

Exhibitor Newsletter - August '09 Edition

Oracle OpenWorld San Francisco 2009 Countdown – 60 Days!

This newsletter contains details about **Key Dates to Remember**, **Event Profiles**, **Exhibition Hall hours**, **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

KEY DATES TO REMEMBER

EXHIBITION HOURS

INVOICE PAYMENTS

REGISTRATION & HOUSING

SPONSORSHIP

ADVERTISING

EXHIBIT OPPORTUNITIES

EXHIBITOR RESOURCE CENTER

ORACLE PARTNERNETWORK FORUM

ORACLE OPENWORLD SESSIONS

GREEN CORNER

EXHIBITOR NEWSLETTER DISTRIBUTION

NEED ADDITIONAL INFORMATION?

KEY DATES TO REMEMBER

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
August 6	–	Schedule Builder Launch
September 2		Hotel Room Block Name Registration
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 HOURS – NOW INCLUDES PAVILION HOURS

Moscone South and West:

	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 Hours for the Hilton, InterContinental, Palace, Westin and Marriott are available on the Oracle OpenWorld website at: <http://www.oracle.com/us/openworld/018170.htm>

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 Dept. 44860 P.O. Box 44000 San Francisco, CA 94144-4860	Oracle OpenWorld San Francisco 2009 Attention: Tom Geck 500 Oracle Parkway MS OPL A 1 Redwood Shores, CA 94065

EXHIBITOR AND SPONSOR EVENT PROFILES

The Event Profile is what is used to market your company to Oracle OpenWorld attendees. This information is published on the official Oracle OpenWorld 2009 website and distributed to attendees onsite via the Conference Guide. **If you have not completed the Event Profile, your company is in danger of missing this benefit. Please contact us immediately to ensure your Event Profile is published.** 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. 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.

Airline Discounts – details are available on the Oracle OpenWorld website Travel page at: <http://www.oracle.com/us/openworld/018063.htm>

SPONSORSHIP – LEVERAGE HIGH IMPACT VISIBILITY

Make the most out of Oracle OpenWorld San Francisco! Become an official conference sponsor and maximize your brand awareness and marketing efforts. For a complete list of sponsorship opportunities, [click here](#).

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

ADVERTISING

Advertising makes a difference! Set yourself apart by taking advantage of one of the many advertising opportunities available at Oracle OpenWorld. For a complete list of advertising opportunities, [click here](#).

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

EXHIBIT OPPORTUNITIES

ORACLE OPENWORLD PAVILIONS

Oracle OpenWorld pavilions offer a streamlined, focused, turnkey approach to customer and prospect visibility. Visit the Oracle OpenWorld website for details about the Oracle Accelerate, CRM On Demand Inner Circle, Oracle Develop, Hyperion, JD Edwards, Primavera, and the Communications & Media, Financial Services, Health Sciences, Insurance, Retail, Utilities Industry Pavilions. Additional details at: <http://www.oracle.com/us/openworld/018187.htm>

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. For more details visit the Oracle OpenWorld website at: <http://www.oracle.com/us/openworld/018162.htm#spotlight>

EXHIBITOR MEETING ROOMS – SPACE STILL AVAILABLE

You asked and Oracle listened!

Networking with customers is critical to increasing business. Meeting rooms are available on the Moscone South Exhibition Hall floor or in Moscone West, Level Three. Details at: <http://www.oracle.com/us/openworld/018162.htm#meetingrooms>

EXHIBITOR RESOURCE CENTER

ONLINE EXHIBITOR WORKSPACE

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

Easily access the latest Oracle OpenWorld sponsor and exhibitor information.

EXHIBITOR SERVICES KIT

Access the Exhibitor Services Kit from the Oracle OpenWorld website in the Exhibitor Services Center and the Exhibitor Workspace. URL: <http://www.oracle.com/us/openworld/018163.htm>

BEWARE OF FRAUDULENT SUPPLIERS: All exhibitors should make sure they are working with the suppliers that Oracle has identified. If an exhibitor chooses to work with anyone outside of the list that Oracle has supplied they do so at their own risk.

MARKETING TOOLKIT – ORACLE OPENWORLD 2009 BROCHURE AVAILABLE

Maximize your marketing efforts and drive more traffic to your booth. The kit includes the Oracle OpenWorld conference logo, event description, graphics, mission statement, promotional Web banner ads, email template, and the Oracle OpenWorld 2009 Brochure. You can access the ToolKit from the Oracle OpenWorld [website](#) and the [Exhibitor Workspace](#).

ORACLE PARTNERNETWORK FORUM

Oracle PartnerNetwork Forum – don't miss this must-attend event Sunday, October 11th in Moscone South designed exclusively for Oracle partners. Find out more and register [here](#).

ORACLE OPENWORLD SESSIONS

Content for Oracle OpenWorld sessions have been selected and scheduled. The [Content Catalog](#) and Schedule Builder are available now. If you are interested in having a session at OpenWorld, this opportunity is available in Sponsorship Packages. For sponsorship information, [click here](#).

GREEN CORNER – HOW TO MEASURE YOUR BOOTH FOOTPRINT

Exhibit managers are being pressured more and more to report on the ROI of their trade show participation. Green both practices are important for the 'feel good' factor, but they are also a way to show added business value. Just like a nutrition label on your food, consider providing a booth label that shows your green efforts!

Exhibit Booth

Booth size: 20 x 20

Amount per show:

Attendees:	40,000
Solid Leads:	3,589
CO2 Emissions (tons):	3.5
Recycled materials:	30%
Paper saved (sheets):	125000
Trees saved:	15
Cost savings:	\$6000

Start small and measure what you can. TerraPass offers a simple emissions calculator on their [web site](#). To calculate paper savings use Conservatree's rule of thumb that avoiding 8333 sheets of paper saves one tree, on average. The [Neenah paper calculator](#) can also show the savings of buying recycled content paper. And don't forget to show any cost savings!

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.