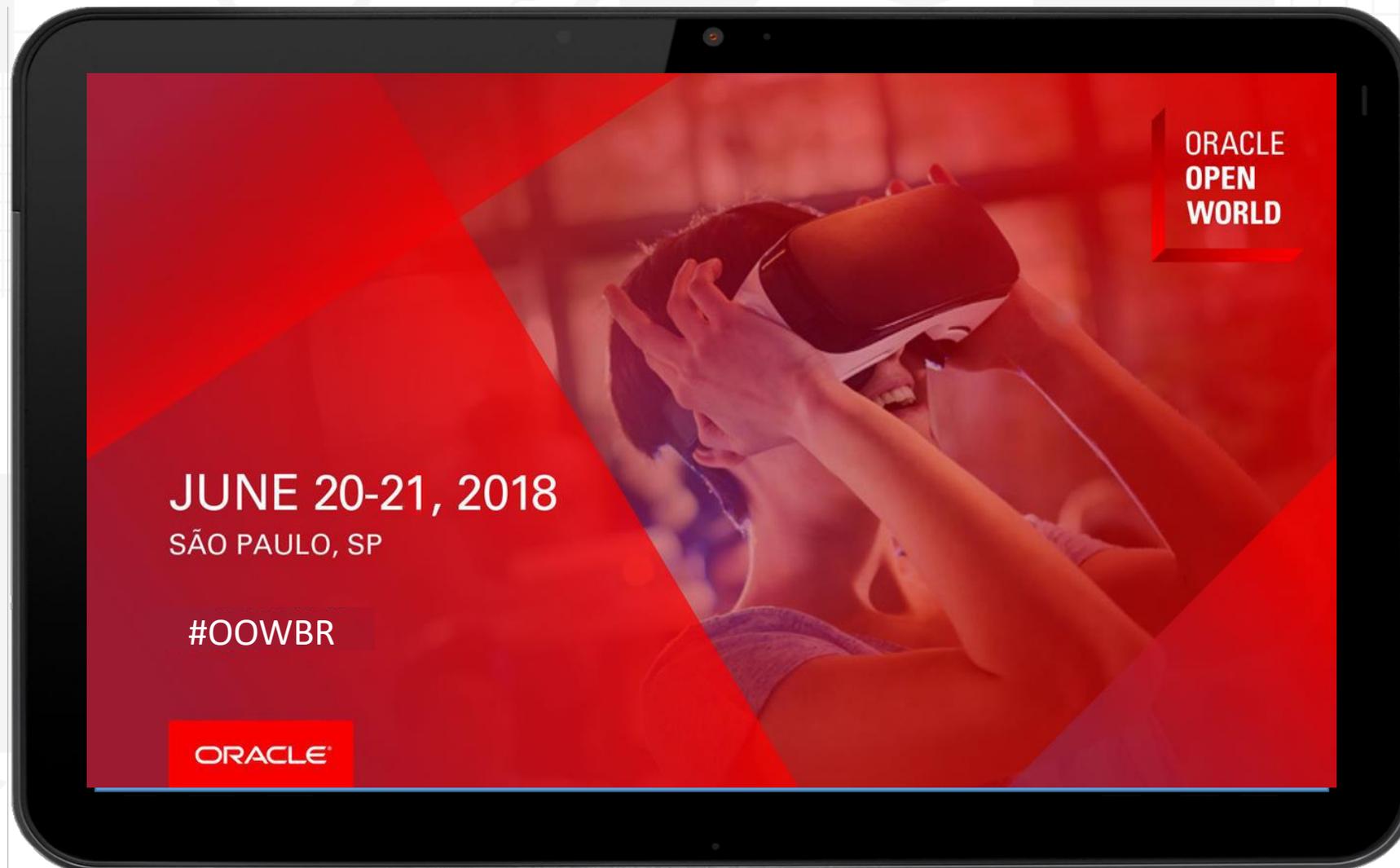


# OPENWORLD18

**Sponsorship Prospectus**

[oracle.com/br/openworld](http://oracle.com/br/openworld)



JUNE 20-21, 2018  
SÃO PAULO, SP

#OOWBR

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ORACLE  
OPEN  
WORLD

## 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

# Bienal de São Paulo & Auditório Parque do Ibirapuera

ORACLE  
OPEN  
WORLD

JUNE 20-21, 2018  
SÃO PAULO, SP

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Location

Format

How to Participate

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

## A NEW OPENWORLD:

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Location

Format

How to Participate

## HOW TO PARTICIPATE: NEW OPPORTUNITIES

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

1

### **Invite your Clients**

Invite all your clients for OpenWorld São Paulo.

