

TOC^{Conference}

Tools of Change for Publishing

February 11–13, 2008 • New York, NY
conferences.oreilly.com/toc

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.

“Who would not want to attend a conference of this import, attended by such luminaries and discussing such fundamental issues for your industry?”

— Eoin Purcell



TOC, the second annual O'Reilly Tools of Change for Publishing (TOC) Conference will look at what's at stake for the future of publishing. People who are passionate about books and book publishing know that next steps are needed—TOC will help them take the plunge and connect with the right ideas, tools, and innovators.

Estimated attendance: 500+

Target Audience: Publishers, senior editors, marketing and production managers, digital content managers, publishing consultants, authors, agents, business managers in publishing, librarians, technologists

TOC 2008 Topics:

- How innovation—in technology and business—is shaping the publishing landscape
- Projects and products that will change the way we read, write, edit, publish, and sell content
- The “value chain”—supply side to production to distribution to marketing
- Standards and best practices
- Truly “next generation” approaches—how teens are shaping publishing

TOC 2007 attendees:

Modern Language Association, Thomson Learning (now Cengage), MIT Press, Amazon.com, Nature Publishing Group, Zondervan, Springer, CrossRef, Stanford Publishing, Digital Library Federation, Google, Intel, Bowker, Harvard Business School Publishing, Rosetta Solutions, Random House, Sony Electronics, HarperCollins, Nielsen BookScan, Lightspeed, Hewlett-Packard, Lonely Planet, IBM

TOC 2007 sponsors and partners included:

Ingram, Adobe, Mark Logic, Blurb, Copyright Clearance Center, eReader Outfitters, LibreDigital, Malloy, Microsoft Live Search Books, Qoop, Safari Books Online, SharedBook, Book Industry Study Group, Media Bistro

Be a part of the excitement that is TOC— an event that truly champions the methods of innovation in today's publishing sphere.

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

