

O'REILLY® Mac OS X Conference

September 30 –

October 3, 2002

Westin Santa Clara

Santa Clara, CA

For developers,
power users,
hackers, and
network
administrators



Dear Sales and Marketing Professional,

O'Reilly & Associates is pleased to announce exhibiting and sponsorship opportunities at the O'Reilly Mac OS X Conference to be held in Santa Clara, CA, September 30 through October 3, 2002.

The conference is tailored to programmers, developers, technical staff, and power users who want to master the power of Apple's state-of-the-art operating system. This four-day event connects Unix and Java experts seeking to adapt their existing knowledge to the Mac platform with traditional Mac gurus who are learning the Unix® and Java™ underpinnings of Mac OS X. Through this synergy of talent, attendees gain a new perspective on this Unix-based operating system and learn to apply its power to their endeavors.

For leading companies, our Platinum, Gold, and Silver sponsorship opportunities combine direct access to attendees during our two-day Technology Showcase with blanket exposure to over 50,000 prospective attendees in our conference mailer, color ads in the Mac OS X Conference program, online advertising across our highly trafficked web sites, and much more.

The two-day Technology Showcase for exhibitors (and Platinum, Gold, and Silver sponsors) is designed to bring you direct exposure to attendees and press with a minimum investment. The Showcase will be situated directly in the middle of the session rooms, guaranteeing constant traffic through the exhibits. In order to minimize costs, all exhibits will be table-top displays. Space is limited to 25 vendors.

We will be providing our sponsors with speaking opportunities in the special Products and Services Track. These 45-minute presentations are available on a first-come, first-served basis. Sign up if you'd like plenty of time to present your products and services to a room full of pre-qualified leads.

About O'Reilly:

O'Reilly Books: The leading publisher of quality technical information to the developer community, O'Reilly is committed to OS X and has published the best selling OS X book to date: *Mac OS X, The Missing Manual* by David Pogue. In addition, our *Learning Cocoa* and *Learning Carbon* books are on virtually every OS X's developer's bookshelf. Soon to hit bookstores: *Learning UNIX for OS X*.

O'Reilly Network: The O'Reilly Network (oreillynetwork.com) is one of the foremost independent developer portals on the Web, with over 2,000,000 unique visitors each month to sites such as macdevcenter.com, perl.com, linux.oreilly.com, onjava.com, and many more.

We've built a fiercely loyal audience of developers with our "all content/ no hype" approach to providing technical information. Our growing Conference division attracts industry leaders and high-end developers who are serious about technology. O'Reilly Conferences don't draw tire-kickers. And the press is taking notice, as well—see coverage of previous O'Reilly conferences, including the recent successful Emerging Technology Conference at <http://www.conferences.oreilly.com/archive.html>

Please contact me today so that we may discuss how the O'Reilly Mac OS X Conference can help your business.

Best regards,

Andrew Calvo
Conferences Sales Manager
1005 Gravenstein Highway North
Sebastopol, CA 95472
Telephone: 707-827-7000
Fax: 707-823-9746

conferences.oreilly.com/macosexcon

Overview

September 30 –

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Tutorials

September 30, 2002

Conference Sessions

October 1-3, 2002

Technology Showcase

October 1-2, 2002

Projected Attendance:

600-800+ attendees, speakers, and press

Dates to Remember

5 % Early Bird Discount ends—July 1, 2002

Last date to include logo and company description in attendee program—August 15, 2002

Conference Overview

The conference begins with one day of in-depth tutorials on core Mac OS X technologies, followed by three days of sessions that cover a wide landscape of Mac OS X languages, transitioning issues, tips, and just plain cool stuff. Keynotes, panels, and evening activities provide ample opportunity to share ideas and show off toys.

For anyone who wants to explore and master Apple's operating system for the 21st century—Unix, Java, traditional Mac—it's all here at one conference, September 30–October 3, at the Westin Santa Clara.

