Oracle OpenWorld 2017
Explore Your Tomorrow, Today

4 DAYS at Oracle OpenWorld is equivalent to 1 YEAR of professional development

2,311 Sessions Hosted by

3,048 Oracle Customers and Partners

Speakers from over 90 countries

Cumulative 67,500+ years of industry experience

523+ Sessions, demonstrations, and case studies showcasing Oracle innovation in emerging technology

BRINGING INNOVATION TO LEARNING
In collaboration with Stanford, we’ve designed new session types for Oracle OpenWorld

Deep Learning, Data Cloud, Adaptive Intelligence (AI), Machine Learning, Blockchain

Stay Connected: #OOW17
Oracle OpenWorld 2017
Explore Your Tomorrow, Today

430,000
Oracle Customers in 175 Countries

60,000 Attendees

North America: 70%
Asia Pacific: 8%
Europe, the Middle East and Africa: 19%
Latin America: 3%

Sustainability 100%
of onsite emission offset by Oracle
Oracle data centers are up to 66% more energy efficient

1,000,000 Trees donated by Oracle over 4 years to help the Nature Conservancy plant 1 Billion Trees

81% of menu ingredients are from within 500 miles of San Francisco

$194,000,000 Positive Economic Impact in 2017
8,458 Meals donated to local charities

Stay Connected: #OOW17
The Exchange is the reinvented central hub of Oracle OpenWorld where Oracle and strategic partners engage with attendees. Serving as a beacon for the conference, it is a strategically invented space designed with one thing in mind: Helping you seamlessly make meaningful connections with our attendees.

LEARNING SPACES
focused on live demos and attendee engagement

THE ARENA
tailored to deliver more effective partner and Oracle content

MEETING SPACES
designed to maximize networking opportunities

SPECIALTY FOOD AND BEVERAGE SPACES
making this a destination for all attendees

QUALITY LEADS & ACTIONS
Create new types of connections with attendees that result in action

BRAND AWARENESS
Make your message visible to attendees in new and dynamic ways to drive business

BRAND AFFINITY
Unique experiences and moments of fun attract attendees and create authentic connections

BRAND CONTENT
Education is the number #1 reason people come to OpenWorld. Share your content and continue the conversation beyond the event.
Exhibit Space

* Please check the Oracle OpenWorld website for the most updated floor plans.
Exhibit Opportunities

Exhibit Space Options

Raw Booth Space:
• Multiple Sizes Available
• $90/sq ft

Networking Kiosk:
• Branded Kiosk (Company Logo)
• One computer monitor
• One internet connection
• One electrical connection
• One lead retrieval device
• Two Stools
• Cost = $17,500

Oracle OpenWorld Exhibitors receive the following benefits:

- Two Oracle OpenWorld passes
- Unlimited Exhibitor Staff passes
- Oracle Appreciation Event wristbands and daily lunch ticket allotments based on your exhibit size
- 75 Discover passes to be used for prospects and customers
- Opportunity to earn one Oracle OpenWorld pass for posting an Oracle OpenWorld banner on your company homepage
- Opportunity to reserve conference hotel room blocks at negotiated conference rates; all room blocks are allocated on a first-come, first-served basis
- List of registered press attendees one week prior to event
- Opportunity to reserve Oracle OpenWorld 2019 exhibit space during Oracle OpenWorld 2018

If you are interested in becoming an Oracle OpenWorld Exhibitor, please contact the Oracle Events Partner Engagement Team:

Hotline: 1-650-506-0001
Email: partner-engagement_ww@oracle.com

Kiosk subject to change. Image shown only as example.
## Exhibit – Ticket Allocations

Included with the cost of booth space

<table>
<thead>
<tr>
<th>Exhibit Space Size</th>
<th>Appreciation Event Wristbands &amp; Daily Lunch Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Station</td>
<td>2</td>
</tr>
<tr>
<td>10x10 Exhibit Space</td>
<td>2</td>
</tr>
<tr>
<td>10x20 Exhibit Space</td>
<td>4</td>
</tr>
<tr>
<td>20x20 Exhibit Space</td>
<td>6</td>
</tr>
<tr>
<td>20x30 Exhibit Space</td>
<td>8</td>
</tr>
<tr>
<td>20x40 Exhibit Space</td>
<td>9</td>
</tr>
<tr>
<td>30x30 Exhibit Space</td>
<td>10</td>
</tr>
<tr>
<td>30x40 Exhibit Space</td>
<td>12</td>
</tr>
<tr>
<td>40x40 Exhibit Space</td>
<td>16</td>
</tr>
<tr>
<td>40x50 Exhibit Space</td>
<td>18</td>
</tr>
</tbody>
</table>
Meeting Room Opportunities

We know how important face time with clients and prospects are for our partners. Host customer meetings onsite during Oracle OpenWorld in a Show Floor Meeting Room. The Show Floor Meeting Rooms will be available to your company exclusively throughout Exhibition Hall hours Monday through Wednesday. The meeting rooms offer a variety of features providing all of the conveniences of a professional, private conference room to host on-site meetings.

Meeting Room Includes:

• 10x20 solid-wall, private structure with locking door
• Company branding on front of meeting room structure
• Executive chairs and wood conference table
• Power strip with multiple outlets
• Two internet connections
• Wireless network
• Booth Cleaning (cleaning night before)

Price $15,000

For additional information about Meeting Rooms please contact: Travis O’Hara at travis.ohara@oracle.com
# A-la-Carte Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Includes</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Hall Banners</td>
<td>Place your banner above the Exit doors inside the Exhibition Hall to share your message with more than 50,000 attendees— spread your marketing message and direct attendees to your booth. Moscone West Exhibition Hall: Size: 22’ wide x 13.5’ high</td>
<td>$17,000</td>
</tr>
<tr>
<td>Archway Banner</td>
<td>Your company advertisement greets all attendees from one of the archways in the Moscone South Exhibition Hall. Archway banners are approximately 9 feet wide by 20 feet tall.</td>
<td>$13,000</td>
</tr>
<tr>
<td>Column Wrap</td>
<td>Imagine your company advertisement or logo enlarged to 20 feet high and wrapped around a column, right on the show floor in Moscone West. You provide the artwork, we produce the wrap, you get the exposure.</td>
<td>$13,000</td>
</tr>
</tbody>
</table>
| Activity Feed on Oracle OpenWorld Mobile App | Brand messaging on Activity Feed – 90 character message and logo  
One post per day over three days                                                                                                           | Starting at $2,500 |
| 20-minute Theater Session                | One (1) 20-minute theater session  
• Topic and speaker are subject to Oracle approval.  
• Date and time subject to availability                                                                                                      | $3,000     |
| Giveaway of the Day @ The Exchange (3 available) | First 1,000 people in the hall receive a branded giveaway item co-branded with Oracle. Potential giveaways include keychain, fidget spinner, pop socket, etc.  
• Your company logo co-branded with Oracle on giveaway item to be distributed at the entrance of The Exchange.  
• Mobile App promotion including social media and 1 post per day in the live activity feed.                                              | $15,000    |