"The goodwill at a MySQL Conference & Expo is amazing. As an exhibitor, the event resulted in significant business opportunities for our company. The return on investment was superior to other shows."

Richard Rabins, Co-chairman, Alpha Software
The 7th Annual MySQL Conference & Expo, happening April 20-23, 2009 at the Santa Clara Convention Center in Santa Clara, California, brings over 2,000 open source and database enthusiasts together to harness the power of MySQL and celebrate the huge MySQL ecosystem. The MySQL Conference & Expo is an interactive learning community—four days packed with opportunities to connect with MySQL developers and open source experts who know their subject inside and out.

The largest gathering of MySQL developers, users and DBAs worldwide, the MySQL Conference & Expo reflects MySQL’s wide-ranging appeal and capabilities. The open atmosphere of the MySQL Conference & Expo inspires IT professionals and community members to create the best database applications, tools, and software through expert instruction and hands-on tutorials.

The 2009 conference will offer more than 120 sessions on multiple tracks for a wide range of skill levels—everything from new views of the MySQL universe, to an overview of the latest product developments, to an in-depth look at scaling, optimization, and structure. A business and case studies track will offer practical advice and best practice knowledge to help CXOs to maximize the advantages of MySQL in the enterprise. New to the 2009 program is the MySQLCamp, a space where any and all participants can create an “unconference” within the larger event.

This extensive program is designed for MySQL developers, programmers and DBAs from companies of all sizes; business managers looking out for their bottom line; technology evangelists and entrepreneurs who are pushing enterprise boundaries; as well as researchers and academics. Users will gain the knowledge they need to rapidly build solid MySQL applications that scale with the enterprise.

For sponsors and exhibitors, the MySQL Conference & Expo is one of the most targeted events in the industry to showcase products and services to the growing open source marketplace. You will enjoy meeting with hundreds of attendees, speakers, media, and members of the MySQL team that share the common goal of promoting the open source community and MySQL database applications. Be part of this dynamic event by becoming a sponsor or exhibitor today.
Hot Topics include:

- Architecture and Technology
- Business and Case Studies
- Data Warehousing and Business Intelligence
- Cloud Computing
- Java
- LAMP
- Migration
- MySQL Cluster and High Availability
- .NET/Windows
- Performance Tuning and Benchmarks
- PHP and MySQL
- Replication and Scale-Out
- Ruby and MySQL
- Security and Database Administration
- Storage Engine Development and Optimization
- Web 2.0, Ajax, and Emerging Technologies

Conference Reach

- 11 million active MySQL users will be exposed to the conference with regular communications on the MySQL website
- MySQL website: 160,000 unique visitors per day
- MySQL newsletter: 750,000 subscribers
- Projected conference attendance: 2,000+ attendees, speakers, and press

2008 MySQL Conference & Expo Attendee Demographics by Title

- CEO, CTO, VP
- Engineer
- System Administrator
- Manager
- Director
- Developer
- Architect
- Consultant
- Programmer
- Analyst

Reach Decision Makers

30% of 2008 Conference attendees were Director level and above.
The Expo Hall is where leading-edge companies can demonstrate new technologies, meet and recruit potential employees, and solidify relationships with members of the community and press. This two-day event is designed to give you maximum exposure to a sophisticated technical audience. Focused demographics. Cost-effective marketing. Quality leads.

**Move In:**
- Monday April 20, 2009 12:00 PM – 6:00 PM
- Tuesday April 21, 2009 7:00 AM – 10:00 AM

**Expo Hall Hours:**
- Tuesday April 21, 2009 10:00 AM – 4:30 PM
- 6:00 PM – 7:30 PM (reception)
- Wednesday April 22, 2009 10:00 AM – 5:00 PM

**Tear Down:**
- Wednesday April 22, 2009 5:00 PM – 9:00 PM

**Cost:**
- 10' x 10' Booth $4,995

**Includes:**
- 8’-high draped back wall
- 3’-high draped sidewalls
- 50-word description of your company’s product/services and logo in the printed event guide (subject to deadline)
- Publication of your company’s logo and description on the MySQL Conference & Expo website, with a link to your company’s URL
- Four exhibitor staff passes, which include admission to keynotes and meal functions (but not to sessions or tutorials)
- One conference pass; additional passes are available to exhibitors at a 20% discount

