

ORACLE
OPEN
WORLD

Demographics

SEPTEMBER 19 - 23, 2010
MOSCONE CENTER
SAN FRANCISCO



Attendees by Global Region

Technology professionals and management decision-makers come from technology centers around the world.



**Oracle OpenWorld
JavaOne &
Oracle Develop**

76%

75%

USA
Canada

4%

2%

Latin
America

15%

19%

EMEA
(Europe, Middle East,
and Africa)

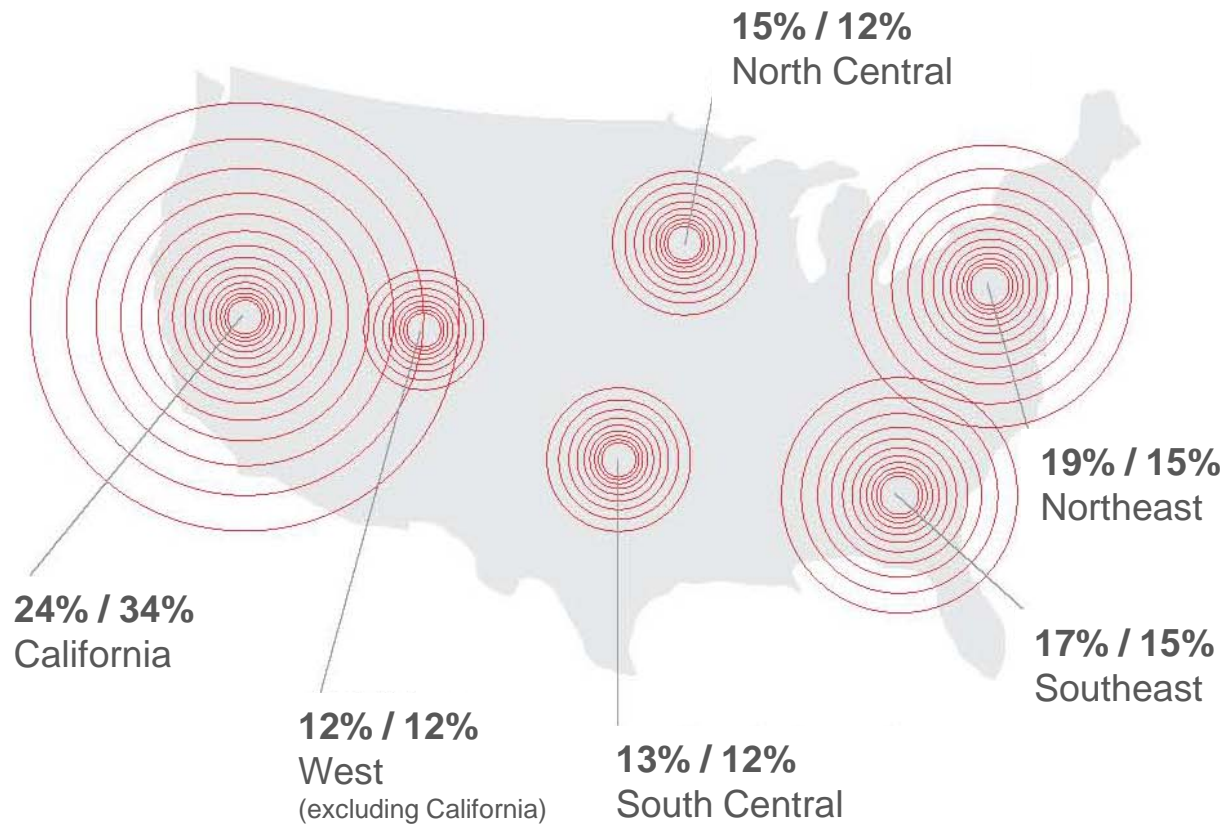
5%

4%

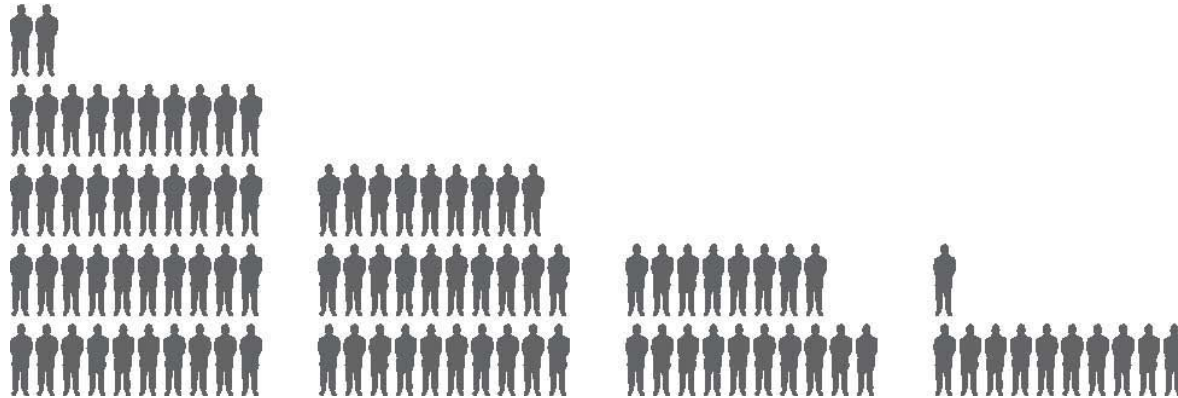
Japan
Asia Pacific

Attendees by U.S. Region

Oracle OpenWorld / JavaOne and Oracle Develop



Attendees by Job Role



Oracle OpenWorld
JavaOne &
Oracle Develop

53%

26%

16%

5%

71%

16%

9%

4%

IT /
Engineering

Applications, Database,
Middleware, Datacenter
Management

Line of
Business

Executive
Management

Other Job
Roles

Attendees by Industry

Technology decision-makers and users from the world's major industries attend Oracle OpenWorld, both for the general sessions and the 17 dedicated industry tracks.

OpenWorld Industry Breakdown			
High Technology	12%	Insurance	3%
Financial Services	10%	Utilities	2%
Professional Services	8%	Travel & Transportation	2%
Public Sector	5%	Media & Entertainment	2%
Communications	5%	Oil & Gas	2%
Education & Research	5%	Engineering & Construction	2%
Healthcare	5%	Life Sciences	2%
Industrial Manufacturing	3%	Automotive	1%
Aerospace & Defense	3%	Natural Resources	1%
Retail	3%	Chemicals	1%
Consumer Products	3%	Other	20%

ORACLE
OPEN
WORLD

