OPENWORLD18

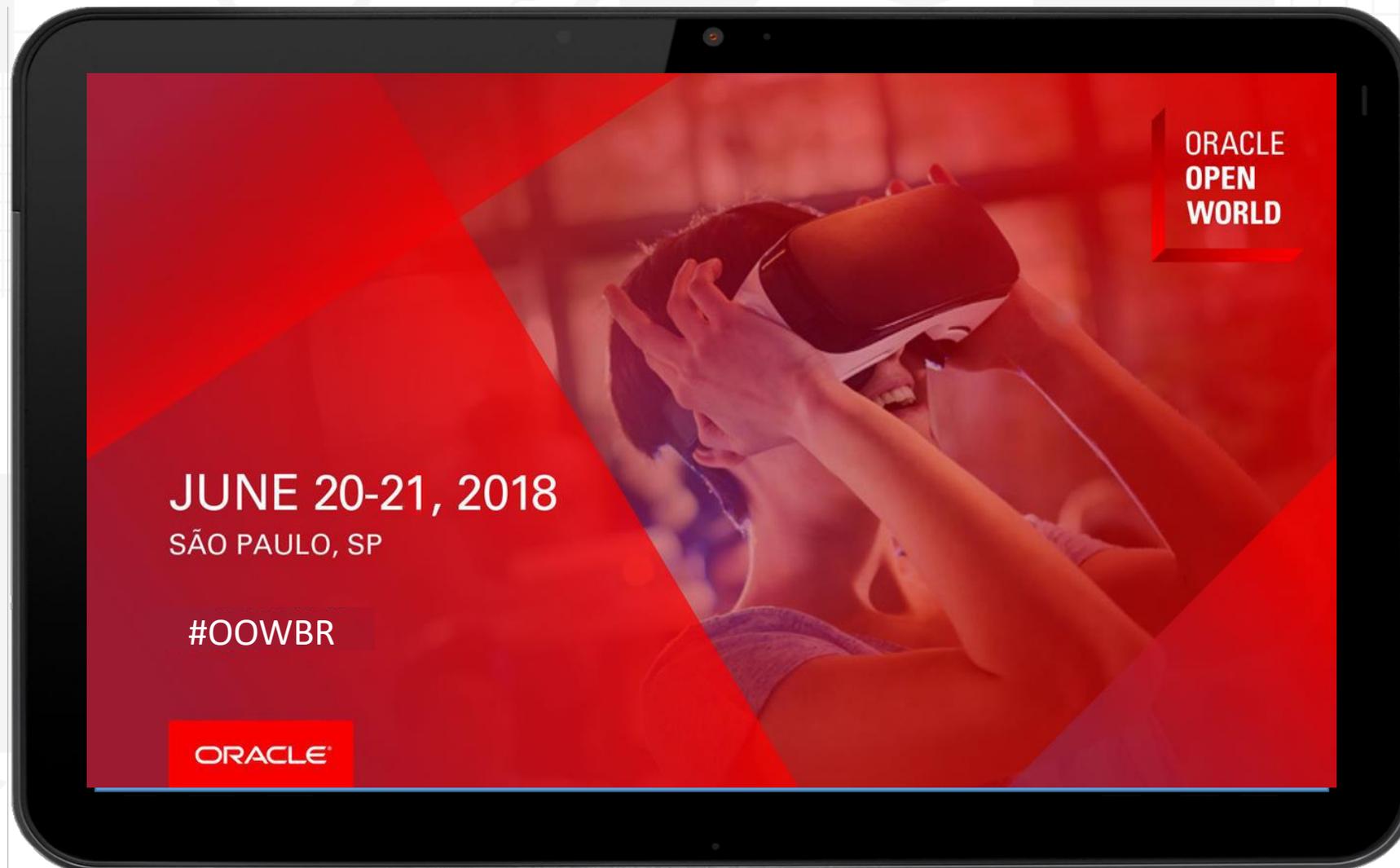ORACLE OPENWORLD

Sponsorship Prospectus
oracle.com/br/openworld

ORACLE

ORACLE
OPEN
WORLD

JUNE 20-21, 2018
SÃO PAULO, SP

#OOWBR

ORACLE

A NEW OPENWORLD:

An event on region's calendar, not only niched between tech leaders.

