

ORACLE OPENWORLD 2008 – SAN FRANCISCO EXHIBITOR NEWSLETTER
March '08 EDITION



Your. Open. World.

September 21–25, 2008
Moscone Center, San Francisco

CALL FOR PAPERS – REGISTRATION & HOUSING – EXHIBITION HALL HOURS

YOUR NEWSLETTER – DON'T MISS OUT ON THE LATEST UPDATES!

ORACLE OPENWORLD 2008 – SAN FRANCISCO

Oracle OpenWorld 2008 – San Francisco planning is in full swing and your participation is critical to the success of the event. Reviewing current newsletter information is a *must* to ensure you take advantage of all the offerings at Oracle OpenWorld.

ORACLE'S FY09 SALES KICKOFF – MARK YOUR CALENDAR!

We are pleased to announce that Oracle's FY09 Sales Kickoff will be held June 9 - 12, 2008 at the Mandalay Bay Convention Center in Las Vegas. This year between 7,000-8,000 sales representatives and sales consultants from Oracle's North American sales team, Latin America division and the Global Business Units will convene to hear top executives present the latest updates on products and messaging.

Take advantage of this chance to directly access Oracle's sales team and communicate your organization's message by sponsoring or exhibiting at the FY09 Sales Kickoff. Learn how you can engage with the sales teams to increase revenue within your company. This is a prime opportunity to create new relationships while enhancing existing ones. We look forward to seeing you there!

ORACLE OPENWORLD 2008 UPDATES

ALLIANCES & CHANNELS CALL FOR PAPERS – APRIL 1

Alliances & Channels Call for Papers Opens April 1: Partners please click [here](#) for more information.

REGISTRATION & HOUSING

Sponsor & Exhibitor Oracle OpenWorld 2008 details will be emailed to you soon!

- Sponsor Hotel Room Block Request Form Available – **March 25**
- Exhibitor Hotel Room Block Request Form Available – **April 16**
- Sponsor & Exhibitor Registration Opens – **April 29**
- Hotel Room Block Request Cut-off – **July 18**
- Hotel Room Block Registration Cut-off – **August 13**

EXHIBITION HALL HOURS - UPDATED

Dedicated Exhibition Hall hours – We are happy to announce that in response to Oracle OpenWorld 2007 Exhibitor Survey feedback, we are building in more dedicated Exhibition Hall hours. Make sure you check here for the latest updates on Exhibition Hall hours!

- Monday, September 22 – **11:00 a.m. – 6:00 p.m.**
- Tuesday, September 23 – 9:00 a.m. – **6:00 p.m.**
- Wednesday, September 24 – 9:00 a.m. – **6:00 p.m.**
- Thursday, September 25 – 9:00 a.m. – 1:30 p.m.

Exhibition Hall hours are subject to change.

OPPORTUNITIES AND FLOORPLANS

- Exhibitor Opportunities – <http://www.oracle.com/openworld/2007/exhibit.html>
- Exhibition Hall Floorplans - <http://www.oracle.com/openworld/2007/floor-plans.html>
- Sponsorship Opportunities – <http://www.oracle.com/openworld/2007/sponsor.html>
- Advertising Opportunities – <http://www.oracle.com/openworld/2007/advertise.html>

TARGET DATES

- Event Profile Submissions – MARCH TO JUNE
- Exhibitor and Sponsor Room Block Requests Available – APRIL
- Exhibitor Services Kit Available - April
- Exhibitor and Sponsor Registration - MAY
- Exhibitor Services Kit Available – MAY
- Advertising PDF Submissions Due – MAY

ORACLE 2009 GLOBAL EVENTS

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

- Oracle OpenWorld India – Mumbai, January 15 – 17, 2009
- Oracle OpenWorld Brazil – Sao Paulo, March 10 – 12, 2009
- Oracle OpenWorld Japan – Tokyo, April 22 – 24, 2009
- Oracle FY10 Sales Kickoff – Las Vegas, June 8 – 11, 2009
- Oracle OpenWorld 2009 San Francisco, October 11 – 15, 2009

DEADLINE

The exhibit booth space modification grace period for partners who signed an Oracle OpenWorld 2008 exhibit contract onsite at Oracle OpenWorld 2007 San Francisco, has now ended. As of January 31st, your contract is official and binding – you will be invoiced shortly by email for the full booth fee. Payment terms are net 30 days. Please contact us if you have any questions.

GENERAL CONTRACTOR

We are pleased to announce that Champion Exposition Services will be the general contractor for Oracle OpenWorld San Francisco 2008! Champion will be your one-stop source for essential services at Oracle OpenWorld, from ordering items for your booth to providing an online exhibitor kit. Stay tuned for more information from Champion!

QUESTIONS

Contact the OpenWorld Show Management Team at openworldpartner_us@oracle.com or call +1.650.506.0001.

Please email us at openworldpartner_us@oracle.com with suggestions for information you would like to see included in the newsletters.