

Exhibitor Newsletter - March '09 Edition

Oracle OpenWorld San Francisco 2009 Countdown – 223 Days!

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

This newsletter contains details about **Key Dates to Remember**, **Exhibition Hall hours**, **Call for Papers**, **Hotel Room Block** and **Registration** dates, and much more – this newsletter answers your questions! Make sure you review each monthly newsletter and regularly check out [Oracle OpenWorld website](#) for critical updates.

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KEY DATES TO REMEMBER

March 16	Exhibitor Workspace
March 17	Sponsor Hotel Room Block Request Form Available
March 18	Exhibitor Marketing ToolKit
March 31	– Exhibitor Hotel Room Block Request Form Available
Late March	– Call for Papers Launch
April 14	– Registration Opens
April 14	Exhibitor Services Center Available
June 22	– Exhibitor Services Kit Release
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

Based on your feedback, we've themed the Exhibition Halls and Oracle DEMOgrounds. Applications and Middleware are located in Moscone South, and Database, Enterprise Manager, Linux and Industries in Moscone West. And - we've added more dedicated Exhibition Hall hours! The 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	10:15 a.m.	–	6:15 p.m.	10:15 a.m.	–	11:15 a.m.	
Wednesday	October 14	9:30 a.m.	–	5:15 p.m.	9:30 a.m.	–	11:00 a.m.	

Exhibition Hall hours are subject to change.

CALL FOR PAPERS

In response to popular demand, we are expanding our call for papers, inviting our customers, partners, and developers to make a larger contribution to the rich content we deliver every year at Oracle OpenWorld. Call for Papers will go live the end of March. Information on the process, schedule, and guidelines will be available on the [Oracle OpenWorld website](#) in the next few weeks. Don't miss this opportunity to submit your presentation proposal for consideration.

REGISTRATION & HOUSING

Please take note of the dates you can begin submitting Hotel Room Block Requests, the submission cut-off date, and the registration opening date.

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

Remember that as an exhibitor, you will receive one (1) free Full Conference Pass, and an unlimited number of Exhibitor Staff Passes. In addition, each Exhibitor will be allotted fifty (50) Oracle OpenWorld Discover Passes to distribute to customers and prospects. Complete information about these passes will be available March 16th.

WHAT'S NEW?

It's more important than ever for exhibitors to wisely invest in effective branding to reach their target audience. Take a few minutes to review exciting Oracle OpenWorld 2009 opportunities and ensure you make the most of visibility pre-conference, during the event, and post-conference. Plan your investment and lock in your choices today!

SOLUTION SPOTLIGHT

Creatively showcase your solution and/or services!

Don't miss this valuable opportunity to communicate your message to Oracle OpenWorld attendees in a package that provides you with tools to educate, network, build new leads, and stand out from the crowd! The Solution Spotlight package includes extensive marketing and branding, one presentation in the Theater and conference access passes.

Contact Barbara Lucas – barbara.lucas@oracle.com or +1.862.209.1338.

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

CUSTOMER AND PARTNER APPRECIATION EVENT GRANDSTAND HOSPITALITY SUITE

Enjoy the Oracle OpenWorld Customer and 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. Contact Jennifer Swanson - jennifer.swanson@oracle.com or +1.720.475.7801.

EXHIBITOR TOOLS

ONLINE EXHIBITOR SERVICES CENTER – ARRIVING APRIL 14th

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! Look for the Exhibitor Services Center in April!

EXHIBITOR MARKETING TOOLKIT

We've created a ToolKit to assist you in driving Oracle OpenWorld traffic to your booth. The Exhibitor Marketing ToolKit will include the Oracle OpenWorld Mission statement, event descriptions, graphics, the Oracle OpenWorld logo, email and video online templates, brochure and banner ads.

Available Now:

Oracle OpenWorld Promotional Web Banner Ads: Post the banner ad for eight weeks on your company website, link it to the Oracle OpenWorld website and we'll send you a free Full Conference Pass. The banner ad is available in three sizes. For more information on this opportunity, contact Andrea Kratofil - andrea.kratofil@oracle.com or +1.650.506.4430.

Oracle OpenWorld Mission Statement: This content may be used in materials to describe Oracle OpenWorld. Oracle OpenWorld, Oracle’s flagship showcase, is the world’s largest information technology event dedicated to helping enterprises understand how to harness the power of information. The event provides a platform for Oracle’s customers, partners and employees to take part in a dynamic, information-sharing environment to connect with the people, products, and trends at the forefront of business and technology.

The complete Exhibitor Marketing ToolKit will be available March 18 on the Oracle OpenWorld website.

ONLINE EXHIBITOR WORKSPACE-AVAILABLE MARCH 16th

We’ve created an Exhibitor Workspace for you where you’ll be able to view your contract and invoices, submit your company event profile, and access your complimentary Full Conference Pass Priority Code. The online Exhibitor Workspace will be available March 16.

ONLINE 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. This information will be available June 22.

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 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

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

DID YOU KNOW?

TREASURE ISLAND – PAST & FUTURE

Treasure Island sits in the middle of Oakland Bay and is a great place for a panoramic view of San Francisco, Golden Gate and the Berkeley Hills. The 400 acre island is completely man-made from 20 million cubic yards of sea floor soil dumped between walls made of 287,000 tons of quarried rock, and finished off with over 50,000 yards of loam. Treasure Island was created for the 1939 Golden Gate International Exposition, turned into a Naval base during World War II, and decommissioned 11 years ago. San Francisco will break ground this year to “create a 13,500-person inhabited “urban oasis” consisting of the latest technology and natural systems that is expected to leave the slightest footprint on Earth. The latest in water conservation, energy efficiency, waste management and low-impact living will be implemented. The goal: to create the most ecological city in the world, a shining example of what the future holds.”

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.