**Event Guide Ads**
(Subject to deadline)
- Full-page $5,000
- Half-page $3,000

**Bag Insert:**
- $1,000 per piece
## EXHIBITOR AND SPONSOR PACKAGES AT A GLANCE

<table>
<thead>
<tr>
<th></th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Exhibitor</th>
<th>OEM Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment</strong></td>
<td>$45,000</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$4,995</td>
<td>$2,500</td>
</tr>
<tr>
<td><strong>Keynote</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 minute keynote</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Inclusion of company logo in a rotating slide show before keynotes and plenary sessions</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Speaking Opportunity (subject to approval)</strong>*</td>
<td>Technical presentation about your Solution</td>
<td>60 min</td>
<td>60 min**</td>
<td>45 min</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Booth &amp; Conference Passes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth size</td>
<td>30 x 30</td>
<td>20 x 20</td>
<td>10 x 20</td>
<td>10 x 10</td>
<td>3x3</td>
</tr>
<tr>
<td>Exhibitor Staff passes (floor, keynotes, meals)</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Conference passes (excludes tutorials)</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Conference Advertising</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your company’s ad in event guide (subject to deadline)</td>
<td>2-page</td>
<td>Full page</td>
<td>Half page</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Company logo on 1-shirt (subject to deadline)</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Your 728 x 90 static online banner ad will rotate on the conference website</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Company description in event guide and on the conference website (subject to deadline)</td>
<td>100 words</td>
<td>75 words</td>
<td>50 words</td>
<td>50 words</td>
<td>Company Listing</td>
</tr>
<tr>
<td>Use of Who’s Who opt-in email list</td>
<td>Two-time</td>
<td>Two-time</td>
<td>One-time</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Attendee bag insert (Provided by sponsor)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>MySQL Demand Generation</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-month front page ad on MySQL Partner Site</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Web seminar hosted by MySQL</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Newsletter sponsorship</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Logo placement on mysqlconf.com</td>
<td>Top placement, home page</td>
<td>Home page</td>
<td>Home page</td>
<td>Exhibitor page</td>
<td>-</td>
</tr>
<tr>
<td>Press announcement at the conference</td>
<td>Joint</td>
<td>Quote</td>
<td>Quote</td>
<td>Quote</td>
<td>Quote</td>
</tr>
<tr>
<td><strong>MySQL Career Fair</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Included Career Fair sponsor benefits:</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Table top display at the Career Fair</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 2 interview rooms (available on a first come, first served basis)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Job board in prominent location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Inclusion in all fair-related promotion (subject to deadline)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of press room for one private event (subject to approval)</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

*Speaking opportunities are offered on a space available basis only

**First three Platinum sponsors will be eligible for a 60 minute session; subsequent sponsors at this level will be eligible for a 45 minute session.
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 MySQL community.

Keynote
- One 20-minute keynote speaking opportunity (subject to MySQL/O’Reilly consultation and approval of speaker and content)
- Inclusion of company logo in a rotating slide show before Keynotes and Plenary sessions

Technical session
- One 60-minute technical session in the Products & Services track

Booth and conference passes
- 30’ x 30’ Booth in premium location in Expo Hall
- Eight conference passes (excluding tutorials); conference materials included

Conference advertising
- 2 page color ad in the event guide (subject to deadline)
- Company logo on t-shirt (subject to deadline)
- Your 728 x 90 static online banner ad will rotate on the conference website
- 100 word company description in the event guide and on the website (event guide subject to deadline)
- Two time use of Who’s Who opt-in email list
- Insert in attendee bag (to be provided by sponsor)

MySQL Demand Generation
- One month front page ad for your company on the MySQL Partner site
- Web seminar hosted by MySQL
- MySQL Newsletter sponsorship
- Diamond sponsor designation, company logo and link on the mysqlconf.com website
- Press release: opportunity for joint press release with quote from a MySQL executive

MySQL Career Fair
Included Career Fair sponsor benefits:
- Table top display at the Career Fair
- 2 interview rooms (available on a first come, first served basis)
- Job board in prominent location
- Inclusion in all fair-related promotion (subject to deadline)

Other
- Use of press room for one private event (subject to approval)
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 MySQL community.