Topics Include:

- Migrating from Mac OS 9, Windows, and *nix
- Must-have tools, optimizations, mods, hacks, and tweaks
- Servers and networking: NetInfo, Samba, RAID, WebDAV, NFS
- Wireless networks
- Tools such as Project Builder, Interface Builder, and Java-based IDEs
- iApps: plug-ins and scripts for iPhoto, iTunes, and iTools Web site creation with DAMP (Darwin/ Apache/ MySQL/ PHP, Perl, Python)
- The Terminal application, command-line, and shell
- Databases: MySQL, PostgreSQL, MacGimp
- Languages: C, Objective-C, Java, AppleScript, Perl, Python, Ruby
- Development Frameworks: Carbon, Cocoa, Java
- iPod hardware hacks, software mods, Pixo tricks, and more

O'REILLY®
Mac OS X
Conference

[Overview](#), *continued*

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Featured Speakers Include:

James Gosling

Co-inventor of Java; VP and Fellow, Sun Microsystems

David Pogue

Best-selling author of *Mac OS X: The Missing Manual*, and New York Times technology columnist

James Duncan Davidson

Software consultant and author; former lead developer at Sun; original author of Apache Tomcat and Apache Ant

Tim O'Reilly

CEO and Founder of O'Reilly & Associates, Inc.

Jordan Hubbard

Manager BSD Technologies Apple Computer

Adam Engst

TidBITS Publisher, XNSORG Chairman



Technology Showcase

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The Technology Showcase 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.

The Technology Showcase will be strategically located at the center of our conference meeting rooms. This two-day event is designed to give you maximum exposure to a sophisticated technical audience with a minimum investment. We provide the draped tabletop—you provide one or two staff members, one or two banners, demo setup and product literature.

Focused demographics. Cost-effective marketing. Quality leads.

Move In: Monday Sept 30, 2002 7pm-10pm or

Tuesday October 1, 2002 7am-10am

Technology Showcase Hours:

Tuesday, October 1, 2002 10am-4pm

Wednesday, October 2, 2002 10am-4pm

Tear Down: Wednesday, October 2, 2002 4pm-7pm

Costs—Tabletop Displays —\$2,995

Includes:

- 6' draped counter (AV, electricity, Internet available at additional charge)
- 8' high draped backwall to hang banner
- Carpeted room (no need to rent carpet)
- 50-word description of your company's product/ services and logo in attendee program
- Publication of your company's logo on the Mac OS X Conference web site, with a link to your company's URL
- Four exhibitor staff passes, which include admission to keynotes (but not to sessions, tutorials, or meal functions)
- One full conference pass; additional full conference passes are available to exhibitors at a 30% discount

Projected Attendance: 600-800+ attendees, speakers, and press

Conference Program Ads

Full-page Color	\$1,495
Half-page Color	\$995
Quarter-page Color	\$595

Platinum Sponsor Package

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Package Price: \$20,000

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 Mac OS X community.

Two 6' tabletop displays (pop-up booths allowed) in a premium location

- Electrical and AV requirements at additional charge

Official sponsor of one keynote (6 keynotes available)

- Exclusive opportunity to hang banner in keynote ballroom
- Exclusive opportunity to distribute materials in ballroom during the keynote
- Listing and logo placement in conference program as keynote sponsor

Use of press 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 Conference marketing materials and web site
- Top logo placement and link on Conference home page

50,000 online banner impressions on oreillynet.com

Full-page/4-color ad in Conference program

Conference passes

- Six full Conference passes (excluding tutorials); Conference materials included

Unlimited use of opt-in attendee list (email and full contact information)

Attendee bag insert

One Post-Conference attendee mailings

- Opportunity to distribute your company's collateral to all Conference attendees (blind mailing, must use bonded mailing facility) in one post-Conference mailing

Opportunity to host reception at Westin Santa Clara

(on a first-come, first-served basis; vender responsible for reception costs)

Two 45-minute speaking opportunities in Products and Services Track

(on a first-come, first-served basis)

Gold Sponsor Package

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Package Price: \$10,000

The Gold Sponsor Package is a powerful way to gain the mind share and market share of the Mac OS X community.