Present Oracle and its partners' impact on daily business and its results to society.

An introduction to all tech buyers, influencers and fans.

A step forward to embrace the role of technology in life.

To be the enabler of transformation.

Location	Format	How to Participate

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Location	Format	How to Participate

ORACLE

1

An event where technology is plug & play

2

Bringing innovations that are changing the world

3

Where content is the biggest star

4

Content for all audiences: Tech, Finance, HR, Customer experience and much more

5

That gives power to fans and invites them to play

6

An event that values exclusive experiences

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| Location | Format | How to Participate |

ORACLE®

With OpenWorld new structure, new properties are available to partners:

1

Invite your Clients
Invite all your clients for
OpenWorld São Paulo.

ORACLE   OPENWORLD

HOW TO PARTICIPATE: NEW OPPORTUNITIES

With OpenWorld new structure, new properties are available to partners:

ORACLE OPENWORLD

1

Invite your Clients
Invite all your clients for
OpenWorld São Paulo.

2

Exhibitor

Exhibition Space
Select through several new
options, the best way for you
to participate

EXHIBITOR

Demo Station - $ 8k

- Table top with monitor
- Electrical (2KVAs) + Taxes (TFA+ TFE+ ART)
- 1 Lead retrieval device

Exhibit Space 3x3 - $ 12k

- Floor only * no booth construction
- Electrical (2KVAs) + Taxes (TFA+ TFE+ ART)
- 1 Lead retrieval device

SOLD OUT

Exhibit Space 6x3 - $ 15k

- Floor Only * no booth construction
- Electrical (4KVAs)+ Taxes (TFA+ TFE+ ART)
- 1 Lead retrieval device

SOLD OUT

Exhibit Space 6x6 - $ 18k

- Floor Only * no booth construction
- Electrical (5KVAs) + Taxes (TFA+ TFE+ ART)
- 1 Lead retrieval device

SOLD OUT

ORACLE®

illustrative image

2 EXHIBITOR

Exhibition Booth 3x3- $ 20k

- One booth space 3x3: Includes standard logo, one monitor, landscaping and storage
- Lounge set up including 1 table with 3 chairs
- Internet + Electrical (2KVAs)
- 1 Lead retrieval device
- Taxes (TFA + TFE+ ART)

3 x 3 – i l l u s t r a t i v e   i m a g e

6 x 3 – i l l u s t r a t i v e   i m a g e

Exhibition Booth 6x3 - $ 25k

- One booth space 6x3: Includes standard logo, one monitor, landscaping and storage
- Lounge set up including 1 table with 3 chairs, high table with 2 stools , 1 sofa
- Internet + Electrical (4KVAs)
- 1 Lead retrieval device
- Taxes (TFA + TFE+ ART)

Exhibit Booth 6x6 - $ 30k   SOLD OUT

- One booth space 6x6: Includes standard logo, one monitor, landscaping and storage
- Lounge set up including 2 tables with 6 chairs, 2 arm chairs and 1 sofa
- Internet + Electrical (5KVAs)
- 1 Lead retrieval device
- Taxes (TFA + TFE+ ART)

6 x 6 – i l l u s t r a t i v e i m a g e

18

HOW TO PARTICIPATE: NEW OPPORTUNITIES

With OpenWorld new structure, new properties are available to partners:

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Invite all your clients for OpenWorld São Paulo.

3

Sponsor: Silver

Content
Exclusive sponsorship opportunities to participate in this year content.

