

Exhibitor Newsletter - July '09 Edition

Oracle OpenWorld San Francisco 2009 Countdown – 100 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.

EXHIBITOR & SPONSOR EVENT PROFILES – EXTENDED TO JULY 8

KEY DATES TO REMEMBER - UPDATED

EXHIBITION HOURS & FLOORPLANS

INVOICE PAYMENTS

REGISTRATION & HOUSING

SPONSORSHIP – LEVERAGE HIGH IMPACT VISIBILITY

ADVERTISING– FIVE TIPS FOR INCREASED VISIBILITY

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EXHIBITOR RESOURCE CENTER – AVAILABLE NOW

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ORACLE OPENWORLD SESSIONS – CONTENT CATALOG AVAILABLE

GREEN CORNER – NEW

EXHIBITOR NEWSLETTER DISTRIBUTION

NEED ADDITIONAL INFORMATION?

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 24	–	Content Catalog Launch
July 8	–	Event Profile Deadline – FINAL EXTENSION
July 10	–	Oracle Mix Session Voting Closed
July 22	–	Hotel Room Block Request Cut-off
July 28	–	Schedule Builder Launch
September 9	–	Press Release Submissions Due
September 17	–	Champion Exposition Orders Due (Check Exhibitor Services Kit)
September 24	–	Champion Exposition Orders Due (Check Exhibitor Services Kit)
October 1	–	Registered Press Attendee List Release
October 11	–	Oracle OpenWorld San Francisco 2009 Opens
October 12	–	Exhibitor Thank You Party

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.

Please note that if we do not have your payment, your Event Profile will not be included in the Oracle OpenWorld Conference Guide.

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

EXHIBITOR AND SPONSOR EVENT PROFILES – DUE JULY 8 – FINAL EXTENSION

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 submitted to the >Exhibitor Workspace< by **Wednesday, July 8**. Contact us if you have questions about access to the Exhibitor Workspace

Please note that if we do not have your payment, your Event Profile will not be included in the Oracle OpenWorld Conference Guide.

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. Save on travel costs this year! Several airlines have agreed to offer special discounts to domestic and international travelers flying to various Bay Area airports to attend Oracle OpenWorld San Francisco 2009. Details are available on the Oracle OpenWorld website, >Travel< page. (link to <http://www.oracle.com/us/openworld/018063.htm>)

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.

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 Shonda Patton – shonda.patton@oracle.com or at +1.623.266.0681

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. Maximize the Oracle OpenWorld Exhibition Halls and Oracle DEMOgrounds themes by taking advantage of pavilion participation. 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, 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

SaaS and Cloud Pavilion October 12-14, Moscone South, Booth 221

We invite you to join a select number of partners in showcasing your offering at the SaaS and Cloud Pavilion at Oracle OpenWorld. Cloud computing is an emerging trend for the delivery of software and hardware as services via the internet, and enterprise customers are aggressively evaluating options to use software as a service (SaaS) and cloud offerings to run their business. Oracle OpenWorld is the best venue for engaging with enterprise CIOs and other key enterprise IT decision makers as they determine their IT strategy.

Partners in this exciting new trend with SaaS and cloud offerings aimed at the enterprise buyer will not want to miss the opportunity to participate in the OpenWorld SaaS and Cloud Pavilion.

Contact Shonda Patton: shonda.patton@oracle.com or +1.623.466.0681

SOLUTION SPOTLIGHT THEATER

October 12-14, Moscone South, Booth 2137

Creatively showcase your solution and/or services with a 20-minute presentation in the Solution Spotlight Theater located next to Oracle DEMOgrounds; includes marketing/branding and one Full Conference 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 manage all of your event deliverables including submitting your company event profile and your conference registrations. **If you are exhibiting in a pavilion, you should submit signage and upload your logo in the Exhibitor Task portion of the Exhibitor Workspace.**

EXHIBITOR SERVICES CENTER

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, Exhibitor Services Kit, Exhibitor Newsletters, Exhibitor Registration and Housing FAQ, Exhibitor Survey and MUCH, MUCH more!

EXHIBITOR SERVICES KIT – AVAILABLE NOW

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. Access the Exhibitor Services Kit from the Oracle OpenWorld website in the > Exhibitor Services Center< and in the > Exhibitor Workspace.<

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 – Print On Demand brochure. You can access the Toolkit from the Oracle OpenWorld [website](#) and the [Exhibitor Workspace](#).

The Oracle OpenWorld Partner Email Template is now available in the online Marketing ToolKit.

Oracle OpenWorld – Print On Demand brochure will be available in July.

ORACLE PARTNERNETWORK FORUM**SAVE THE DATE: October 11, 2009, Moscone South**

This is a must attend event for all Oracle partners. You will hear the latest Oracle vision and strategy directly from Oracle executives, network with Oracle and your peers, and gain valuable insights, contacts, and resources in specialized breakouts geared toward helping you build your business with Oracle. Find out more at [Oracle PartnerNetwork Activities](#) or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Mix](#) and [Judson Althoff's Blog](#).

ORACLE OPENWORLD SESSIONS

Content for Oracle OpenWorld sessions has been selected. The [>Content Catalog](#) http://www28.cplan.com/cc221_new/newCatalog.jsp is available now, and Schedule Builder will be available July 28. If you are interested in having a session at OpenWorld, this opportunity is available in Sponsorship Packages. For sponsorship information, [click here](#).

GREEN CORNER – Save money! Save the planet! Sell your product!

Help! How do I green my booth?! Your exhibit booth has a tall order to fill these days. Oracle OpenWorld is trying to make it a little easier for you to be green. You'll notice throughout our exhibitor kit there are tips and practices to help you reduce waste and harmful emissions associated with your participation at the event. These tips include taking advantage of the Virtual Collateral rack, sourcing staff and products locally, reducing shipments, making use of recycled materials, reusing your signage and providing re-usable, sustainable giveaways. Whether they are helping you design your booth, providing custom signage or merely providing the basics such as carpet, Champion has green choices that are available to you so take advantage of what they have to offer!

We're interested in hearing about your green booth innovations at Oracle OpenWorld. We encourage you to send us your best practices via email: openworldpartner_us@oracle.com

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.