



Your. Open. World.

September 21–25, 2008  
Moscone Center, San Francisco

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

There's something new at Oracle OpenWorld every year – so make sure you stay in the loop on the latest by reading the monthly Exhibitor Newsletter. Use the [Oracle OpenWorld website](#), which has been created to work dynamically, to stay up to date on Oracle OpenWorld activities, sessions, networking and planning.

**ACTION ITEMS**

- Exhibitor Services Kit – NOW AVAILABLE
- Registration – ASAP
- Event Profiles – JUNE & JULY
- Advertising Deadlines – JUNE
- Hotel Room Block Request Cut-off – **July 18**
- Hotel Room Block Registration Cut-off – **August 13**

**EXHIBITION HALL HOURS**

Dedicated Exhibition Hall hours – We are happy to announce that in response to Oracle OpenWorld 2007 Exhibitor Survey feedback, this year's event offers extended exhibition hours with no competing sessions.

**Dedicated 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.  | 10:00 a.m. – 11:30 a.m. |
| ➤ Wednesday, September 24 | 9:00 a.m. – 6:00 p.m.  | 10:00 a.m. – 11:30 a.m. |
| ➤ Thursday, September 25  | 9:00 a.m. – 1:30 p.m.  |                         |

*Exhibition Hall hours are subject to change.*

**EXHIBITOR SERVICES KIT**

The Oracle OpenWorld 2008 [Exhibitor Services Kit](#) is now available in the [Exhibitor Services Center](#). The OpenWorld Show Management Team has worked hard to provide you with information to enable a successful experience at our conference. Make sure you review the New Exhibit Rules & Regulations and discount deadlines. Let us know if additional information can be added to the Kit.

**SPONSOR & EXHIBITOR EVENT PROFILES**

Your Event Profile will be published on the official Oracle OpenWorld 2008 web site and/or featured in our Conference Guide that attendees receive onsite. Your profile should be a relevant to what you are doing with Oracle at Oracle OpenWorld 2008. If you submit your company boilerplate, it will not be published. Event Profiles can be uploaded to the Exhibitor Resources Center Database the week of June 9<sup>th</sup>. Your company primary event coordinator will receive an email with login information.

**EXHIBITOR SERVICES CENTER (ESC)**

The online [Exhibitor Services Center](#) is live! Located on the Oracle OpenWorld 2008 website, the Exhibitor Services Center enables you to easily access the latest Oracle OpenWorld sponsor and exhibitor information. You'll see key deadlines, Exhibitor FAQ, links to the OpenWorld Exhibitor Resource Center (contract, invoice and payment information, Event Profile upload), Exhibitor Newsletters, Exhibitor Registration and Housing FAQ, OpenWorld 2009 plans, Resign information, Exhibitor Survey and MUCH, MUCH more!

**TIPS & TRICKS - NEW LEAD GENERATION OPPORTUNITY!**

**The Virtual Collateral Rack-** A fantastic way to extend your branding reach AND save trees and money, by eliminating the need to print and ship collateral cartons to OpenWorld! Pre-event you upload electronic company collateral to the Virtual Collateral Rack. Onsite, OpenWorld attendees will visit numerous strategically placed Virtual Collateral Kiosks to download and email themselves and/or others your collateral. Post-event, your collateral will continue to be available from our OpenWorld Web site.

**INVESTMENT:** \$2,000 per piece (limit 3 pieces)

## **ADVERTISING OPPORTUNITIES**

### **FULL-PAGE ADVERTISEMENTS – PDF APPROVAL DEADLINE MID-JUNE**

Drive traffic to your booth and increase brand awareness by advertising in the Oracle OpenWorld Conference Guide. This indispensable guide is available to Oracle OpenWorld attendees and is the single best source for information on every conference session, keynote, meeting, and networking event at Oracle OpenWorld. This year's Conference Guide will be approximately 140 pages, so your ad will be more visible to all attendees than ever.

For additional advertising opportunities, visit the [Advertising](#) section of the Oracle OpenWorld website.

## **SPONSORSHIP OPPORTUNITIES**

Make the most out of Oracle OpenWorld San Francisco! Become an official conference sponsor and maximize your brand awareness and marketing efforts. Give us a call today to discuss the right [sponsorship opportunity](#) for you.

## **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. Are you interested in participating in this forum? Contact us at +1.650.506.0001.

## **INSIDE INNOVATION, sponsored by Intel Corporation**

Oracle is proud to once again present Inside Innovation, a dynamic, interactive showcase to immerse and inspire Oracle OpenWorld attendees. Inside Innovation will showcase what our customers and partners are developing today to change the realities of tomorrow. We are searching for partners and customers with the most dynamic, thought provoking, and interactive products and technologies to showcase at this year's Inside Innovation. [Click here](#) for more information and an [application](#).

## **OPENWORLD 2008 EVENT THEME** - The theme this year for OpenWorld is **YOUR.OPEN.WORLD**. Our focus is **YOU**.

OpenWorld attracts influential users and decision-makers from customer organizations nationwide, as well as Japan/Asia Pacific and EMEA markets. OpenWorld is all about education, shared learning and networking. It will offer **YOU** the chance to turn prospects into customers, expand market awareness, and increase your bottom line.

## **OTHER IMPORTANT UPDATES**

### **Mix it Up!**

Join the conversation on Oracle Mix – your social networking site for all things Oracle. Connect with other partners and customers to share information and experiences. Join the Oracle PartnerNetwork group and find out about OPN events and activities. [Click here](#) for information on how to participate today.

### **Oracle PartnerNetwork Forum**

Make sure you plan ahead to attend the Oracle Partner Network Forum on Sunday, September 21. With informative sessions, briefings by Alliances and Channels executives and the partner reception make sure your travel plans include this pre-conference event.

### **North America's 2008 Titan Awards - Open for Nominations**

North America's Titan Awards have continued to gain momentum since their inception in 2004 with more than 130 applications in 2007. Partners can learn more and submit their application [here](#). Submission deadline is July 16, 2008.

## **ORACLE 2009 GLOBAL EVENTS**

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

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

## **QUESTIONS**

Contact the Oracle OpenWorld Show Management Team at [openworldpartner\\_us@oracle.com](mailto:openworldpartner_us@oracle.com) or call +1.650.506.0001.

## **NEWSLETTER SUGGESTIONS**

Please email us at [openworldpartner\\_us@oracle.com](mailto:openworldpartner_us@oracle.com) with suggestions for information you would like to see included in the newsletters.

## **NEWSLETTER DISTRIBUTION LIST**

Would you like to add names to the exhibitor newsletter distribution list? Drop us a line at [openworldpartner\\_us@oracle.com](mailto:openworldpartner_us@oracle.com) and make sure you and your colleagues receive this valuable information.