Technical session
- One 60-minute technical session in Product & Services track*

Booth and conference passes
- 20’ x 20’ Booth in premium location in Expo Hall
- Six conference passes (excluding tutorials); conference materials included

Conference advertising
- Full page color ad in the event guide (subject to deadline)
- Your 728 x 90 static online banner ad will rotate on the conference website
- 75 word company description in the event guide and on the website (event guide subject to deadline)
- Two time use of Who’s Who opt-in email list
- Insert in attendee bag (to be provided by sponsor)

MySQL Demand Generation
- Web seminar hosted by MySQL
- Newsletter sponsorship
- Platinum sponsor designation, company logo, and link on the mysqlconf.com website
- Press release: opportunity for a MySQL supported press release with quote from a MySQL executive

MySQL Career Fair
Included Career Fair sponsor benefits:
- Table top display at the Career Fair
- 2 interview rooms (available on a first come, first served basis)
- Job board in prominent location
- Inclusion in all fair-related promotion (subject to deadline)

*First three Platinum sponsors will be eligible for a 60 minute session; subsequent sponsors at this level will be eligible for a 45 minute session.
The Gold Sponsor Package is a powerful way to gain the mindshare and marketshare of the MySQL community.

**Technical session**
- One 45-minute technical session in the Products & Services track

**Booth and conference passes**
- 10’ x 20’ Booth in premium location in Expo Hall
- Four sessions passes (excluding tutorials); conference materials included

**Conference advertising**
- Half page color ad in the event guide (subject to deadline)
- 50 word company description in the event guide and on the website (program subject to deadline)
- One time use of Who’s Who opt-in email list
- Insert in attendee bag (to be provided by sponsor)

**MySQL Demand Generation**
- Press release: opportunity for a MySQL supported press release with quote from a MySQL executive
- Gold sponsor designation, company logo, and link on the mysqlconf.com website

**MySQL Career Fair**
- **Included Career Fair sponsor benefits:**
  - Table top display at the Career Fair
  - 2 interview rooms (available on a first come, first served basis)
  - Job board in prominent location
  - Inclusion in all fair-related promotion (subject to deadline)

**CONTACT:**
scordesse@oreilly.com
for custom packages and reception opportunities
The MySQL Career Fair offers sponsors the opportunity to promote job openings to the hundreds of MySQL developers, DBAs, and system administrators attending the conference. The fair will take place on Monday evening April 20, from 5:00pm–7:30pm, and will be open to the public.

Premier Career Fair Sponsor – $5,000
- Premier placement of table top display at Career Fair (up to two tables will be provided)
- Premier sponsor designation in all fair-related advertising/promotion and on the conference website (subject to deadline)
- Meterboard sign at Career Fair designating sponsorship (tall, free-standing sign, about 38"W x 90"H)
- Opportunity to sponsor food & beverage during the Career Fair (Sponsor responsible for F&B)
- Opportunity to use one of two interview rooms (available on a first-come, first-served basis)
- Opportunity to post positions on the job board

Standard Career Fair Package – $1,000
- Tabletop display at the Career Fair
- Opportunity to use one of two interview rooms (available on a first-come, first-served basis)
- Company name listed in all fair-related advertising/promotion (subject to deadline)
- Opportunity to post positions on the job board

The OEM Exhibit Package is designed for MySQL ISVs and OEMs to showcase their status in the MySQL ecosystem for a minimal investment.

Includes:
- Cocktail tabletop display in Expo Hall
- Company listing in the event guide (subject to deadline)
- Company listing on conference website
- Two Exhibitor Staff passes (floor, keynotes, meals)
- One conference pass; additional passes are available at a 20% discount
ADDITIONAL SPONSOR OPPORTUNITIES

