

Money:Tech Conference

February 6–7, 2008 • New York, NY
conferences.oreilly.com/money

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.

"While the financial industry has always been tightly intertwined with technology, that relationship has never been more filled with challenges and opportunities..."

– Paul Kedrosky, Money:Tech Program Chair



The inaugural O'Reilly Money:Tech Conference will be a deep dive into the challenges and opportunities the wave of finance-related technological change is creating. The conference will bring together entrepreneurs, investors, technologists, academics, and high-profile speakers to uncover the opportunities created by rapid change in money and markets.

Estimated attendance: 400 – 500

Target Audience: Hedge fund managers, financial entrepreneurs, technologists, academics, investors, equity/financial/investment analysts, and VCs

Money:Tech will:

- Expose the importance of Web 2.0 technologies in the financial industry
- Arm the industry with information and resources to initiate change leadership for the digital age
- Focus on the money-technology connection
- Unite established players with alpha geeks and edge up-and-comers
- Center on success stories and working models

Confirmed speakers:

- Jim Cramer – Host of The Street, CNBC
- Devin Wenig – Reuters
- James Altucher – Founder, Stockpickr
- Tim O'Reilly – Founder and CEO, O'Reilly Media, Inc.

Money:Tech topics:

- Finding alpha in a world of commodity data
- Where is the next Bloomberg killer?
- Making trading communities work
- Trading against the laws of physics

Be a part of the event that *Wired* Magazine's Editor-in-Chief Chris Anderson calls "the first conference I've seen in years that I absolutely must attend."



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