Two 6' table top displays (pop-up booths allowed) in a premium location

- Electrical and AV requirements at additional charge

Official sponsor of breakfast and lunch for one day of the Conference

- Exclusive opportunity to hang banner during breakfast and lunch
- Exclusive opportunity to distribute materials during breakfast and lunch
- Company listing in Conference program

Web/ print ads

- Company logo and 75-word company description prominently displayed on all Conference marketing materials and web site
- Logo placement and link on Conference home page

Unlimited use of opt-in attendee list (email and full contact information)

Attendee bag insert

Half-page ad in Conference program

Conference passes

- Four full Conference passes (excluding tutorials); Conference materials included

One post-Conference attendee mailing

- Opportunity to distribute your company's collateral to all Conference attendees (blind mailing, must use bonded mailing facility) in one post-Conference mailing

Opportunity to host reception at Westin Santa Clara

(on a first-come, first-served basis; vender responsible for reception costs)

25,000 online banner impressions on oreillynet.com

45-minute speaking opportunity in Products and Services track

(on a first-come, first-served basis)

Silver Sponsor Package

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Package Price: \$5,000

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

6' table top display

- Electrical and AV requirements at additional charge

Web/ print ads

- Company logo and 50-word company description prominently displayed on Conference marketing materials and web site
- Logo placement and link on Conference home page

Quarter-page color ad in Conference program

Conference passes

- Two full Conference passes (excluding tutorials); Conference materials included

One post-Conference attendee mailing

- Opportunity to distribute your company's collateral to all Conference attendees (blind mailing, must use bonded mailing facility) in one post-Conference mailing

Opportunity to host reception at Westin Santa Clara

(on a first-come, first-served basis; vender responsible for reception costs)

45-minute speaking opportunity in Products and Services Track

(on a first-come, first-served basis)

Unlimited use of opt-in attendee list (email and full contact information)

Attendee bag insert

Designated Sponsor Areas

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Available to Platinum, Gold, and Silver Sponsors only.

Press Room Sponsorship

Price: \$5,000

Designation of your company as the Official Sponsor of the Press Room

- Opportunity to display your company's signage (production of signage is responsibility of sponsor) and set up one demo station in Press Room
- One additional Conference session pass
- Logo placement on website and program as Official Sponsor

Connectivity Room Sponsorship

Price: \$5,000

Designation of your company as the Official Sponsor of the Connectivity Room

- Opportunity to display your company's signage (production of signage is responsibility of sponsor) in the Connectivity Room
- One additional Conference session pass
- Logo placement on website and program as Official Sponsor

Sponsor & Exhibitor Application & Contract

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Please sign and return this contract with your payment to:

Attn: Andrew Calvo, O'Reilly & Associates, Inc.
1005 Gravenstein Highway North, Sebastopol, CA 95472
Telephone: 707-827-7000; Fax: 707-823-9746

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

Product to be displayed:

Primary contact information:

Name _____ Email _____

Phone _____ Fax _____

Mailing Address (if different from below) _____

City _____ State _____ Zip Code _____

Company information:

Name _____ Email _____

Phone _____ Fax _____

Mailing Address _____

City _____ State _____ Zip Code _____

SPONSOR & EXHIBITOR SELECTIONS

*For detailed information on Sponsor and Exhibitor opportunities,
please contact Andrew Calvo: andrewc@oreilly.com*

SPONSOR PACKAGES

_____ Platinum Sponsor – \$20,000

_____ Gold Sponsor – \$10,000

_____ Silver Sponsor – \$5,000

DESIGNATED AREA SPONSORSHIPS

(available to Platinum, Gold, or Silver sponsors only)

_____ Press Room – \$5,000

_____ Connectivity Room – \$5,000

EXHIBITOR BOOTHS

_____ 6' Tabletop Display – \$2,995

ATTENDEE PROGRAM ADVERTISEMENTS

_____ Full-page ad – \$1,495

_____ Half-page ad – \$995

_____ Quarter-page ad – \$595

TOTAL AMOUNT DUE:

\$ _____

EARLY BIRD DISCOUNT

5% Early Bird Discount on ALL contracts
signed and paid by July 1, 2002.

TOTAL WITH DISCOUNT

(if applicable)

\$ _____

See next page for payment information.

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PAYMENT INFORMATION

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

Exhibitors will receive their display area assignments when we receive full payment.