- 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. $5,000; sponsor provides lanyards
- Attendee Pens and Notepads (One only) – Your logo will appear on all pens and notebooks included in the attendee bag. These go home with most attendees, extending your reach! $2,500
- Custom Water Bottles (One only) – Let a water bottle carry your message before, during, and after the user conference! $5,000
- Hotel Key Card (One only) – Your logo will appear on all hotel key cards at the Santa Clara Hyatt Regency. Call for a quote.
- Hotel Room Drop (One only) – Have your marketing piece delivered to 100 MySQL Conference & Expo attendees staying at the Hyatt Regency. $3,500
- Breakfast Sponsorship (Multiple) – Sponsor the first meal of the day! Includes thank you by program chair; announcement in conference slide show before sessions, and table tents with your logo at every table in the dining area. $5,000
- Lunch Sponsorship (Multiple) – Sponsor lunch for every attendee. Includes thank you by program chair; announcement in conference slide show between sessions, and table tents with your logo at every table in the dining area. $7,500
- AM/PM Break Sponsorship (Multiple) – Sponsor one of those important snack breaks. Includes announcement in conference slide show between sessions, and table tents with your logo in the hospitality area. $3,500
- Movie Night (One only) – Host the showing of a popular movie one evening of the conference. Sponsorship includes use of a ballroom, set-up of AV equipment, movie rental and snack foods. $10,000
- Gaming Center (One only) – You provide the equipment (a minimum of ten machines) and we will provide the space, signage, and promotion of this video game center to allow attendees to play some of the latest video games during the conference. $15,000
- MySQL Quiz Show Sponsorship (One only) – The MySQL Quiz Show is a well-attended, annual event where attendees compete for prizes while testing their knowledge of industry trivia. Sponsorship includes signage in the event area. $3,000
- Partner Cocktail Reception (One only) – Host the cocktail reception which follows the annual MySQL Partner Meeting. This opportunity is ideal for extra space distributors or system integrators who want to raise their profile in the MySQL partner ecosystem. $5,000
- Floor Graphics (Multiple) – Direct attendees to your booth or presentation with durable, retail floor graphics. With over 2,000 attendees walking the conference halls, the floors offer valuable marketing and advertising space. Call for a quote.
- Full-page Advertisement (Multiple, subject to deadline) – Advertise in the event guide with a full page ad. Use the space to promote your company or products, or to encourage attendees to visit your booth or presentation during the conference. $5,000
- Half-page Advertisement (Multiple, subject to deadline) – Advertise in the event guide with a half page ad. $3,000
Gain access to a highly qualified audience from many well-known companies.

ORGANIZATIONS REPRESENTED AT THE MYSQL CONFERENCE 2008

- ABB Inc.
- About.com
- abs solutions
- Accenture
- ACCO Engineered Systems
- ACD
- Acronis
- Acteva
- ActionMessage
- Acuant Solutions
- Active Endpoints
- Adobe
- Adoos Classifieds
- ADSI
- Advertising.com
- AFICON LTD
- Aggregate Knowledge
- AideRSS Inc.
- Aloha Airlines
- Amazon.com
- American Greetings Interactive
- American Psychological Association
- Andrews International
- AOL, LLC
- Apatar, Inc.
- Appcelerator
- AppFolio, Inc
- Apple, Inc
- Application Development Trends
- Approver.com
- Atlantic Trust
- Auto Summit Commercial Servicer
- Avolent
- axept
- Ayala Systems Technology Inc
- BabyCenter
- Bacher Systems EDV GmbH
- BakBone Software
- Baylor Institute for Immunol Res.
- BBC News Online
- Bell Canada
- Bellrock Dev. Co.
- Big Fish Games
- Bilan Software
- Bilddagboken AB
- Binary Analytics Laboratory
- BioTechNks
- Bite Communications
- BitNami
- Blender Foundation
- Blinkx
- Blizzard Entertainment
- Bluepulse, Inc.
- BMP
- Brocade
- Brookhaven National Laboratory
- Bump Limits
- BusinessWeek
- C3WARE PVT LTD
- Cable & Wireless Barbados Limited
- CAC
- CafePress.com
- California Digital Library
- Caltech
- Canadian Meteorological Centre
- CBS Interactive
- CC Research
- Ccube
- Center Stage Software
- Centrify
- Cisco Systems, Inc.
- City of Aurora
- Clickability
- CNET Networks, Inc.
- CNR - Istituto Informatica e Telematica
- CodeGear
- CodeRyte, Inc

ATTENDEE COMPANY SIZE

- 5,000+ ............................ 24%
- 1,000 - 4,999 ........................ 13%
- 500 - 999 ............................ 8%
- 100 - 499 ............................. 29%
- 50 - 99 ............................... 15%
- 20 - 49 ............................... 12%

ATTENDEE PURCHASING ROLE
(MAY SELECT ALL THAT APPLY)

