

Exhibitor Newsletter - June '09 Edition

Oracle OpenWorld San Francisco 2009 Countdown – 125 Days!

The OpenWorld Events Team continues to actively work on creating cost-effective opportunities to drive Exhibition Hall traffic, ensure you have the right information to evaluate how to best leverage your resources and marketing budget, and obtain full value of your conference investment.

This newsletter contains details about **Key Dates to Remember**, **Event Profile**, **Exhibition Hall hours**, **Hotel Room Blocks**, **Registration** dates, and much more! Make sure you review each monthly newsletter and regularly check out the [Oracle OpenWorld website](#) for critical updates.

KEY DATES TO REMEMBER - UPDATED
EXHIBITION HOURS & FLOORPLANS
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KEY DATES TO REMEMBER - UPDATED

March 17	–	Sponsor Hotel Room Block Request Form Available – See your Account Manager
March 18	–	Marketing ToolKit
March 31	–	Exhibitor Hotel Room Block Request Form Available
March 31	–	Call for Papers Launch
April 1	–	Exhibitor Workspace Available
April 14	–	Registration Opens
April 14	–	Exhibitor Services Center Available
April 26	–	Call for Papers Closed*
June 16	–	Session Acceptance Email Sent
June 16	–	Oracle Mix Session Voting Open to the Public
June 22	–	Exhibitor Services Kit Release
June 30	–	Event Profile Due
July 3	–	Oracle Mix Session Voting Closed
July 22	–	Hotel Room Block Request Cut-off
October 1	–	Registered Press Attendee List Release
October 11	–	Oracle OpenWorld San Francisco 2009 Opens
October 12	–	Exhibitor Thank You Event

EXHIBITION HALL HOURS & FLOORPLANS

Based on your feedback, we've themed the Exhibition Halls and Oracle DEMOgrounds. Oracle Applications, Oracle Fusion Middleware and Oracle Enterprise Manager are located in Moscone South, and Oracle Database, Oracle Enterprise Manager, Oracle Enterprise Linux, Virtualization, and Oracle Services in Moscone West. And - we've added more dedicated Exhibition Hall hours! The Moscone Exhibition Halls will be closed Thursday, October 15.

Exhibition Hours				Dedicated Hours			
Monday	October 12	10:30 a.m.	– 6:30 a.m.	10:30 a.m.	– 11:30 a.m.		
Tuesday	October 13	10:30 a.m.	– 6:30 p.m.	10:30 a.m.	– 11:30 a.m.		
Wednesday	October 14	9:15 a.m.	– 5:15 p.m.	9:15 a.m.	– 10:15 a.m.		
Thursday	October 15	CLOSED					

Exhibition Hall hours are subject to change.

INVOICE PAYMENTS

Invoices have been sent to all partners who have submitted a contract to exhibit, advertise, and sponsor at Oracle OpenWorld 2009. As a reminder, your invoice payment is due 30 days from invoice date.

If you have any questions regarding your contract and/or invoice, please contact us at openworldpartner_us@oracle.com or +1.650.506.0001.

CHECK PAYMENT SUBMISSION

US Postal Service	Private Carrier (FedEx, UPS, etc.)
Oracle OpenWorld San Francisco 2009	Oracle OpenWorld San Francisco 2009
Dept. 44860	Attention: Tom Geck
P.O. Box 44000	500 Oracle Parkway
San Francisco, CA 94144-4860	MS OPL A 1
	Redwood Shores, CA 94065

SPONSOR & EXHIBITOR EVENT PROFILES – PRIORITY – DUE JUNE 30

Your Event Profile will be published on the official Oracle OpenWorld 2009 website and featured in the Conference Guide attendees receive onsite. Your profile should be relevant to what you are doing with Oracle at Oracle OpenWorld 2009. Please do not submit your company boilerplate. Event Profiles should be uploaded to the Exhibitor Workspace by **Tuesday June 30**. Contact us if you have questions about access to the Exhibitor Workspace

REGISTRATION & HOUSING

Registration is now open and you should plan to complete your [registration](#) as soon as possible. Please take note of the dates to submit Hotel Room Block Requests and the submission cut-off date.