2

Exhibitor

ExhibitionSpace
Select through several new options, the best way for you to participate

3

CONTENT – available for purchase only if any exhibition quote has been acquired

15 min meet the expert session - $ 2.5K

- 30 seats
- 1 Lead retrieval device
- Promotion at the content catalog on events website
- Promotion at mobile app

*Oracle provide prior approval on speaker and content

30 min session at breakout sessions - $ 5K

SOLD OUT

- 60 – 150 seats
- 1 Lead retrieval device
- Promotion at the content catalog on events website
- Sponsor may also place collateral in the session room prior to the sponsored session

*Oracle provide prior approval on speaker and content

30 min session in the Arena - $ 10K

SOLD OUT

- 350 seats
- 1 Lead retrieval device
- Promotion at the content catalog on events website
- Promotion of the session at the mobile app
- Sponsor may also place collateral in the session room prior to the sponsored session

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ORACLE

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4

Sponsor:Gold

Branding
Exclusive sponsorship opportunities to enhance your presence at the event and media.

4

BRANDING- — available for purchase only if any exhibition quote has been acquired

VIP Area Meeting Room - $ 15K

- Meeting room with 8 seats, table and monitor
- Electrical and wi-fi
- Branding at the room
- Limited to 50 Atendees per day

Park Hackathon - $ 15K *Upon city halls approval

- Promotion at the event website
- Sponsor may provide a branded giveaway
- One seat at the judging panel

Lunch Sponsor – food truck zone - $ 15K

- Company logo on site
- Promotion at the mobile app (daily news)
- 20 lunch vouchers

4

BRANDING- –

Charging Stations - $ 15K

- 10 stations with branding
- Promotion at the event website
- Promotion at the mobile app (daily news)

Mobile App - $ 20K

- Company logo on opening screen and footer
- 04 post on daily news (content to be provided by sponsor)
- Promotion to download the app at the event website

*exclusivity does not apply to daily news feed

Conference Lanyard - $ 30K

- Company logo co-branded with Oracle on event lanyard
- Promotion at the event website
- 7000 lanyards

SOLD OUT

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Sponsor:Platinum

5

Experience
Exclusive sponsorship opportunities to collect clients data using scanners

5 EXPERIENCE

Open Run - $ 30K *Upon city halls approval

- Company logo on runner's T-shirts
- Company logo on site
- Promotion at the event website
- List of runners post event

SOLD OUT

Networking Café - $ 40K

- Logo at the networking café | hub of the conference
- Promotion at the mobile app (daily news)

Appreciation Event - from $ 50K

- Company logo on site
- VIP tickets
- Promotion at the event website
- Promotion at the mobile app (daily news)

VIP Experience - $ 50K

- Provide a special experience for 500 high level clients
- 100 Keynote reserved seat (50 a day)
- Lunch voucher
- Lounge at an exclusive floor
- Room reserved at CVC for 10 people

OpenWorld Combo

Entry Level

Exhibitor level

$8k - $20K

Silver

Ex: add content

$20k - $40K

1. Company logo place in all event promotion (social, email, site, digital paid)
2. Oracle to promote partner sponsored activity within Mobile App
3. Company logo on Thank you to our Sponsor Signage

Gold

Ex: add content and branding

$40k - $70k

1. Company logo place in all event promotion (social, email, site, digital paid)
2. Oracle to promote partner sponsored activity within Mobile App
3. Company logo on Thank you to our Sponsor Signage
4. Post thank you to our sponsor on Oracle Social Networks

Platinum

Ex: add content, branding and experience

$70k - $120K

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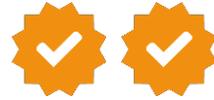5. Post thank you to our sponsor on Oracle Social Networks

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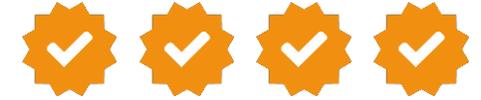3. Company logo on Thank you to our Sponsor Signage