Cancellations: We will refund 25% of the total *sponsor or exhibit* fee for cancellations received in writing by 5:00 PM on July 30, 2002. After that date, no refunds will be made. In the unlikely event of cancellation of the conference, the liability of O'Reilly & Associates, Inc. is limited to the return of paid fees.

Payment Type:

- Company check (Please make check payable to O'Reilly & Associates)
 Visa MasterCard American Express Discover

Account number _____ Expiration 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/ Exhibitor _____ Title _____ Date _____

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

O'Reilly & Associates, Inc. _____ Date _____

COMPANY LOGO AND INFORMATION

Please submit a company logo and 50-word company/product description below.

O'Reilly & Associates is authorized to make use of this information for the conference program and web site. Logos should be submitted via email to andrewc@oreilly.com and should comply with one of the following print specs:

1. 300 dpi Photoshop® tiff or eps file and a 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 & Associates, Inc. is not responsible for providing fonts for printing sponsor submitted logos.)

Promotional Item Contract

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We are pleased to announce our commitment to going green in the production of our conferences and conventions. At every available opportunity, we are purchasing recycled, environmentally-friendly products.

Join us in going green by purchasing the products listed at right, all made from recycled materials.



Conference attendees will take special notice of your company's name and logo on one or more of the following items. You provide the artwork and signage (where appropriate), and we take care of the rest!

2002 MAC OS X CONFERENCE PROMOTIONAL ITEMS

You provide the logo, we produce 1,000 units and distribute to all attendees at registration.

- _____ Logo on Attendee Tote Bag – \$5,000
- _____ Logo on Attendee Badge Lanyard – \$5,000
- _____ Logo on Attendee Badge – \$5,000
- _____ Logo on Attendee Notepad – \$5,000
- _____ Logo on Attendee Pen – \$3,000
- _____ Logo on Natural Lip Balm on Lanyard in recycled tube with custom label – \$5,000
- _____ Logo on wooden retractable pen – (with laser engraved logo) – \$5,000
- _____ Logo on 20 oz. Sports Bottle with push-pull sipper – \$5,000
- _____ Logo on Keychain – \$2,000
- _____ Logo on Paddle-ball Set – \$5,000
- _____ Logo on Plastic Flyers (Frisbee style) – \$3,000
- _____ Logo on Yo-yos – \$5,000
- _____ Logo on Blues Style Sunglasses – \$5,000
- _____ Logo on Waterproof Neck Totes – \$3,000
- _____ Logo on License Plate Frames – \$3,000
- _____ Logo on Sun Visors – \$3,000

TOTAL AMOUNT DUE:

\$ _____

EARLY BIRD DISCOUNT

5% Early Bird Discount on ALL contracts signed and paid by **July 1, 2002**.

TOTAL WITH DISCOUNT

(if applicable)

\$ _____

See next page for payment information.

Please sign and return this contract with your payment to:

Attn: Andrew Calvo, O'Reilly & Associates, Inc.

1005 Gravenstein Highway North, Sebastopol, CA 95472

Telephone: 707-827-7000; Fax: 707-823-9746

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

 Name as it should appear on promotional items

 Name Email

 Company

 Phone Fax

 Mailing Address (if different from below)

 City State Zip Code

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Participation Agreement

Terms and Conditions for Vendor Participation in the O'Reilly Mac OS X Conference,
September 30-October 3, 2002

ASSIGNMENT OF SPACE: O'Reilly & Associates (ORA) shall assign the display space to the Sponsor for the period of the display, such assignment to be made within six weeks after ORA'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 ORA.

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 ORA, which ORA 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 ORA, 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 ORA and hold ORA, 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 ORA, 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 ORA's liability under any circumstance, exceed the amount actually paid to it by the Sponsor for display space. ORA makes no representations or warranties regarding the number of persons who will attend the conference.

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

CANCELLATION OR TERMINATION OF EXHIBITS: If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, ORA shall determine that the conference or any part may not be held ORA may cancel the conference, including the booth space, table-top displays or any part thereof. In that event, ORA 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 ORA.

SPONSOR/ EXHIBITOR CANCELLATION: All payments made to ORA under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by ORA and ORA'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. ORA 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 ORA from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor and ORA concerning the subject matter of this application. ORA is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by ORA. The rights of ORA under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of ORA. 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.