Media & Promotional Partnerships

O’Reilly conferences provide an excellent marketing venue for those wishing to reach new and influential audiences, expand readership, and increase visibility via significant presence before, during, and after the conference. In turn, our partners help spread the word and further the recognition of each conference brand. Explore the dynamic opportunities O’Reilly events offer—become a media or promotional partner in a marketplace for innovation. For more information contact mediapartners@oreilly.com

Media & Promotional Partner Benefits

- Reach dynamic and influential audiences, including creative and tech-savvy entrepreneurs, thought leaders, pioneering developers, and top level executives
- Network with high profile sponsors, cutting-edge companies, and the ‘movers and shakers’ changing the industry right now
- Expand brand recognition via substantial conference marketing efforts
- Identify with O’Reilly Media and other established publishing and technology leaders

Standard Trade Items

O’Reilly Media provides: (subject to availability and deadlines)

- Logo and 50-word company description including URL and graphic link on conference website
- Logo and 50-word company description including URL in the conference event guide
- Logo included in onsite signage at event
- Conference registration discount for readers and/or customers
- Up to 1/2 page full-color ad in event guide
- Insert in attendee bag and/or literature table distribution
- Complimentary conference passes—may be extended to company members, readers, or clients
- 728x90 banner ad on conference website

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Where to go next?

Library of Things

O'REILLY

Toccon.com

The O'Reilly Tools of Change for Publishing Conference (TOC) explores the critical trends emerging around the business of digital publishing. In addition to evolutionary perspectives from traditional book publishers, the program will bring in insights from the wider ecosystem, including higher education, retailers, readers, and authors. Because of O'Reilly’s deep ties to the technology industry, TOC offers cutting-edge speakers and topics that push the boundaries of how we define “publishing,” offering a unique insight into what’s next by introducing the future that is already here. Presentations from experts and innovators will share the loop on putting theory into practice and address issues in actionable terms.

Expected Attendance: 1000

Who comes to TOC?

Book publishers, senior editors, marketing and production managers, digital content managers, publishing consultants, authors and agents, librarians, content center programmers, publishing executives and technologists.

The TOC Experience

- A critically important analysis, hands-on workshops, and thought-provoking sessions
- A list of experts will focus on new opportunities for print, interaction ideas, and the innovative approaches needed to keep pace with a rapidly evolving industry.

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Web 2.0 Expo

March 30 – April 1, 2010
San Jose, CA
conferences.oreilly.com/wx

The Where 2.0 Conference provides an environment for the business community to interact with developers who are influencing location-aware technology. Where 2.0 offers a dynamic combination of high profile keynote speakers, demos, lightning talks, panel discussions, and audience interaction. Leading trends will be presented from the most innovative and interesting players in the realm of geospace.

Expected Attendance: 700

Who comes to Where 2.0?

GIS industry players, CTOs, CDOs, technology evangelists, product managers and technologists, open source mapping and location tool developers, grassroots developers, researchers, academics, artists and activists, geographers and traditional geographers, VCs.

The Where 2.0 Experience

- A dynamic combination of high profile keynote speakers, lightning talks, panel discussions, demos, and audience interaction
- A place to meet the people behind the mash-ups, the people behind the platforms, and the people looking ahead to the future of geospace

The Web 2.0 Expo Experience

- A 3-day celebration of innovation and inspiration that encourages attendees to speak, blog, engage, tweet, question, tag, print, challenge, listen and absorb
- A dynamic lineup of keynotes from the top minds and leaders in the industry and 6 tracks of content
- A “unconference” activities where attendees are the presenters including RUP, O’Reilly and Web 2.0 Open

Expected Attendance: 1000

Who comes to Web 2.0 Expo?

Designers, developers, entrepreneurs, marketers, and the second layer of business strategies driving these technologies forward.

The Web 2.0 Expo Experience

- A 3-day celebration of innovation and inspiration that encourages attendees to speak, blog, engage, tweet, question, tag, print, challenge, listen and absorb
- A dynamic lineup of keynotes from the top minds and leaders in the industry and 6 tracks of content
- A “unconference” activities where attendees are the presenters including RUP, O’Reilly and Web 2.0 Open

Expected Attendance: 1000+

Who comes to Gov 2.0 Expo?

Technology innovators in government, social and media professionals, developers and IT professionals, private sector businesses, government contractors and consultants, systems integrators, political actors, and public policy advocates.

The Gov 2.0 Expo Experience

- A 3-day celebration of innovation and inspiration that encourages attendees to speak, blog, engage, tweet, question, tag, print, challenge, listen and absorb
- A dynamic lineup of keynotes from the top minds and leaders in the industry and 6 tracks of content
- A “unconference” activities where attendees are the presenters including RUP, O’Reilly and Web 2.0 Open

Expected Attendance: 1000+

Who comes to RailsConf?

Ruby on Rails enthusiasts, developers, IT managers, tech savvy entrepreneurs, users at every level

RailsConf is the place to be for everyone passionate about Rails and related technologies. Co-presented by Ruby Central, Inc., and O'Reilly Media, Inc., RailsConf is the largest official event for the thriving Rails community, bringing together the most innovative and successful Rails companies and developers from around the world.

Expected Attendance: 100

Who comes to RailsConf?

Ruby on Rails enthusiasts, developers, IT managers, tech savvy entrepreneurs, users at every level

The RailsConf Experience

- A gathering place for the worldwide Rails community, including an important network of experts, alpha geeks, and innovators
- A focused sessions provide attendees with examples of development paradigms and design strategies meant to stretch the limits of all kinds to take advantage of Rails 2.0

Expected Attendance: 700

Who comes to Velocity?

Engineers, web developers and product managers looking to improve the experience of users visiting their site, and those building logos for high traffic destinations.

The Velocity Experience

- Collaborative and focused learning provides attendees with the knowledge and tools to initiate change and improve website performance & availability
- Practical how-to’s and break-out sessions answer the keys for crossing over from cool Web 2.0 features to sustainable websites

Expected Attendance: 1000

Who comes to OSCON?

Visitors, developers, engineers, technologists, entrepreneurs, programme, sys admins, CTOs, CTOs, and hackers.

The OSCON Experience

- A vibrant “hallway track” offering excellent networking opportunities for vendors selling to the government
- A host of features including tools and technologies to modulate government systems, and improve process
- A expansive product offering and to unveil projects and products.

Expected Attendance: 2500+

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O'Reilly Online Conferences

conferences.oreilly.com

These informative half-day online conferences can be enjoyed from the comfort of your own desk. You'll have the opportunity to hear from experts, share your ideas, and join in a conversation with presenters and other participants, all looking to build solid and profitable futures in many arenas of technology.