



Your. Open. World.

September 21–25, 2008  
Moscone Center, San Francisco

# EXHIBITOR SERVICES KIT

# ORACLE OPENWORLD 2008

ORACLE®



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Dear Sponsors & Exhibitors,

It is with great excitement and pleasure that we welcome you, both repeat participants and first-timers, to Oracle OpenWorld San Francisco 2008!

The theme this year for Oracle OpenWorld is **YOUR.OPEN.WORLD**. Our focus is **YOU**. Oracle OpenWorld attracts influential users and decision-makers from customer organizations nationwide, as well as Japan/Asia Pacific and EMEA markets. Oracle OpenWorld is all about education, shared learning and networking. It offers **YOU** the chance to turn prospects into customers, expand market awareness, and increase your bottom line.

Oracle = Information, and in that spirit, the Oracle OpenWorld Exhibits Show Management Team is committed to providing you with all the information you need to need to achieve a successful and lucrative event. Take advantage of the monthly Exhibitor Newsletters and the online Exhibitor Services Center to ensure you are thoroughly briefed on Oracle OpenWorld!

The Exhibitor Services Kit has been designed to help in all aspects of your participation at this year's Oracle OpenWorld. Please take time to read the kit, as it contains some basic procedures, which will be vital to the smooth execution of the event. We urge you to use this kit in conjunction with your own planning and take particular notice of the deadline dates. Remember, by placing your orders for exhibitor items early you will avoid any additional costs and delays.

This kit is not designed to replace our personal service. If you have any questions, or require special assistance, please contact any member of our team.

Sincerely,

The Oracle OpenWorld Exhibits Show ManagementTeam

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**ORACLE**

## LEARN – COLLABORATE - CONNECT - EXPLORE

**CONFERENCE OVERVIEW**

Companies large and small have been relying on Oracle technology since the day the company was founded, 30 years ago. Oracle OpenWorld, the world's largest event dedicated to helping enterprises understand and harness the power of information, showcases the customers and partners whose innovation with Oracle translates into better business results, and is the best place to see that technology in action.

**TARGET AUDIENCE**

Oracle OpenWorld continues to grow and this year we have targeted over 43,000 attendees. With over 1,800 sessions, over 500 exhibiting partners and numerous special programs, OpenWorld offers content for Customers, Prospects and Partners at all levels of the organization including executive management, business management, IT management, DBAs and Developers.

**EXHIBITION EXPERIENCE**

With two exhibition halls, more than 300,000 square feet of exhibit space and over 500 partners, the Exhibition Experience at OpenWorld this year is immense. Don't miss the special pavilions where we will feature partners with solutions for Security, Risk Management, and Compliance, Embedded, Oracle Accelerate, and Virtualization pavilions, and 350 interactive Oracle product demonstrations in the DEMOgrounds.

**NEW THIS YEAR!**

**Exhibition Hall** – Dedicated Exhibition Hall hours on Tuesday and Wednesday

**Content** – Fewer keynotes, including 1 opening keynote, 3 Oracle and 3 Partner keynotes

**Green Room Program and Fair** – Yerba Buena Theatre and Forum – focused on providing solutions to global climate changes and environmental sustainability. The Green Fair will offer partners the platform to showcase their Green solutions

**Oracle OpenWorld 2.0-SHARING CONTROL TO CREATE VALUE** – Oracle takes advantage of current web 2.0 trends and technologies in order to provide conference attendees with a richer user experience and to harness community wisdom

**Oracle Wiki** – Attendees capture and share session notes, ask questions, give feedback, speakers can incorporate attendee info into content, continue after session concludes

**Oracle Mix** – General business networking, form groups, harness this information to create better conference, session content

**Vote-For-A-Session** – Attendees nominate Oracle OpenWorld sessions on Oracle Mix and vote on what they would like to see presented; sessions with highest number of votes will be included in the program

**Oracle OpenWorld Blog** – Official conference blog-another avenue to get info to attendees, answer questions, events team will tell the story of how they are producing the best-ever conference

**Ready-Set-Connect Charging Stations**

**More Online Tools** – Encompassing Schedule Builder, Solutions Catalog, Virtual Collateral Rack and more

**INSIDE INNOVATION**

Oracle, in partnership with Intel Corporation, is once again creating dynamic, experiential space at Moscone West during Oracle OpenWorld 2008 to showcase new technologies and ideas sure to inspire and inform. Inside Innovation will showcase what our customers and partners are developing today to change the realities of tomorrow.

## **ORACLE OPENWORLD UNCONFERENCE**

Presentations by attendees, for attendees - the Unconference provides attendees with a forum to present and engage with each other on technology topics where they have expertise and passion. An interactive space is provided for attendee-driven content to be incorporated into the conference agenda of all attendees. The Oracle [OpenWorld](#) Unconference is more than a great opportunity for would-be presenters to share their knowledge and experience with other attendees in an informal setting. It also offers attendees the ability to learn what's on the minds of the community, directly from the grass roots.