March 17	–	Sponsor Hotel Room Block Request Form Available – Contact your Account Manager
March 31	–	Online Exhibitor Hotel Room Block Request Form Available
April 14	–	Registration Opens
July 22	–	Hotel Room Block Request Cut-off

SPONSORSHIP – LEVERAGE HIGH IMPACT VISIBILITY

ORACLE OPENWORLD WELCOME RECEPTION

As the official sponsor, your corporate logo will be included on the Oracle OpenWorld conference website, and on all Welcome Reception signage, event napkins, cups, promotional descriptions, and the *Thank You to our Sponsors* banner.

APPRECIATION EVENT GRANDSTAND HOSPITALITY SUITE

Enjoy the Oracle OpenWorld Appreciation Event in style with your own private Grandstand Hospitality Suite. Located atop the main stage grandstands, these hospitality suites are similar to a "skybox" at an arena or stadium. Invite sales leads, entertain clients, and take in our world-class entertainment in your exclusive Grandstand Hospitality Suite.

Click [here](#) for more details.

IT'S A WRAP!

As the official sponsor of It's a Wrap! Your corporate logo will be included on party signage, cups, napkins, and all promotional descriptions.

For a complete list of sponsorship opportunities, [click here](#).

Contact Jennifer Swanson – jennifer.swanson@oracle.com or +1.720.475.7801.

ADVERTISING– FIVE TIPS FOR INCREASED VISIBILITY

TIP #1: Expand Your Footprint: Larger exhibit space = more leads. Do you want to be a bigger company? Get bigger feet!

TIP #2: Website Opportunities: Tell attendees using the Oracle OpenWorld website **WHO YOU ARE!**

TIP #3: Virtual Collateral Rack: Over 50 strategically placed locations throughout the conference-attendees can email your collateral to themselves and others; collateral available on the Oracle OpenWorld website post-conference.

TIP #4: Show Daily Half-Page Ad: The **FIRST** piece of information attendee's pick-up each day on their way to sessions.

TIP #5: Stairway Advertising: Huge signage in high-visibility/traffic areas – let attendees walk all over you! Moscone South Hall A, B, and C stairways, and Moscone South Esplanade (2 sets of stairs).

For a complete list of advertising opportunities, [click here](#).

Contact Jodi Greenberg – jodi.greenberg@oracle.com or +1.650.506.3797.

EXHIBITS – CHECK OUT THE NEW OPPORTUNITIES**DIGITAL LIFESTYLE LOUNGE – Where Real World Meets Real Time****October 12-14, Moscone West, Booth 3109**

Located in Moscone West, the Digital Lifestyle Lounge brings together Oracle partners from communications, multi-media, and beyond with technologies that merge your worlds and bring convenience to your fingertips. In an era of global offices and 24-hour work days, now more than ever, our lives demand integration. Partners offering technology solutions for life-based demands are invited to showcase their products to 40,000 of the world's most technology savvy consumers.

Contact Amy Loskutoff – amy.loskutoff@oracle.com or +1.650.506.8834.

GREEN MARKETPLACE**October 12-14, Moscone North Upper Lobby**

The Green Marketplace is a place where Oracle OpenWorld attendees come to hear what Oracle, its partners and its customers are doing to incorporate sustainability into their business and IT plans. We invite you to exhibit solutions or create experiences aimed at green business. This is your opportunity to showcase your company's latest green initiative!

Contact Andrea Kratofil – andrea.kratofil@oracle.com or at +1.650.506.4430

ORACLE OPENWORLD PAVILIONS

Oracle OpenWorld pavilions offer a streamlined, focused, turnkey approach to customer and prospect visibility and there are more reasons than ever before to choose a pavilion exhibition option. This year the Oracle OpenWorld Exhibition Halls and Oracle DEMOgrounds are themed, and your decision to participate in a pavilion will further maximize the theming concept to your advantage. We've increased the value of the pavilion packages by incorporating the Virtual Collateral Rack and pavilion participant visibility on the general conference attendee-facing Exhibition Experience web pages. Make sure you visit the Oracle OpenWorld website to learn more about the Oracle Accelerate, CRM On Demand Inner Circle, Oracle Develop, Hyperion, JD Edwards, Primavera, Security, and the Communications, Financial Services, Health Sciences, Insurance, Retail, Utilities Industry Pavilions.

