

# where<sup>2.0</sup>

CONFERENCE



The O'Reilly Where 2.0 Conference delves into important emerging technologies surrounding the geospatial industry, exploring the boundaries and implications of our new location-enabled lives. Developers, technologists, CTOs, researchers, geographers, academics, business developers, and entrepreneurs come together to discuss what's viable now and what's lurking just below the radar. From reality mining to augmented reality, government applications to crowdsourcing, immersive imagery to mobile and beyond, Where 2.0 charts current opportunities and future possibilities for creating value in the location space.

**Expected attendance:** 1000+

**Sponsor Demos:** May 20–21, 2009

#### Selected past speakers include:

- John Hanke, *Google, Inc.*
- Jack Dangermond, *ESRI*
- Sam Altman, *Loopt*
- Chris Anderson, *Wired Magazine*
- Lisa Parks, *University of California-Santa Barbara*
- Denis Browne, *SAP Labs, LLC.*
- Erik Hersman, *Ushahidi*
- Steve Coast, *OpenStreetMap*
- Tom Coates, *Yahoo! Brickhouse*
- Pamela Fox, *Google, Inc.*
- Sean Gorman, *FortiusOne*
- Adrian Holovaty, *EveryBlock*
- Nadia Vitels, *Nokia*
- Jennifer Kilian, *frog design inc.*
- Vincent Tao, *Microsoft Corporation*

#### Selected past sponsors include:

- Autodesk
- Google
- ESRI
- Nokia
- DigitalGlobe
- earthscape
- EveryScape
- LightPole
- MapJack
- MapQuest
- MetaCarta
- Microsoft Virtual Earth
- Poly9
- SkyHook Wireless
- TeleAtlas
- Yahoo! Developer Network
- Zvents
- uLocate

Where 2.0 2009  
May 19–21, 2009  
The Fairmont Hotel  
San Jose, CA

For more information,  
contact Yvonne Romaine  
at 707-827-7198 or  
[yromaine@oreilly.com](mailto:yromaine@oreilly.com)

## Sponsorship Packages

The Where 2.0 Conference sponsorship packages are designed to give you maximum exposure to a sophisticated technical audience in an intimate setting.

### Diamond Sponsorship (Limit 2) (Top tier sponsorship level)

- 10 minute Plenary Keynote (pending speaker/content approval by Program Chair, Brady Forrest)
- Sponsored workshop
- Company name, logo, and 100 word description in printed program and on conference website
- 10 Sessions passes
- Exhibit booth
- Two page full color ad in Conference Program Guide
- Online non-animated banner ad: your 728 x 90 static banner ad will rotate on the Where 2.0 website
- Attendee bag Insert (subject to deadline)
- Sponsor designation in outbound marketing efforts and PR announcements (subject to deadlines)
- Access to press and analyst list prior to the conference
- Ability to send an email to pre-event opt-in attendee list for one pre-event and one post-event email communication through third-party mail house
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Official sponsor of the opening night reception
- Opportunity to host a reception (additional investment, sponsor responsible for all costs)
- First chance for lanyard sponsorship (additional \$5K plus sponsor provides lanyards)

### Platinum Sponsorship (Limit 4)

- 5 minute Plenary presentation (pending speaker/content approval by Program Chair, Brady Forrest)
- Company name, logo, and 75 word description in printed program and on conference website
- 8 Sessions passes
- Exhibit booth
- One page full color ad in Conference Program Guide
- Online non-animated banner ad: your 728 x 90 static banner ad will rotate on the Where 2.0 website
- Attendee bag Insert (subject to deadline)
- Sponsor designation in outbound marketing efforts and PR announcements (subject to deadlines)
- Access to press and analyst list prior to the conference
- Ability to send an email to opt-in attendee list for one pre-event and one post-event email communication through third-party mail house
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (additional investment, sponsor responsible for all costs)

### Gold Sponsorship

- Company name, logo, and 50 word description in printed program and on conference website
- 4 Sessions passes
- Exhibit booth
- Half page full color ad in Conference Program Guide
- Attendee bag Insert (subject to deadline)
- Sponsor designation in outbound marketing efforts and PR announcements (subject to deadlines)
- Access to press and analyst list prior to the conference
- Ability to send an email to opt-in attendee list for one pre-event and one post-event email communication
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (additional investment, sponsor responsible for all costs)

### Silver Sponsorship

- Company name, logo, and 50 word description in printed program and on conference website
- 2 Sessions passes
- Exhibit Booth
- Half page full color ad in conference Program Guide
- Sponsor designation in outbound marketing efforts and PR announcements (subject to deadlines)
- Access to press and analyst list prior to the conference
- Use of press meeting room for one private press event (on a first-come, first-served basis)
- Opportunity to host a reception (additional investment, sponsor responsible for all costs)

### Additional Sponsorship opportunities

- Hotel Card Key
- Breakfast Sponsorship
- Lunch Sponsorship
- AM/PM Break Sponsorships
- Lanyard Sponsorship (subject to availability)
- Registration Sponsorship
- Late Night Reception
- Ignite Sponsorship

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 \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address (if different from below) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**BILLING INFORMATION**

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**SPONSOR & EXHIBITOR SELECTIONS**

**SPONSOR PACKAGES**

Conference \_\_\_\_\_

Sponsor Level \_\_\_\_\_

Price \$ \_\_\_\_\_

**EXHIBIT BOOTHS**

Square feet \_\_\_\_\_

@ \$ \_\_\_\_\_ per square foot

Exhibit fee \$ \_\_\_\_\_

**TOTAL AMOUNT DUE:**

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

**Additional Marketing Opportunities**

Advertisements

Pages \_\_\_\_\_ Price \$ \_\_\_\_\_

Bag Inserts

Number of pieces \_\_\_\_\_ Price \$ \_\_\_\_\_

**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: \$ \_\_\_\_\_**

**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](mailto:sponsorships@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.) OR 2. 300 ppi Photoshop TIFF, EPS or JPEG file of your non-animated logo. The web logo will appear on a white background.

**CONTRACT SIGNATURES**

I have read and agree to all the terms and conditions of the Sponsor and Exhibitor Application and Contract, including the Participation 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.

Sponsor	Title	Date
---------	-------	------

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.	Date
----------------------	------

Please sign and return this contract with your payment to:

Attn: O'Reilly Conference Sponsorships, O'Reilly Media, Inc. 1005 Gravenstein Highway North, Sebastopol, CA 95472 Telephone: 707-827-7000 Fax: 707-829-0104

**PARTICIPATION AGREEMENT**

Terms and Conditions for Vendor 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 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.