## **EXHIBITOR THANK YOU EVENT – Monday, September 22 at 111 Minna, 7:00 – 10:00 p.m.**

### **OTN NIGHT – Monday, September 22 at the Hilton San Francisco, 7:30 p.m. – 11:00 p.m.**

For our Technology aficionados! This party has a long-standing reputation for drawing a who's who list of developers. The entertainment promises to be eclectic this year. Yes, the lights will dazzle and the food and beverage will entice, but this is also the bash where the real work is done. The connections you make at OTN Night will remind you exactly why you love the tech industry so much. Be sure to come early and stay late.

### **ORACLE OPENWORLD APPRECIATION EVENT – September 24, 8:00 p.m. – 12:00 a.m.**

In appreciation of our customers, partners, and employees, the Oracle team produces one particularly legendary celebration every year: the Oracle OpenWorld Appreciation Event. In 2008, we intend to exceed your wildest expectations for this always-extravagant gala.

### **IT'S A WRAP – September 25<sup>th</sup> at the Howard Street Tent, 5:00 p.m. – 7:00 p.m.**

It's time to cut loose and meet up with new and old friends for one last time before Oracle OpenWorld closes its doors. Enjoy hors d'oeuvres and cocktails in the background setting of a swanky jazz lounge, with the hottest bands on the ticket.

## **SPECIAL PROGRAMS**

### **Oracle PartnerNetwork Forum – Marriott San Francisco, September 21<sup>st</sup>, 11:30 – 5:00 p.m.**

If you are a partner, this is a "must-attend." You will hear vision and strategy direct from Oracle senior executives, network with Oracle and other partners, and gain valuable insights, contacts and resources in specialized breakouts geared towards helping you build your business with Oracle.

### **OPN Lounge – Moscone South, Room 100**

The Oracle PartnerNetwork Lounge is open for partners throughout the week of Oracle OpenWorld, offering a full slate of partner-tailored education sessions and a place to meet Oracle subject-matter experts in a relaxed atmosphere. Oracle partners meet key Oracle contacts and network with other partners—a great way to grow and expand their business.

### **Oracle Develop – San Francisco Marriott, September 21 – 23**

Oracle Develop is the premier developer program and can only be found at Oracle OpenWorld 2008. Extended by popular demand the program will run an additional day! Attendees will hear and learn from world-leading experts about next-generation development trends and technologies, attend expert-led, in depth technical sessions, advanced how-tos and in-depth, hands-on labs covering the very latest development technologies.

### **Green Room & Fair – Yerba Buena Theatre & Forum**

The Green Room is a forum that gathers sponsoring partners, customers, partners, universities and government agencies to discuss the impact of corporate green initiatives and the proactive creation of new business opportunities in response to demand. The Green Fair contains interactive green business exhibits, showcasing partners and customers with solutions for measurement of and opportunity for green business.

## **ORACLE'S GREEN COMMITMENT**

Oracle has also increased its focus on environmental responsibility for this year's Oracle OpenWorld. You'll notice strategically placed water coolers to help cut down on bottled water. The Conference Guide is printed on recycled paper, as is the Oracle OpenWorld Show Daily newspaper. Food containers and utensils provided by Moscone Center are completely biodegradable. You are encouraged to participate in the badge and badge holder recycling program when the conference ends.



**Oracle OpenWorld 2008**  
**September 21 - 25**  
**Moscone Convention Center**  
**San Francisco, CA**

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Dear Oracle OpenWorld Exhibitor:

We at Champion Exposition Services are pleased to have been selected by Oracle Exhibits Show Management to serve as your Official Service Contractor.

To assist you in planning, we have enclosed the necessary show services order forms, **or you can order on-line at [www.championexpo.com](http://www.championexpo.com) by following the instructions on the "On-line Ordering" form (page 4.6)**. Your prompt response will guarantee accurate delivery of your order.

To qualify for discount prices, full payment must be included with your order and received at least two weeks prior to show opening or as otherwise indicated. Orders without payment will be processed at the "Standard Price" as listed on the enclosed forms.

Please include the **8.5%** Sales Tax where applicable.

If you need assistance or additional information, please contact our Exhibitor Service Department at:

139 Campanelli Drive  
Middleboro, MA 02346  
Telephone within US: 800-723-1123  
Outside US: 001-508-923-5200  
Fax: 508-946-1019  
email: [help@championexpo.com](mailto:help@championexpo.com)

*All orders and services (including labor and material handling) must be paid in full prior to the close of the show. For your convenience, we accept Visa, MasterCard, and American Express, as well as company checks and cash. A credit card charge authorization form is enclosed for your use and must accompany ALL ORDERS regardless of preferred method of payment before goods and services will be rendered.*