1

## INVITE YOUR CLIENTS



## Conteúdo, relacionamento e negócios: o Oracle OpenWorld é onde você deve estar

São quase 300 sessões de conteúdo, 150 delas exclusivas para profissionais de [Marketing](#), [Finanças](#), [Recursos Humanos e Recrutamento](#), e [Tecnologia da Informação](#)!

**Inscriva-se!**

Assista aos principais executivos da Oracle, compartilhando a visão de negócios para o futuro do mercado de Tecnologia da Informação e os planos de investimento da empresa.

Inscriva-se gratuitamente para assistir aos keynotes e a área de exposição do nosso encontro!



*"Enquanto concorrentes cortam investimentos, nós continuamos comprometidos com o Brasil. Teremos cada vez mais treinamentos, verbas de marketing e produtos"*

Mark Hurd, durante o Oracle Modern Business Experience, em dezembro de 2015



## Cinco razões importantes para você não perder o Oracle OpenWorld 2016

Há muito o que descobrir no Oracle OpenWorld. E a melhor parte é que você pode acessar grande parte de tudo isso sem custo. Dos empolgantes keynotes aos pavilhões de exposição repletos de ação, veja por que você deve participar do Oracle OpenWorld.

**Inscriva-se já!**



1. Confira os **Keynotes de soluções**, liderados por executivos da Oracle e a estratégia para nuvem. Você saberá como inovar com maior rapidez, acelerar o lançamento de produtos no mercado e alcançar vantagem competitiva.



HACKATHON



## HOW TO PARTICIPATE: NEW OPPORTUNITIES

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

**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

2

## 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



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 – illustrative image



6 x 3 – illustrative image



## 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)



6 x 6 – illustrative image



## Exhibit Booth 6x6 - \$ 30k

- 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)

**SOLD OUT**

## HOW TO PARTICIPATE: NEW OPPORTUNITIES

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

**1**

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

**3**

**Sponsor: Silver**

**Content**  
Exclusive  
sponsorship  
opportunities to  
participate in this  
year content.

**2**

**Exhibitor**

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

3

**CONTENT** — available for purchase only if an exhibition quote has been acquiredTECH  
WORLD**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

TECH  
WORLD**30 min session at breakout sessions - \$ 5K**

- 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

TECH  
WORLD**30 min session in the Arena - \$ 10K**

- 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

\*Oracle provide prior approval on speaker and content

**SOLD OUT****SOLD OUT**





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**BREAKOUT SESSIONS**



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## HOW TO PARTICIPATE: NEW OPPORTUNITIES

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

**1****Invite your Clients**

Invite all your clients for OpenWorld São Paulo.

**3****Sponsor: Silver**

**Content**  
Exclusive sponsorship opportunities to participate in this year content.

**2****Exhibitor**

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

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



### 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**



## HOW TO PARTICIPATE: NEW OPPORTUNITIES

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



## 5

## EXPERIENCE

TECH  
WORLD

## 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

TECH  
WORLD

## Networking Café - \$ 40K

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

TECH  
WORLD

## Appreciation Event - from \$ 50K

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

TECH  
WORLD

## 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

1. Company logo on post-show event email
2. Company logo place in all event promotion (social, email, site, digital paid)
3. Oracle to promote partner sponsored activity within Mobile App
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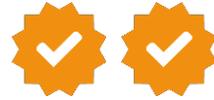
# OpenWorld Combo



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Exhibitor level

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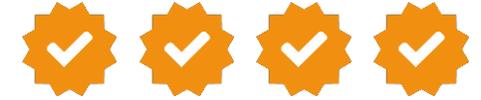


