T-shirts are collected and prized by attendees, so your company will be recognized for years to come along with the OSCON 2014 logo. T-shirts will be designed and produced by O’Reilly. **$30,000**

### Lanyard Sponsorship (One only)
Place your logo and company name on every lanyard at the show! This is an excellent way to increase your company visibility. **$15,000 (Sponsor provides lanyards)**

### 5k Glow Run
Sponsor OSCON’s third annual fun run on Sunday night, July 20. Includes sponsor logo on official T-shirt and race bib, designation on OSCON.com, the race registration page and signage onsite, logo on branded water or beer cup, and a table at the event for distribution of any sponsor-provided promotional items. Additional option to provide a prize giveaway. **$10,000 each for two co-sponsors or $20,000 for an exclusive sponsorship**

### Ignite OSCON
Sponsor the annual Ignite OSCON, a geek event featuring fun, 5-minute slide presentations. Sponsorship includes beer, wine and cheese display, signage onsite, and branded cocktail napkins. Sponsor may also deliver one of the Ignite presentations (subject to approval). Opportunity to add signature cocktail for an additional fee. **$10,000**

### OSCON Attendee Badge Sponsorship
Be the exclusive sponsor of OSCON Badges with a custom logo sticker on each badge! This great new opportunity guarantees visibility as attendees network all week at OSCON. **$15,000 (Sponsor provides stickers. Subject to approval)**

### Hack Zone
Sponsor the area where OSCON attendees can get online and powered up. Includes a free-standing meterboard sign designating sponsorship, signage on each table, sponsor designation in housekeeping slides, plus the opportunity to distribute literature in the area. **$10,000**

### Late Night Reception Sponsorship
Sponsor a cocktail party following evening events at the conference. Includes event signage and promotion. **Call for a quote**

### OSCON Lounge Sponsorship
Stake your claim in the 20 x 20 expo hall lounge. This furnished area offer a restful place for OSCON attendees to relax, network, or write a few lines of code. Turnkey opportunity includes a double-sided meter board with your company logo and information. Sponsor may provide internet access, branded pillows and/or company literature in the area. **$25,000**

### OSCON DJ Lounge Sponsorship:
NEW this year for OSCON, sponsor the cool 20 x 30 DJ Lounge in the center of the Expo Hall. Benefits as above PLUS opportunity to participate in music selection. Meter board sign or hanging banner with sponsor graphics. **$40,000**
MARKETING & PROMOTIONAL OPPORTUNITIES

- **Massage Booth Sponsorship (One only)** A popular draw at OSCON, O’Reilly hires local massage therapists to offer neck and shoulder rubs to weary attendees. This opportunity includes a one-sided meter board with your company logo and information. **$10,000**

- **Water Bottle Sponsorship** Be recognized as the company providing water coolers for thirsty OSCON attendees. Includes signage on each cooler placed throughout the convention center. Optional branded water bottles can be added and distributed in the attendee bags. **Call for a quote**

- **Registration Sponsorship** Sponsor the registration area where every attendee must collect their conference badge and materials. Includes signage in the area and the opportunity to provide a gift to each attendee. **$25,000**

- **Daily Schedule Kiosk Sponsorship** A great new visibility opportunity! Sponsor graphics will be placed on the front panel of each of our OSCON Daily Schedule Kiosks that are placed throughout the convention center and widely visited by OSCON attendees. Includes website listing. **$15,000**

- **Floor Graphics (Multiple)** Direct attendees to your booth or presentation with durable, retail floor graphics. With over 3,000 attendees walking the conference halls, the floors offer valuable marketing and advertising space. **$5,000**

- **Aisle Sign Sponsorship** The OSCON Expo Hall will be bigger and better than ever in 2014. Be the first sponsor of our Expo Hall Aisle Signs. Includes a sponsor graphic at the bottom of each sign. **$15,000**

- **Double-sided or Single-sided Meter Board Signs** Place your brand and marketing message on a tall, free-standing sign in the common area at the conference. We will design or you may submit a design for us to use. Meter board is about 38” w x 90” h. **Double-sided $5,000; Single-sided $3,500 (Subject to deadline)**

- **Web Banner** Your 728 x 90 static web banner will rotate on the conference website. **$2,500**

- **Email Blast** One-time opt-in email. Send a marketing message to a targeted list of OSCON attendees. **$2,500 (Subject to deadline)**

For more information contact Sharon Cordesse at scordesse@oreilly.com or 707.827.7065
Please print your Company name exactly as it should appear in all marketing and promotional materials for the event:

______________________________

Product to be displayed in booth space (if any):

**PRIMARY CONTACT INFORMATION**

<table>
<thead>
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**BILLING INFORMATION**

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**SPONSOR & EXHIBITOR SELECTIONS**

**SPONSOR PACKAGES**

<table>
<thead>
<tr>
<th>Conference</th>
<th>Sponsor Level</th>
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**EXHIBIT BOOTHS**

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<th>Square feet</th>
<th>@ $ per square foot</th>
<th>Exhibit fee $</th>
</tr>
</thead>
</table>

**TOTAL AMOUNT DUE:**

$ _______________________

**ADDITIONAL MARKETING OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>Price $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages</td>
<td></td>
</tr>
<tr>
<td>Bag Inserts</td>
<td></td>
</tr>
<tr>
<td>Number of pieces</td>
<td>Price $</td>
</tr>
</tbody>
</table>

**PAYMENT INFORMATION**

Full payment is due upon execution of this Application and Contract. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor/Exhibitor does not relieve Sponsor/Exhibitor of liability for full payment of fees, notwithstanding the loss of Sponsor/Exhibitor package benefits.

