

Exhibitor Newsletter - May '09 Edition

Oracle OpenWorld San Francisco 2009 Countdown – 157 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**, **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.

KEY DATES TO REMEMBER - **UPDATED**

EXHIBITION HOURS

SPONSOR & EXHIBITOR EVENT PROFILES - **PRIORITY**

CALL FOR PAPERS – **UPDATED**

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SPONSORSHIP – LEVERAGE HIGH IMPACT VISIBILITY

ONSITE MARKETING – FIVE TIPS FOR INCREASED VISIBILITY

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DID YOU KNOW? - **UPDATED**

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 30	–	Event Profile Due
July 3	–	Oracle Mix Session Voting Closed
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

*At this time the only new sessions that will be accepted will be the sessions that come with a sponsor package. For more details on this please check out the Call for Papers section of this newsletter.

EXHIBITION HALL HOURS

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	9:30 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.

SPONSOR & EXHIBITOR EVENT PROFILES - PRIORITY

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 can be uploaded to the Exhibitor Workspace NOW. Your company primary event coordinator has access to the [Exhibitor Workspace](#).

CALL FOR PAPERS – CLOSED

Call for Papers has ended. All submissions are currently going through the review cycle and speakers will be notified if their session was accepted via email on June 16th. After June 16th, any submissions that were not accepted in the first round of reviews will then be opened up to the public on Oracle Mix for voting. Voting on Oracle Mix will take place from June 16 – July 3. At that time sessions receiving the most votes will be selected for inclusion in the >Oracle OpenWorld< program. For general questions about Oracle OpenWorld sessions email speaker-services_ww@oracle.com.

If you are an Oracle OpenWorld sponsor and your package includes sessions, please check with your account manager to receive the URL and instructions to start entering your content into the system today. For questions about Oracle OpenWorld sponsor sessions email billi.jo.cary@oracle.com or call +1.650.607.5556.

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.

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.

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.

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: 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).

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

EXHIBITS – WHAT'S NEW?

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

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. 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.

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.

ORACLE ACCELERATE PAVILION – Solutions for Midsize Companies

October 12 – 14, Moscone South, Booth 2229

We invite you to join a select few Certified Oracle Partners showcasing their Accelerate Solutions. This unique Oracle OpenWorld opportunity is only available to eight Oracle Partners in the Oracle Accelerate Program. Market and demonstrate how your Oracle Accelerate solution delivers enterprise class software and services packaged in rapid, low cost implementations – delivering rapid time to value.

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

CRM ON DEMAND INNER CIRCLE PAVILION

October 12-14, Moscone South, Booth

ORACLE DEVELOP PAVILION

October 11-13, San Francisco Marriott

Oracle Develop, the premier developer program, is the place where world-leading experts will be leading in-depth technical sessions and hands-on labs about the latest development trends and technologies. Experience the benefits of accessing the OpenWorld audience by showcasing your company and solutions to attendees visiting both the Moscone West Exhibition Hall and the special three-day Oracle Develop program at the San Francisco Marriott. Take advantage of exclusive opportunities with special pricing for Oracle Develop partners.

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

[DIGITAL LIFESTYLE LOUNGE](#) – Where Real World Meets Real Time
October 12-14, Moscone West, Booth 3109

[GREEN MARKETPLACE](#)
October 12-14, Moscone North Upper Lobby

[HYPERION PAVILION](#)
October 12-15, InterContinental San Francisco

[JD EDWARDS PAVILION](#)
October 12-15, InterContinental San Francisco

[PRIMAVERA PAVILION](#)
October 14-15, San Francisco Marriott

[SECURITY PAVILION](#)
October 12-14, Moscone West, Booth 3647

[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.

[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.

EXHIBITOR RESOURCE CENTER

ONLINE [EXHIBITOR WORKSPACE](#)

We've created an Exhibitor Workspace where you can view your contract, invoices, submit your company event profile, and access your complimentary Full Conference Pass Priority Code.

[EXHIBITOR SERVICES CENTER](#) – AVAILABLE NOW

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!

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](#) – UPDATED

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 Discover Brochure. You can access the Toolkit from the Oracle OpenWorld [website](#) and the [Exhibitor Workspace](#).

Available Now:

OpenWorld Conference Logo: Use the OpenWorld conference logo as a tool to market your participation to prospects and customers.

OpenWorld Event Description: Use this description in your marketing materials.

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.

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.

The email template, graphics, and Oracle OpenWorld Discover Brochure will be available in early June.

ORACLE PARTNERNETWORK FORUM - NEW

The Oracle PartnerNetwork Forum, held Sunday, October 11, 2009 at the Hilton San Francisco, is your single source for the most up to date partner focused go-to-market strategies. The Oracle PartnerNetwork Executive Forum, hosted by the Alliances & Channels teams, will include keynotes from Industry experts and Oracle executives as well as informative product and sales strategy sessions - all geared to help you increase your sales with Oracle. Make sure your travel plans include this important event created just for you!

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 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

DID YOU KNOW?

San Francisco Trivia

- As Governor, Ronald Reagan helped design the campus of UC Santa Cruz; that's why the campus has no true "center," Ronald was hoping to thwart any student protests or riots when he designed the university without a traditional college campus "center"
- The very first motel in existence opened up in San Luis Obispo in 1925 and still exists today, it is called the Motel Inn and it is located on Monterey Street.
- San Francisco is the 4th largest city in California and the 14th largest in the United States, in term
- In 1901, burials were outlawed in San Francisco. Instead, the neighboring 'Colma' houses the dead of the city.
- There are over three hundred coffee houses within the city boundaries of San Francisco

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.