For details about pavilion opportunities, [click here](#) or contact Barbara Lucas – barbara.lucas@oracle.com or +1.863.209.1338

SOLUTION SPOTLIGHT THEATER**October 12-14, Moscone South, Booth 2137**

Creatively showcase your solution and/or services with a 20-minute session in the Solution Spotlight Theater located next to Oracle DEMOgrounds; includes marketing/branding and one Full Conference Speaker Pass.

Contact Barbara Lucas – barbara.lucas@oracle.com or +1.863.209.1338

EXHIBITOR MEETING ROOMS – SPACE STILL AVAILABLE**You asked and Oracle listened!**

Networking with customers is critical to increasing business. Now you can enjoy the freedom of arranging meetings with your clients and prospects in your own exclusive space! Both you and your meeting participants will benefit from saving valuable time by having the ability to gather quickly in your meeting room located near your exhibit booth space. Meeting rooms are available on the Moscone South Exhibition Hall floor or in Moscone West, Level Three.

Contact Andrea Kratofil – andrea.kratofil@oracle.com or at +1.650.506.4430

EXHIBITOR RESOURCE CENTER**ONLINE EXHIBITOR WORKSPACE**

We've created an Exhibitor Workspace where you can view your contract, invoices, submit your company event profile, and access your complimentary Full Conference Pass Priority Code.

EXHIBITOR SERVICES CENTER – AVAILABLE NOW

Located on the Oracle OpenWorld 2009 website, the Exhibitor Services Center will enable you to easily access the latest Oracle OpenWorld sponsor and exhibitor information. You'll see key deadlines, Exhibitor FAQ, links to the OpenWorld Exhibitor Workspace, (contract and payment information and company event profile, etc.), Solutions Catalog, Exhibitor Newsletters, Exhibitor Registration and Housing FAQ, Exhibitor Survey and MUCH, MUCH more!

EXHIBITOR SERVICES KIT – ARRIVING JUNE 22nd

We've created a simplified process for you to access information about the General Contractor, rules and regulations, placing orders, additional suppliers, move in/out, and more. The Exhibitor Services Kit will be accessed from the Oracle OpenWorld website in the Exhibitor Services Center, and in the Exhibitor Workspace. This information will be available June 22.

MARKETING TOOLKIT

Maximize your marketing efforts and drive more traffic to your booth. The Marketing Toolkit is one-stop shopping for all your Oracle OpenWorld marketing needs. The kit includes the Oracle OpenWorld conference logo, event description, graphics, mission statement, promotional Web banner ads, email template, and Oracle OpenWorld Discover Brochure. You can access the Toolkit from the Oracle OpenWorld [website](#) and the [Exhibitor Workspace](#).

The email template and Oracle OpenWorld Discover Brochure will be available in late June.

ORACLE PARTNERNETWORK FORUM – MOVED TO MOSCONE SOUTH

SAVE THE DATE: October 11, 2009

The Oracle PartnerNetwork Forum, scheduled for Sunday, October 11, 2009 has moved to Moscone South. Be sure to include this must attend event in your travel plans. The Oracle PartnerNetwork Forum is your single source for the most up to date partner focused go-to-market strategies. Hosted by the Alliances & Channels teams, the Forum will include key notes from Industry experts and Oracle executives as well as informative product and sales strategy sessions - all geared to help you increase your sales with Oracle.

[Link to open page on website](#)

ORACLE OPENWORLD SESSIONS

Content for Oracle OpenWorld sessions has been selected. The Content Catalog will be available June 23, and Schedule Builder, July 28. If you are interested in having a session at OpenWorld, this opportunity is available in Sponsorship Packages. For sponsorship information, [click here](#).

NEED ADDITIONAL INFORMATION?

Still have questions? Contact the Oracle OpenWorld Show Management Team at openworldpartner_us@oracle.com or call +1.650.506.0001.

EXHIBITOR NEWSLETTER DISTRIBUTION

Let us know if others from your company should be added to the distribution list. If you are not your company's primary exhibit contact and wish to be removed from the distribution list, notify us by email at openworldpartner_us@oracle.com.