- DETERMINES NEEDS 65%
- INTRODUCES NEW PRODUCTS/TECHNOLOGIES FOR EVALUATION 60%
- EVALUATES & TESTS PRODUCTS 64%
- DEVELOPS SPECIFICATIONS 48%
- RECOMMENDS PURCHASES 58%
- AUTHORIZES PURCHASES 23%
- NOT INVOLVED 1%
Collaborative Drug Discovery, Inc.
Comcast Entertainment Group
Command Prompt, Inc.
Compass Health
Comprehensive Health Mgmt, Inc.
Compubasic
Continuent.com
Control Risks
Core Mobility
CSE Insurance Company
Cyworld
DailyMotion
DataDirect
dealnews.com
DealsDirect.com.au
Defensio
DemonWare
Department of Defense
Digg.com, Inc.
Dolphin Interconnect Solutions
Donnell Systems, Inc.
Drive Current, Inc
Drupal
Duke University
EI Entertainment
EarthLink
eBay, Inc
EBCLOSION
EC Navi Company
Ecommerce Solutions
EDS
EFILM
ehealth
EMC Corporation
eNotes.com
EnterpriseDB
ESPN
Esurance
Exadel
Explores, Inc.
Facebook, Inc.
FAQware
FastCommerce
FileMaker, Inc
First American CoreLogic
FirstRain
Flickr
Fotolog, Inc.
Fox Interactive Media
FranceTelecom R&D
Friendster, Inc.
Fujitsu Network Communications, Inc
Gaia Interactive, Inc.
Genius.com
Gifts.com
GigaSpaces
Globo.com
Godaddy
Goldshine Pharmaceuticals Inc.
Google, Inc.
Greenplum
Harvard University
Hewlett-Packard Co
HMS
HSBC
Hyperic, Inc.
IBM
ICTV
IDG News Service
IMDb.com
Indiana University
InfoBright Inc.
InformationWeek
InfoWorld
Ingres Corporation
Innobase / Oracle Corp.
Intel Corp.
Intertek, Inc
iStockphoto
Jaspersoft
Jigsaw
Joyent Inc
JPChase Bank
KBA Wireless
Kebok.com
Kickfire, Incorporated
Lawrence Livermore National Laboratory
Lifelock
LiG
Linagora
LINBIT Information Technologies GmbH
LinuxWorld.com
Liquidity Services, Inc.
LiveText, inc.
LiveWorld Inc
Lockheed Martin
LogicWorks
ManheimLLC
Maxiscale, Inc.
Mayfield Fund
 McClatchy Interactive
Meebo
Melissa Data
Mertech Data Systems, Inc.
Microsoft Corporation
Midwest Laboratories, Inc.
mig33.com
Millennium Software / Jinny Software
MindTouch
Miniclip Limited
Motorola, Inc.
MTV Networks
NASA
National University of Singapore
Navica
Newtek Business Services
Nexion, Inc.
Nexen Services
NitroSecurity, Inc.
Nokia Corporation
Northwestern University
Novell Inc.
NTT COMWARE CORPORATION
Octagon Computer Services
OLX Inc.
OpenMRS
OpSource, Inc.
Oracle / Innobase
OwensCorning
Pacific Fuel Technology
PayPal
PennySaverUSA.com
Pentaho Corporation
peoplecomm, inc.
Percona Inc.
Philips Medical
Posit Science Corporation
PrimeBase Technologies GmbH
Princeton University
PROTRADE
Quest Software, Inc.
R1Soft
Rackspace
Radian6 Technologies
RealNetworks Inc
Red Hat
Reuters
RightNow Technologies
RightScale, Inc.
ScaleDB
Sega Corp.
Seismic, LLC
SigmaSoft, Inc.
Six Apart
Slide, Inc.
Sonico.com
Sony Computer Entertainment America, Inc.
SourceForge, Inc.
Space Telescope Science Institute
SportsDataHub.com
Sprint
St. Jude Children’s Research Hospital
Stanford University
SugarCRM, Inc.
Sumisho Computer Systems Corporation
Sun Microsystems, Inc.
Sybase iAnywhere
Sybase Mobile 365
Symantec Corporation
Symian Development
SYNNEX Corporation
Tableau Software
Talend
TargetCast Networks
The Carnegie Foundation
THE NATIONAL BANK
The New York Times
The Python Group
The Register
The Weather Channel Interactive
ticketmaster, Inc.
Time Warner Telecom
Tivo, Inc.
Tokutek
TOSHIBA Solutions Corporation
TRW Automotive
UC Berkeley
Unifords Technologies (P) Ltd,
Unisphere Media, Inc
University of Nevada - Las Vegas
University of North Carolina at Greenboro
University of California, Davis
University of Hawaii
University of Illinois at Chicago
University of Maryland
UNIVERSITY OF WASHINGTON
US Army Corps of Engineers
US Auto Parts Inc.
US Court of Appeals, 9th Circuit
US Environmental Protection Agency
Varian Medical System
Verifi, Inc.
VeriSign
Verizon Wireless
Vertex Pharmaceuticals
VirginMobile France
Virident Systems
VMWare
Vonage Holdings
Walt Disney Animation Studios
WebYog
Wellcare Health Plans
XAware, Inc.
Xfire (a division of MTVN / Viacom)
Xinet, Inc.
Yahoo! Inc.
Yelp
Youtube
Zend Technologies, Inc.
zmanda, Inc.
Please sign and return this contract to:
O’Reilly Media, Inc. via email or fax
Sharon Cordesse, scordesse@oreilly.com
Telephone: 707-827-7065 Fax: 707-829-0104

