

## Exhibitor Newsletter - February '09 Edition

Are you evaluating how to best leverage your marketing budget at Oracle OpenWorld? The Oracle OpenWorld Events Team is actively working to create cost-effective opportunities to drive Exhibition Hall traffic to ensure you obtain the full value of your conference investment. Make sure you review each monthly newsletter and regularly check out [Oracle OpenWorld web site](#) for the most up-to-date news. We also plan to email you as new opportunities become available.

### **A San Francisco Treat: San Francisco's Wave Organ**

Called one of the city's best kept secrets, the Wave Organ is an unusual wave-activated acoustic sculpture located on the end of a jetty at the eastern edge of the Golden Gate National Recreation Area, in the Marina district. Sound is created by the impact of waves against the 25 organ pipe ends and the movement of the water in and out of the pipes. The sound heard at the site is subtle, requiring visitors to become sensitized to its music, as they enjoy the San Francisco skyline on one side, and the Golden Gate Bridge on the other. Visitors comment that the Wave Organ is best heard at high tide. No admission charge.

### **INVOICE PAYMENTS**

**CUSTOMER & PARTNER APPRECIATION EVENT GRANDSTAND HOSPITALITY SUITE  
NETWORKING AND BRANDING OPPORTUNITIES  
EXHIBITOR MEETING ROOMS  
SPONSORSHIP – ORACLE APPLICATIONS VIRTUAL EVENT  
2009 GLOBAL ORACLE EVENTS  
EXHIBITOR NEWSLETTER DISTRIBUTION  
NEED ADDITIONAL INFORMATION?**

### **INVOICE PAYMENTS**

Invoices have been sent to all partners who have submitted a contract to sponsor or exhibit 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, please contact us at [openworldpartner\\_us@oracle.com](mailto:openworldpartner_us@oracle.com) or +1.650.506.0001.

### **CHECK PAYMENT SUBMISSION**

**If sending payment via US Postal Service:**

Oracle OpenWorld  
Dept. 44860  
P.O. Box 44000  
San Francisco, CA 94144-4860

**If sending payment via Private Carrier (FedEx, UPS, etc.):**

Oracle OpenWorld San Francisco 2009  
Attention: Tom Geck  
500 Oracle Parkway  
MS OPL A 1  
Redwood Shores, CA 94065

### **CUSTOMER & PARTNER APPRECIATION EVENT GRANDSTAND HOSPITALITY SUITE**

Enjoy the Oracle OpenWorld Customer & Partner Appreciation Event in style with your own private Grandstand Hospitality Suite. Located atop the main stage grandstands, these hospitality suites are similar to a "sky box" at an arena or stadium. Invite sales leads, entertain clients, and take in our world-class entertainment in your exclusive Grandstand Hospitality Suite. For more details, contact: Jennifer Swanson - [jennifer.swanson@oracle.com](mailto:jennifer.swanson@oracle.com) or +1.720.475.7801.

**NETWORKING AND BRANDING OPPORTUNITIES**

It's more important than ever for exhibitors to wisely invest in effective branding to reach their target audience at Oracle OpenWorld. Take a few minutes to review exciting Oracle OpenWorld 2009 sponsorship and advertising opportunities. Make sure you make the most of visibility pre-conference, during the event, and post-conference.

**SPONSORSHIPS** and **ADVERTISING** – Offers a wide variety of opportunities to achieve audience visibility.

Don't wait, secure an Oracle OpenWorld customer engaging and lead generating sponsorship opportunity– plan your investment and lock in your choices today!

For more details contact us at +1.650.506.0001 or [openworldpartner\\_us@oracle.com](mailto:openworldpartner_us@oracle.com).

**EXHIBITOR MEETING ROOMS****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. For more information, contact Andrea Kratofil at [andrea.kratofil@oracle.com](mailto:andrea.kratofil@oracle.com) or +1.650.506.4430

**SPONSORSHIP – ORACLE APPLICATIONS VIRTUAL EVENT**

Oracle partners are invited to sponsor Oracle's upcoming Applications virtual event. This event will take place on March 11, 2009, and targets installed base customers across all Oracle Applications product lines. For information on how to sponsor, contact Jodi Greenberg +1.650.506.3797.

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**2009 GLOBAL ORACLE EVENTS**

Oracle is excited to offer our partners opportunities to participate in these global events.

- [Oracle OpenWorld Brazil – Sao Paulo, March 10 – 12, 2009](#)
- Oracle OpenWorld Japan – Tokyo, April 22 – 24, 2009

**NEED ADDITIONAL INFORMATION?**

Still have questions? Contact the Oracle OpenWorld Show Management Team at [openworldpartner\\_us@oracle.com](mailto: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](mailto:openworldpartner_us@oracle.com).