**PAYMENT TYPE**

- [ ] Company check (Please make check payable to O’Reilly Media, Inc.)
- [ ] Visa      ■ [ ] MasterCard      ■ [ ] American Express
- [ ] Purchase Order   __________________________________________________________

P.O. Number (required if payment is not submitted with application): _____________________________

**TOTAL AMOUNT DUE:** $ _______________________

For more information contact Sharon Cordesse at scordesse@oreilly.com or 707.827.7065
COMPANY LOGO AND INFORMATION
Please submit a company logo and company/product description: Sponsors, see sponsorship details for number of words; Exhibitors submit a 50-word description.
O'Reilly Media, Inc. ("O'Reilly") is authorized to make use of this information for the conference program, related marketing material, and website. Company description and logo should be submitted via email to sponsorships@oreilly.com and should comply with one of the following print specs:
1. Vector file with fonts outlined (this is very important: O'Reilly is not responsible for providing fonts for printing sponsor-submitted logos.) or
2. 300 ppi TIFF, EPS, PDF or JPEG file of your non-animated logo. The web logo will appear on a white background.

CONTRACT SIGNATURES
Agreed: Sponsor/Exhibitor is bound to this Sponsor and Exhibitor Application and Contract ("Agreement") for OSCON ("Conference" and/or "Event"). I have read and agree to all the terms and conditions of the Agreement. I warrant that I am authorized to sign on behalf of the Sponsor/Exhibitor listed above and that all information I have provided is complete and accurate.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Title</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>O'Reilly Media, Inc.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Upon receipt of this signed contract and full payment, O'Reilly will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly Media, Inc.

PARTICIPATION AGREEMENT
Terms and Conditions for Company participation in the _____________________ (event) taking place ______________________________ (date).

ASSIGNMENT OF SPACE: O'Reilly shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment shall generally be made no later than four weeks before the Event. Location assignments will be on a first-come, first-served basis, may be modified by O'Reilly due to changes in Event layout, venue or other factors, and will be made solely at the discretion of O'Reilly.

USE OF SPACE: Company is allowed to distribute literature, run demonstrations, and sell products, limited to items other than books, within the boundaries of the Company’s assigned space. Company’s product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with O'Reilly’s schedule. O'Reilly may refuse permission to exhibit any products or services O'Reilly deems objectionable or unsuitable for the Event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of O'Reilly, which O'Reilly may grant or withhold at its sole discretion. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives.

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in O'Reilly’s Conference schedule.

INDEMNITY AND LIMITATION OF LIABILITY: Neither O'Reilly, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. The Company hereby indemnifies, and shall defend, and protect O'Reilly and hold O'Reilly, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstance will O'Reilly, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions, whatsoever or not or of the possibility or likelihood of such damages or lost profits. In no event shall O'Reilly's liability, under any circumstance, exceed the amount actually paid to it by the Company. O'Reilly makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with Company's promotion of, and participation in the Conference and this Agreement, including without limitation federal CAN-SPAM laws and all applicable privacy and data protection laws and regulations in regard to the transmission of email. To the extent that O'Reilly provides Company with Conference-related materials for use in connection with Company’s promotional activities under this Agreement, Company understands and agrees that such materials are provided without any warranties, express or implied.

CANCELLATION OR TERMINATION BY O'REILLY: If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God (“Force Majeure”), O'Reilly shall determine that the Conference or any part will not be held, O'Reilly may cancel the Conference or any part thereof. In that event, the liability of O'Reilly is limited to the amount of fees paid, and O'Reilly shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by O'Reilly. In the event, however, that O'Reilly cancels the Conference for any reason other than Force Majeure, O'Reilly shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to O'Reilly or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by O'Reilly and O'Reilly's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to sponsorships@oreilly.com.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste (including, without limitation, dressing in suitable business attire), and shall comply with the O'Reilly Conferences Code of Conduct, a current version of which is available at: http://conferences.oreillynet.com/code-of-conduct.csp. O'Reilly reserves the right to eject from the Conference Company or any Company representative(s) violating these standards or O'Reilly Conferences Code of Conduct.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by O'Reilly from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and O'Reilly concerning the subject matter of this Agreement. O'Reilly does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by O'Reilly. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of O'Reilly under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of O'Reilly. 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 Company subject to the terms of this Agreement regarding consent to assignment.