

Inside Innovation 2008 **Overview**

Moscone West Exhibition Hall, Booth 3438 (50' x 140') |
Oracle Openworld | September 21 – 25, 2008 | San Francisco, CA



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by 

About Inside Innovation: Oracle is proud to once again present Inside Innovation, a dynamic, interactive showcase within its premiere technology conference, Oracle OpenWorld, to immerse and inspire its attendees. Inside Innovation will showcase what our customers and partners are developing today to change the realities of tomorrow. These showcases will be all about you, our customers and partners, and the new and forward-thinking products and technologies you would like to present to the over 42,000 attendees.

At Oracle OpenWorld 2007 Inside Innovation, sponsored by Intel, showcased 26 customers with 37 interactive experiences for attendees to explore. Participants included Intel Corporation's Darpa Challenge car, Dell's Plant-A-Tree Program, SMART Technologies hands on Smart Board functionality, and DigitalGlobe's earth mapping experience.

Exhibition and Marketing Opportunity: This is your opportunity to showcase your company's latest and greatest product and/or technology. Don't miss your opportunity to gain access to more than **42,000** consumer and technology savvy attendees. Over **66%** of Fortune 500 companies are represented.

Why Inside Innovation instead of a traditional exhibit space?

- Prime location on Exhibition Hall floor, between the DEMOgrounds
- Extensive marketing and demand generation
- Proven program sponsored by Intel Corporation
- Be seen as one of the leading innovators at Oracle OpenWorld
- Exhibition space includes carpet and networking

Criteria to Participate

- Applicant must be a current Oracle customer or partner to participate
- Technology/product to be presented in Inside Innovation is new to market and cutting-edge
- Applicant will provide an interactive experience to showcase its product or technology to attendees. (i.e. GPS application on handheld device). Note: Oracle can provide recommended suppliers to build the experience for an additional fee.

Benefits include:

Marketing and Branding

- Company logo placement on Oracle OpenWorld web site, onsite Show Daily, and Inside Innovation web page (including link with URL)
- Company description of showcased innovation on Inside Innovation web page
- Opportunity to present new product to Oracle Public Relations for potential press briefing
- Opportunity to issue news announcement highlighting participation in Oracle OpenWorld
- Inside Innovation branding to be included on most demand generation (both print and e-mail)
- One piece of literature included in Virtual Collateral Rack

Conference Access

- One (1) Full Conference Pass (over \$2,000 value)
- Unlimited exhibitor badges
- Lunch tickets and Appreciation Event tickets (allocation determined by size of space)

Space

- 10' x 10' space to accommodate your interactive experience
- Networking – 1 drop and Carpet

Investment: \$7,000 to cover cost of 10 x 10 space and marketing benefits. Additional space is available at the cost of \$70 per square foot.

Get Involved: You are invited to submit your application for participation in Inside Innovation.

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