

ETech™

Emerging Technology Conference

March 3–6, 2008 • San Diego, CA
conferences.oreilly.com/etech

For over 25 years, O'Reilly has facilitated the adoption of new and important technologies by the enterprise, putting emerging technologies on the map. O'Reilly conferences are no different. Delivering the wisdom of expert early adopters to developers, managers and others passionate about technology, our events bring alpha geeks and other forward-thinking thought leaders together to shape the revolutionary ideas that spark new industries.

"ETech is the only tech conference that I never, ever miss... every year, I learn something new and surprising."

— Cory Doctorow, Boing Boing



ETech, the O'Reilly Emerging Technology Conference centers on future technologies that truly matter. From robotics, health care, and space travel to gaming, finance, and art, ETech explores promising technologies new to the innovation horizon, and investigates those that have been on the horizon too long.

Estimated attendance: 1200+

Target Audience: Technologists, CTOs, researchers, thought leaders, strategists, artists, entrepreneurs, business developers, VCs, CxOs and IT managers, hackers and grassroots developers, academics.

ETech 2008 topics:

- Biology inspired engineering and Genetic algorithms
- Culture, Art and Space
- Defense tech and Politics
- Emerging markets and massive computing
- 3D/virtual worlds and gaming

Past attendees have represented:

Amazon.com, BBC, Boeing, CBS.com, Comcast, Disney, E*Trade, France Telecom, General Motors, Honda, IEEE, Intel, Macromedia, Microsoft, Morgan Stanley, Mozilla, Nokia, NYU, Oracle, Orbitz, Salesforce.com, Sony, Symantec, The Motley Fool

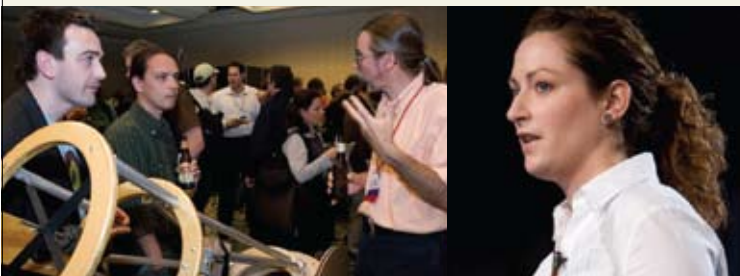
Past sponsors and partners:

Adobe, Aggregate Knowledge, Apple, AT&T, Attensa, eBay, Foldera, Google, IBM, Intuit, iNetWord, Laszlo, MapQuest, mFoundry, Root, RSSBus, Salesforce.com, Sxip, TechSmith, Tibco, Windows Live, Yahoo!, Zimbra, Dr. Dobbs, Boing Boing, Linux Journal, Red Herring, Pulver Media, Technology Review, EFF

ETech sparks provocative encounters and productive inspirations that continue long after the conference ends—jump on board with ETech and point the way to the future.

ETech 2008 is co-located with GSP West, The O'Reilly Graphing Social Patterns Conference, March 3-4. Info on GSP West:

conferences.oreilly.com/gspwest



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 our shows. 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.

Media & Promotional Partner Benefits

- Reach dynamic, influential and eclectic 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 on-line and print conference marketing efforts
- Identify with O'Reilly Media, and other established publishing and technology leaders

Media Partners are:

- Print Publications
- On-line Publications
- Industry News websites

Promotional Partners are:

- Non-profit organizations and community organizations
- Industry focused companies offering cross-promotional opportunities
- Prominent blogs

Standard Media & Promotional Partnership Barter

O'Reilly Conference provides: *(Subject to availability)*

- Logo and 50-word company description including URL and graphic link on conference web site
- Logo and 50-word company description including URL in the conference attendee printed program
- Logo included in on site signage at event
- Conference registration discount for readers and/or customers
- Unlimited Exhibit Hall Passes—may be extended to company members, readers and clients, subscribers and or/customers

Media/Promotional Partner provides:

- Conference description, link and discount code listed in appropriate website section placed 3 months prior to event, or date of contract

And 1 of the following

- Static button ad placed on home page approximately 2 months prior to event
- Rotating banner ad placed approximately 2 months prior to event, with a minimum of 200K impressions

Additional Benefits (by request)

O'Reilly Conference can also provide 1 or more of the following: *(Subject to availability)*

- Up to 1/2 page full color ad in attendee printed program
- Insert in attendee bag and/or literature table distribution
- Complimentary Conference Passes—may be extended to company members, readers or clients
- Text sponsorship in Conference newsletter
- 728x90 banner ad on conference web site

In exchange, partner to provide 1 or more of the following:

- Rotating banner ad, placed approximately 2 months prior to event, 200K impressions per month
- Static conference banner ad on home page, placed approximately 2 months prior to event
- Dedicated email blasts to subscriber list
- Targeted List rental, or access to partner's subscriber list
- 3 monthly or 6 weekly newsletter ad inclusions
- Minimum 1/2 page print ad in magazine

