

TOC Conference

Tools of Change for Publishing



“With more attendees than last year, TOC honed in on the pulse of web publishing, beating steadily and heartily, as ever.”

—MARISA PEACOCK, CMSWIRE

Driven by the Internet, technology is fundamentally transforming publishing. Creation, development, production, distribution, and consumption have all been touched by the changes and challenges that have accompanied the greatest shifts in publishing since the printing press. O'Reilly's Tools of Change for Publishing Conference connects the people, companies, and organizations asking and answering the questions that define the future of publishing.

The fifth annual TOC Conference is taking place February 14–16, 2011 at the Sheraton New York Hotel & Towers in New York City. TOC will explore emerging and critical trends in publishing including:

- Opportunities and challenges in a global digital marketplace
- The latest in digital design and production
- Shifts in business models and modes of delivery
- Legal and ethical issues for 21st century publishers
- Capturing and understanding consumer data
- Standardization of content identifiers and metadata
- Meeting (and anticipating) consumer demands
- Who will win in the mobile space?
- Advances in EPUB
- Books as apps
- Creating and operating an effective B2C publishing business

TOC has consistently sold out for the past three years and interest in this event continues to grow. Sponsor and exhibitor opportunities also sell out for this event, therefore, early participation is highly recommended.

Join over 1,200 publishing professionals, editors, developers, authors, agents, marketing executives, production managers, librarians, researchers, academics, and technologists who are passionate about books, and find out how technology is changing publishing forever.

TOC 2010 sponsors and exhibitors included: Ingram Content Group, Qualcomm, Copia, Impelsys, Innodata Isogen, Adobe, Aptara, Baker & Taylor, Blackboard, Bowker, codeMantra, Connotate, Google, HP, LibreDigital, MagMe, Malloy, Mark Logic, oxygen XML Editor, Chuckwalla, Foxit Software, Jacquette Consulting, Jouve North America, Lulu, Marvell, Media Services Group, PubServ, Safari Books Online, Silverchair, Virtusales, Vitrium Systems, Smashwords, diacriTech, Digital Divide Data, EasyPUB, entourage Systems, MPS a Macmillan Company, Ninestars Information Technologies, North Plains, PocketBook USA, Really Strategies, Scientific Publishing Services, SPI Publishing, TechSmith, Typefi, and Vitrium Systems

Two day Exhibit Hall: February 15–16, 2011

Sponsorship Packages

The O'Reilly Tools of Change for Publishing Conference sponsorship packages are designed to give you maximum exposure to an influential audience in an intimate setting.

Diamond Level Sponsorship: (limit 3)

Pre-Conference:

- Logo listing on all marketing emails
- Online banner ad: Your 728x90 static banner ad will rotate on toccon.com
- Sponsor designation and right hand rail visibility on toccon.com, and in onsite signage, and in marketing and PR announcements (subject to deadline)
- Company name, logo, 100-word description, and link on toccon.com
- Access to pre-registered media list
- One pre-event email to attendee opt-in list

Onsite Benefits:

- 15 minute Plenary keynote (pending speaker/content approval by program chairs)
- On-stage recognition by program co-chairs, Andrew Savikas & Kat Meyer
- 45-minute breakout session in the Products & Services track
- 8 x 20 Exhibit Hall Booth in premium location
- 10 Conference Sessions passes (tutorials not included; speaker(s) will also be issued a pass plus up to four booth staff passes will be provided)
- First chance for lanyard sponsorship (additional \$5K investment plus sponsor provides lanyards; subject to deadline)
- First chance to sponsor attendee bags (additional investment required)
- Two-page, full color ad in TOC Event Guide (subject to deadline)
- Company listing in TOC Event Guide (subject to deadline)
- Attendee bag insert (subject to deadline)
- Use of press meeting room for interviews and briefings (available on first-come, first served basis)

Post-Conference:

- One post-event email to attendee opt-in list

Gold Level Sponsorship

Pre-Conference:

- Company name, logo, 50-word description, and link on toccon.com
- Sponsor designation and right hand rail visibility on toccon.com, and in onsite signage, and in marketing and PR announcements (subject to deadline)
- Access to pre-registered media list

Onsite Benefits:

- 45-minute breakout session in the Products & Services track
- 8 x 10 Exhibit Hall Booth in premium location
- 2 Conference Sessions passes (tutorials not included; speaker(s) will also be issued a pass plus up to four booth staff passes will be provided)
- Half-page, full color ad in TOC Event Guide (subject to deadline)
- Company listing in TOC Event Guide (subject to deadline)
- Attendee bag insert (subject to deadline)
- Use of press meeting room for interviews and briefings (available on first-come, first served basis)

Platinum Level Sponsorship

Pre-Conference:

- Logo listing on all marketing emails
- Online banner ad: Your 728x90 static banner ad will rotate on toccon.com
- Company name, logo, 75-word description, and link on toccon.com
- Sponsor designation and right hand rail visibility on toccon.com, and in onsite signage, and in marketing and PR announcements (subject to deadline)
- Access to pre-registered media list
- One pre-event email to attendee opt-in list

Onsite Benefits:

- 45-minute breakout session in the Products & Services track
- 8 x 10 Exhibit Hall Booth in premium location
- 6 Conference Sessions passes (tutorials not included; speaker(s) will also be issued a pass plus up to four booth staff passes will be provided)
- One-page, full color ad in TOC Event Guide (subject to deadline)
- Company listing in TOC Event Guide (subject to deadline)
- Attendee bag insert (subject to deadline)
- Use of press meeting room for interviews and briefings (available on first-come, first served basis)

Post-Conference:

- One post-event email to attendee opt-in list

Exhibit Only Package

Pre-Conference:

- Company name, logo, 50-word description, and link on toccon.com
- Access to pre-registered media list

Onsite Benefits:

- 8 x 10 Exhibit Hall Booth
- 1 Conference Sessions passes (tutorials not included; up to four booth staff passes will be provided)
- Company listing in TOC Event Guide (subject to deadline)

Innovator's Pavilion Package

Availability restricted. Contact for details.

Pre-Conference:

- Company name, logo, 50-word description and link on toccon.com
- Access to pre-registered media list

Onsite Benefits:

- 6 foot tabletop display including electricity and internet
- Up to 2 exhibit staff passes (conference pass upgrade available)
- Company listing in TOC Event Guide (subject to deadline)

Custom packages and additional sponsorship opportunities are also available.

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

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 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

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 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 TOC ("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.

Sponsor	Title	Date
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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
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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 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 will 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 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 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 the Conference and this Agreement.

CANCELLATION OR TERMINATION BY O'REILLY: If for any reason (including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or act of God), 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.

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. O'Reilly reserves the right to eject from the Conference Company or any Company representative(s) 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 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.