

Exhibitor Newsletter - April '09 Edition

Oracle OpenWorld San Francisco 2009 Countdown – 183 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, Exhibition Hall hours, Call for Papers, Hotel Room Block, 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

EXHIBITION HOURS – UPDATED

CALL FOR PAPERS – UPDATED

REGISTRATION & HOUSING

SPONSORSHIP – LEVERAGE HIGH IMPACT VISIBILITY

ONSITE MARKETING – FIVE TIPS FOR INCREASED VISIBILITY

WHAT'S NEW? ORACLE OPENWORLD EXHIBITS

EXHIBITOR MEETING SPACE

EXHIBITOR RESOURCE CENTER

INVOICE PAYMENTS

DID YOU KNOW?

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
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 – TUESDAY HOURS UPDATED

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 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	9:30 a.m.	– 5:15 p.m.	9:30 a.m.	– 11:00 a.m.	
Thursday	October 15	CLOSED				

Exhibition Hall hours are subject to change.

CALL FOR PAPERS – MARCH 31-APRIL 19

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 is open for submissions between March 31 – April 19, 2009. No submissions will be accepted after the April 19 deadline. Information on the process, guidelines and schedule is available on the [Oracle OpenWorld website](#). Don't miss this opportunity to submit your presentation proposal for consideration.

REGISTRATION & HOUSING

Please take note of the dates to submit Hotel Room Block Requests, the submission cut-off date, and the registration opening 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

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 emailed to you in mid-April.

SPONSORSHIP – LEVERAGE HIGH IMPACT VISIBILITY**THE ORACLE OPENWORLD WELCOME RECEPTION**

As the official sponsor, your corporate logo will be included on all Welcome Reception signage, event napkins, cups, and promotional descriptions.

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.

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

ONSITE MARKETING – 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: Web Partner Spotlight: Tell attendees using the Oracle OpenWorld website **WHO YOU ARE!**

TIP #3: Virtual Collateral Rack: Over 100 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).

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

WHAT'S NEW? ORACLE OPENWORLD EXHIBITS

- **Consolidate Your Marketing Investment**
- **Achieve Cost-effective Visibility**
- **Reach Your Targeted Audience**

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.

This year, 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.

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

HYPERION PAVILION

October 12-15, InterContinental San Francisco

The Hyperion Pavilion is co-located with Oracle Hyperion breakout sessions and is a prime opportunity to showcase your solutions and services to a targeted prospect and customer audience. The turnkey package includes a demo station, signage, passes and pavilion specific branding and enables you to consolidate your marketing investment. Special offers are available to expand your exhibit to the Moscone South Exhibition Hall. Take advantage of the opportunity to achieve cost-effective visibility! Contact Barbara Lucas – barbara.lucas@oracle.com or +1.862.209.1338.

JD EDWARDS PAVILION

October 12-15, InterContinental San Francisco

The JD Edwards Pavilion, featuring Oracle's partners offering best-in-class solutions and services, enables you to consolidate your position as a key player for Oracle OpenWorld attendees. The turnkey pavilion is co-located with JD Edwards breakout sessions and ensures you'll achieve visibility and contact with key Oracle JD Edwards customers and prospects. Don't miss the opportunity to leverage four days of cost-effective branding, and take advantage of special offers to expand your exhibit to the Moscone South Exhibition Hall. Contact Barbara Lucas – barbara.lucas@oracle.com or +1.862.209.1338.

PRIMAVERA PAVILION

October 14-15, San Francisco Marriott

The special two-day Oracle Primavera Program, an integrated part of Oracle OpenWorld 2009, will bring the Oracle Primavera prospect, customer and partner community together for over 70 breakout sessions, Hands-on Labs, and the Primavera Pavilion, showcasing Oracle partners offering best-in-class solutions and services. The turnkey pavilion package is comprehensive and offers cost-effective opportunities to expand your visibility to the Moscone South Exhibition Hall attendee audience. Contact Barbara Lucas – barbara.lucas@oracle.com or at +1.862.209.1338.

SECURITY PAVILION**October 12-14, Moscone West, Booth 3647**

The Security Pavilion is designed to showcase Oracle's partner ecosystem offering world-class, integrated, comprehensive solutions and services for information protection, privacy, and access control, based on Oracle applications and technology. The turnkey package includes a fully equipped kiosk, signage, conference passes, and more branding than ever before. This year the pavilion is adjacent to Oracle DEMOgrounds (Data Security, Oracle Enterprise Manager and Database). Make sure you don't miss out on the opportunity to leverage the Security Pavilion benefits, location, and Oracle OpenWorld audience. Contact Barbara Lucas – barbara.lucas@oracle.com or +1.862.209.1338.

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 +1.862.209.1338.

EXHIBITOR MEETING SPACE**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.

EXHIBITOR RESOURCES CENTER**ONLINE EXHIBITOR WORKSPACE-AVAILABLE APRILst**

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 31st.

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 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 located on the Oracle OpenWorld website in the Exhibitor Services Center, and in the Exhibitor Workspace. This information will be available June 22.

MARKETING TOOLKIT

We've created a ToolKit to assist you in driving Oracle OpenWorld traffic to your booth. The 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, and can be accessed from the Oracle OpenWorld website and the Exhibitor Workspace.

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.

Oracle OpenWorld Conference Logo: Use the OpenWorld conference logo as a tool to market your participation to prospects and customers. Contact Andrea Kratofil - andrea.kratofil@oracle.com or +1.650.506.4430.

Beginning April 14th, the Marketing ToolKit will be available on the Oracle OpenWorld website.

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	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

DID YOU KNOW?

San Francisco Trivia

- Behind New York, Moscow and London, San Francisco is 4th in the world in terms of numbers of billionaires living within its city limits, while having less than 10% the population of the other three cities.
- San Francisco is home to the Pez Memorabilia Museum and the American Antique Slot Machine Museum.
- The original United Nations charter was drafted and signed in San Francisco.
- Irish coffee, denim jeans, and chop suey were invented in San Francisco.
- The default wallpaper on Windows XP of a rolling hill against a blue sky is a landscape shot from the Napa Valley.

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.