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

Primary contact information

Name

Email

Phone

Fax

Mailing Address (if different from below)

City

State

Zip Code

Billing information

Name

Email

Phone

Fax

Mailing Address

City

State

Zip Code

For detailed information on Sponsor and Exhibitor opportunities, please contact Sharon Cordesse at scordesse@oreilly.com

Sponsor Packages

_____ Diamond Sponsor – $45,000
_____ Platinum Sponsor – $30,000
_____ Gold Sponsor – $15,000
_____ Career Fair Sponsor – $8,000
_____ 10’ X 10’ Exhibit Booth – $4,995
_____ OEM Pavilion – $2,500

Event Guide Ads

(Subject to deadline)

_____ Full-page – $5,000
_____ Half-page – $3,000

TOTAL AMOUNT DUE:

$ ______________

See next page for payment information.

Custom Item(s)

_____
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 paid for cancellations received in writing 120 days before the first day of the conference. We will refund 50% of the total sponsor or exhibitor fee paid for cancellations received in writing 60 days before the first day of the conference. We will refund 25% of the total sponsor or exhibitor fee paid 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 amount of fees paid.

Payment Type

☐ Company check (Please make check payable to O'Reilly Media, Inc.)
☐ Visa      ☐ MasterCard      ☐ American Express

Account number ___________________________ Exp. date __________

Print cardholder’s name ______________________

Cardholder’s signature ______________________

☐ Purchase Order ___________________________ P.O. Number (required if payment is not submitted with application)

TOTAL AMOUNT DUE: $ ________________

Contract Signatures

I have read all of the terms and conditions of the Participation Agreement and agree to comply with these terms.

Sponsor/Exhibitor 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 submit a 50-word description.

O’Reilly Media, Inc. (“O’Reilly”) is authorized to make use of this information for the event guide, related marketing material, and website. Company description and logo should be submitted via email to May Carver at mcarver@oreilly.com and should comply with one of the following print specs:

1. Adobe Illustrator or Freehand eps file, (vector file) with fonts outlined (this is very important: O’Reilly is not responsible for providing fonts for printing sponsor-submitted logos.)
2. 300 ppi Photoshop TIFF, EPS or JPEG file of your non-animated logo. The web logo will appear on a white background.
Terms and Conditions for Vendor Participation in the MySQL Conference & Expo, April 20–23, 2009

ASSIGNMENT OF SPACE: O’Reilly shall assign the booth, display and/or tabletop space as agreed to under this Contract for the period of the display and such assignment will be made no later than four weeks before the event. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of O’Reilly.

USE OF DISPLAY SPACE: Company is allowed to distribute literature, run demonstrations, and sell products 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. 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 shall assume 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, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Company and/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 Company shall indemnify, 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 its officers, agents, employees, 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 whether or not appraised 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 of persons who will attend the conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances.

CANCELLATION OR TERMINATION BY O’REILLY: 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, O’Reilly shall determine that the conference or any part may not be held, O’Reilly may cancel the conference or any part thereof. In that event, 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.

CANCELLATION BY COMPANY: All payments made to O’Reilly under this application 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.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. O’Reilly reserves the right to eject from the conference any Company or Company representative violating those standards.

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 application represents the final, complete and exclusive agreement between the Company and O’Reilly concerning the subject matter of this application. 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. 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 assignment.