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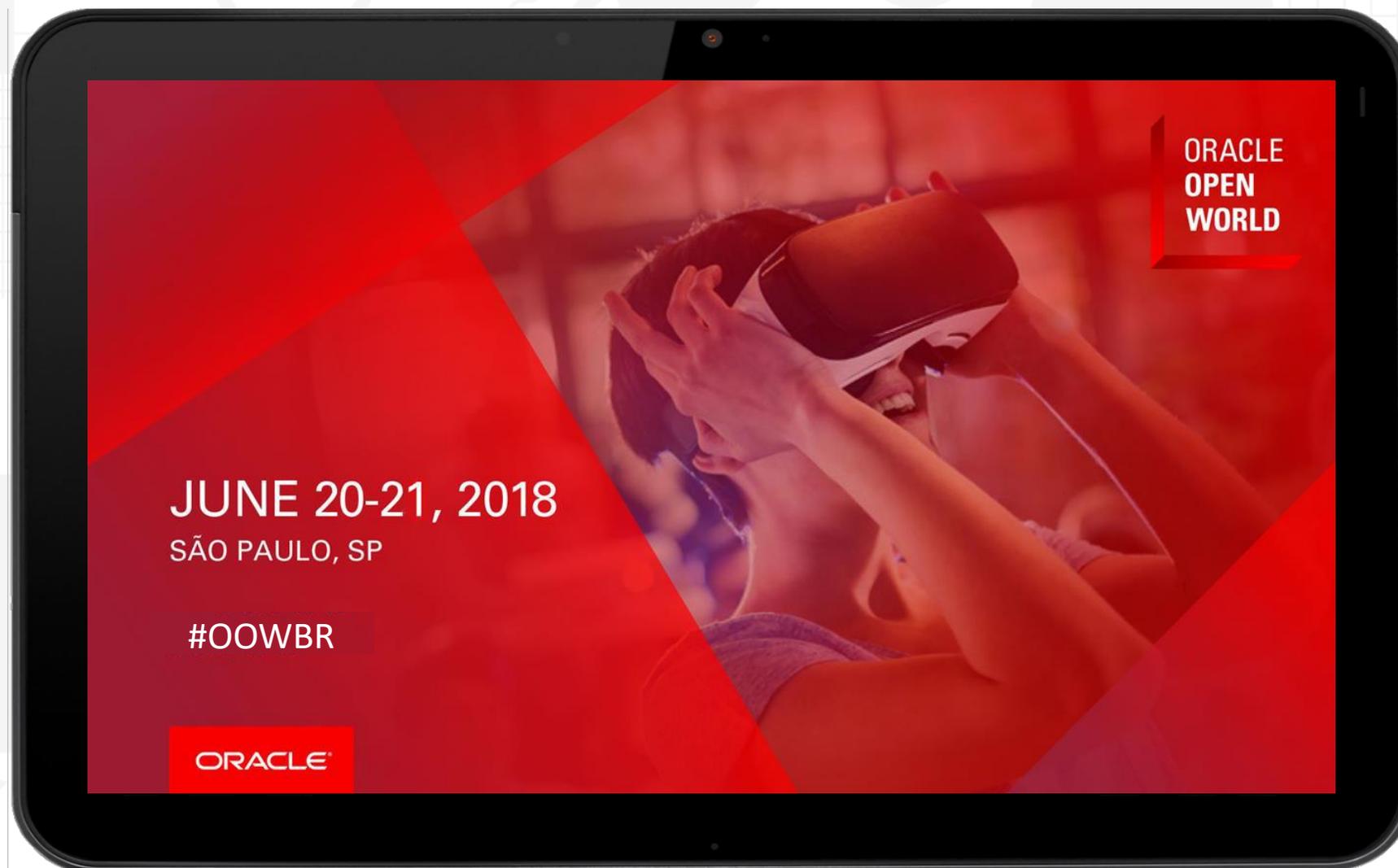
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