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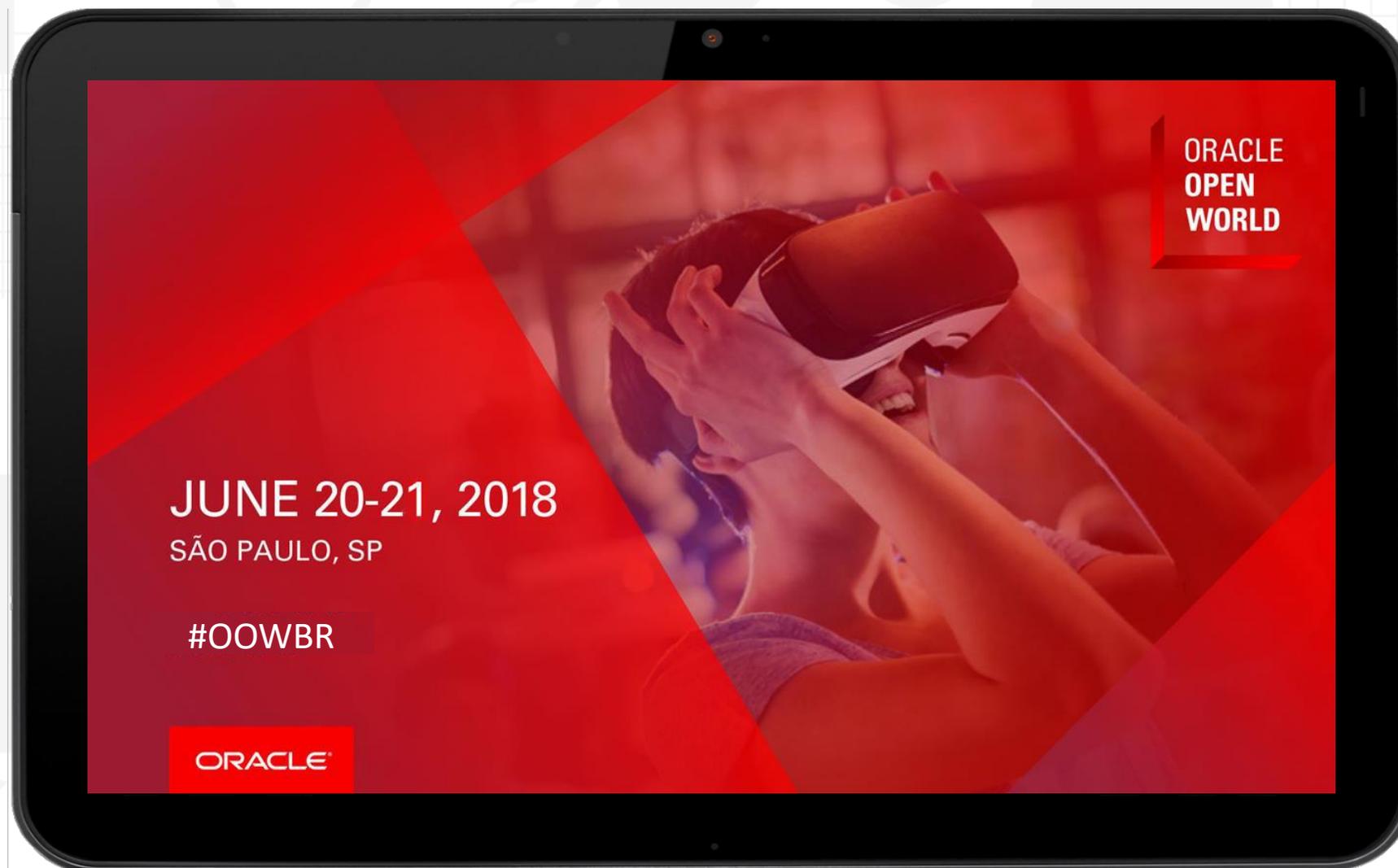
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FAÇA SUA PRÉ-RESERVA

OPENWORLD18



JUNE 20-21, 2018

SÃO PAULO, SP

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