JavaOne

Developers from over 117 Countries

650 speakers

Over 450 Sessions, Hands-On Labs, Tutorials and BOFs

2/3 are from the Java Community

Oracle's data centers are up to 66% more energy efficient* * than industry averages

Java Facts

15 Billion+ Devices Run Java

1 Billion Downloads per Year

Java Devices Outnumber People of Earth

10 million Java Developers Worldwide

97% of Enterprise Desktops Run Java

#1 Development Platform Now in the Cloud

– VOC Research validates above stats
JavaOne 2016
Demographics Information

Registration By Industry

- Aerospace & Defense (4%)
- Communications (4%)
- Education & Research (5%)
- Financial Services (14%)
- High Technology (23%)
- Insurance (4%)
- Media & Entertainment (4%)
- Professional Services (6%)
- Retail (5%)
- Utilities (2%)
- Automotive (1%)
- Consumer Goods (1%)
- Engineering & Construction (2%)
- Healthcare (5%)
- Industrial Manufacturing (1%)
- Life Sciences (1%)
- Oil & Gas (1%)
- Public Sector (3%)
- Travel & Transportation (4%)
- Other (10%)
JavaOne 2016
Demographics Information

Registration By Department/LOB
- Customer Service (3%)
- Finance (1%)
- Management (8%)
- Marketing (1%)
- Operations (1%)
- Technology (79%)

Registration by Job Role
- Consultant (2%)
- Director (6%)
- Executive (VP's & Pres) (5%)
- Manager (12%)
- Senior Manager (1%)
- Senior Professional (39%)
- CXO (5%)
- Professional (5%)
- Other (2%)
Thank you to Our 2016 JavaOne Sponsors

<table>
<thead>
<tr>
<th>Innovation</th>
<th>Diamond</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intel</td>
<td>IBM</td>
<td>Atlassian</td>
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| Silver     |               |              |
| GitHub     | New Relic     | Red Hat      |

| Bronze     |               |              |
| Aol        | Couchbase     | Lightbend    |

| Media      |               |              |
| Java magazine | TechnologyAdvice | SearchOracle |
2017 JavaOne
Exhibit Opportunities
Exhibit Hall Layout
Moscone West – Level 1

Exhibit Space Options:
• Multiple Sizes Available
• $85/sq ft

<table>
<thead>
<tr>
<th>Exhibit Space Size</th>
<th>Appreciation Event Wristbands &amp; Daily Lunch Tickets</th>
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</thead>
<tbody>
<tr>
<td>10x10</td>
<td>2</td>
</tr>
<tr>
<td>10x20</td>
<td>4</td>
</tr>
<tr>
<td>20x20</td>
<td>6</td>
</tr>
</tbody>
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Interested in participating in JavaOne?
Contact: Diane Frendian at diane.frendian@oracle.com

JavaOne Exhibitors receive the following benefits:

- Two JavaOne passes
- Unlimited Exhibitor Staff passes
- Oracle Appreciation Event wristbands and daily lunch ticket allotments based on your exhibit size (see chart at left)
- 75 Discover passes to be used for prospects and customers
- Opportunity to earn one JavaOne pass for posting a JavaOne banner on your company homepage
- Opportunity to reserve conference hotel room blocks at negotiated conference rates; all room blocks are allocated on a first-come, first-served basis
- List of registered press attendees one week prior to event
- Opportunity to reserve JavaOne 2018 exhibit space during JavaOne 2017
# A la Carte Opportunities

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Exit Banners</td>
<td>Place your banner inside the Moscone West Exhibit Hall – Level 1 to share your message with more than 60,000+ attendees—spread your marketing message and direct attendees to your booth.</td>
<td>$17,000</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>Imagine your company advertisement or logo enlarged to 20 feet high and wrapped around a column right outside the main entrance of The Exchange. You provide the artwork, we produce the wrap, you get the exposure.</td>
<td>$13,000</td>
</tr>
</tbody>
</table>
| Mobile App Newsfeeds  | Brand messaging on JavaOne Mobile App Activity Feed - 90 character message and logo                                                                                                                      | $1,000 – 1 post/per day  
                        |                                                                              | $1,800 – 2 posts/per day  
                        |                                                                              | $2,500 – 4 posts/per day  |