2017 Sponsorship Prospectus

October 1-5, 2017
San Francisco, CA
We are Oracle OpenWorld

We are a community of over 60,000 of the best and brightest minds in tech from around the globe who come together each year to explore the future with Oracle technology. As part of our community, we ask you to join us once again this year to participate in the experience.

Connect
OpenWorld brings together the best and brightest minds in tech from around the globe.

Discover
Here, industry leaders and innovators will arrive in San Francisco to connect with your brand and create meaningful relationships.

Learn
When we come together to collaborate as one community, we change our future and change the world.
Oracle OpenWorld 2016

Oracle OpenWorld 2016 Delivered
The Ultimate Cloud Experience:

420,000
Oracle Customers Worldwide

60,000
Attendees

North America
69%

Asia Pacific
10%

Europe, the Middle East and Africa
18%

Latin America
3%

For five days, we turned San Francisco into the capital of the technology world.

$194 Million
Positive Economic Impact

Made an immediate impact on the community and invested in local businesses.

Partnered with the San Francisco Chamber of Commerce to host 500+ Local Businesses at Oracle OpenWorld.
2016 Demographics
Registration

By Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>OpenWorld</th>
<th>JavaOne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace &amp; Defence</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Automotive</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Communications</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Education &amp; Research</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Engineering &amp; Construction</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>High Technology</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>Industrial Manufacturing</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Insurance</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Life Sciences</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Media &amp; Entertainment</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Oil &amp; Gas</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Public Sector</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Retail</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Travel &amp; transportation</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Utilities</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Wholesale Distribution</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Oracle
Registration
By Department/LOB

49% Technology
28% Management
21%

OpenWorld
JavaOne

<table>
<thead>
<tr>
<th>Department</th>
<th>OpenWorld</th>
<th>JavaOne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Planning</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Finance</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Management</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>Marketing</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Operations</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Sales</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Technology</td>
<td>54%</td>
<td>79%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Registration

By Job Role

- Professional: 18%
- Senior Professional: 14%
- Manager: 18%
- Executive (VP’s & Pres): 14%
- Director: 19%

<table>
<thead>
<tr>
<th>OpenWorld</th>
<th>JavaOne</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>14%</td>
<td>39%</td>
</tr>
<tr>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

- Consultant
- CXO
- Director
- Executive (VP’s & Pres)
- Manager
- Professional
- Senior Manager
- Senior Professional
- Other
Thank You to our 2016 Sponsors

Global
- Deloitte
- Intel
- Infosys
- Wipro

Innovation
- Accenture
- PwC
- Tata Consultancy Services

Diamond
- Capgemini
- Lenovo
- Hitachi

Premier
- Arrow
- NEC
- Equinix

Platinum
- Equis
- Dimension Data
- Tech Data

Gold
- Equis
- Dimension Data
- Tech Data

Silver
- Equis
- Dimension Data
- Tech Data

Bronze
- Equis
- Dimension Data
- Tech Data

Bronze continued
- Equis
- Dimension Data
- Tech Data

Signature
- Equis
- Dimension Data
- Tech Data
OpenWorld is a gateway of opportunity for you and your business – a chance to open up your world to endless possibilities and the ideas of thousands of attendees.

Our priority is connecting you with the technology and the people that matter. Everything we do and everything we create is done to help you and your business excel.
A new look, a new feel, a better way to partner.

Oracle OpenWorld wouldn’t be what it is if not for an open dialogue with you, our partners. Thanks to your valuable comments we’ve created a new layout and new opportunities to bring even more value to our exposition halls.
Overview of the new space
The Exchange is the new, reinvented central hub of Oracle OpenWorld. 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.

NEW SPACES focused on learning and engagement
A CENTRAL ARENA tailored to deliver more effective partner content
MEETING SPACES designed to maximize networking opportunities
SPECIALTY FOOD AND BEVERAGE SPACES making this a destination for all attendees
A New Approach to Opportunity

This year we’ve built our partnership framework with an outcome based approach. Our audience wants to connect with you and each other based on more than just their job function. By creating new ways to get involved, our partners have the opportunity to tap into attendee passion points and generate conversations that drive pipeline.

THE EXCHANGE

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.
THE EXCHANGE

Showcase Area

Main Entrance
Exhibit Opportunities
Moscone South Layout:

Moscone West Layout:

* Please check the Oracle OpenWorld website for the most updated floor plans.
Option #1: Exhibit Space
- Multiple Sizes Available
- $85/sq ft

Option #2: Networking Kiosk
- Branded Kiosk (Company Logo)
- One computer monitor
- One internet connection
- One electrical connection
- One lead retrieval device
- Two Stools
- Cost = $15,000

Oracle OpenWorld Exhibitors receive the following benefits:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Oracle OpenWorld passes</td>
<td></td>
</tr>
<tr>
<td>Unlimited Exhibitor Staff passes</td>
<td></td>
</tr>
<tr>
<td>Oracle Appreciation Event wristbands and daily lunch ticket allocations based on your exhibit size</td>
<td></td>
</tr>
<tr>
<td>75 Discover passes to be used for prospects and customers</td>
<td></td>
</tr>
<tr>
<td>Opportunity to earn one Oracle OpenWorld pass for posting an Oracle OpenWorld banner on your company homepage</td>
<td></td>
</tr>
<tr>
<td>Opportunity to reserve conference hotel room blocks at negotiated conference rates; all room blocks are allocated on a first-come, first-served basis</td>
<td></td>
</tr>
<tr>
<td>List of registered press attendees one week prior to event</td>
<td></td>
</tr>
<tr>
<td>Opportunity to reserve Oracle OpenWorld 2018 exhibit space during Oracle OpenWorld 2017</td>
<td></td>
</tr>
</tbody>
</table>

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 design subject to change*
# Exhibit – Ticket Allocations

<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>
## Exhibit – Showcase Information

<table>
<thead>
<tr>
<th>Showcase Name</th>
<th>Location</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Infrastructure (Engineered Systems)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of the Art Cloud Platform – Data Management</td>
<td>Moscone West</td>
<td>Brian Burke @ <a href="mailto:brian.burke@oracle.com">brian.burke@oracle.com</a></td>
</tr>
<tr>
<td>(Database, Big Data)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State of the Art Cloud Platform (Linux, Middleware</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(IaaS, PaaS, Mobile/IoT)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CX</td>
<td>Moscone South</td>
<td>Travis O’Hara @ <a href="mailto:travis.ohara@oracle.com">travis.ohara@oracle.com</a></td>
</tr>
<tr>
<td>HCM</td>
<td></td>
<td>Barbara Lucas@ <a href="mailto:barbara.lucas@oracle.com">barbara.lucas@oracle.com</a></td>
</tr>
<tr>
<td>SCM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apps/JD Edwards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EPM</td>
<td></td>
<td>Evan Wong @ <a href="mailto:evan.w.wong@oracle.com">evan.w.wong@oracle.com</a></td>
</tr>
<tr>
<td>ERP</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
Sponsorship Opportunities
The Café on Howard Street

Howard Street serves as the gateway to the Oracle OpenWorld community. Don’t miss out on this exciting opportunity to sponsor The Café on Howard Street which serves as a one-stop-shop for attendees to re-fuel and re-charge during the busy Oracle OpenWorld days. The Café serves custom coffee drinks and meeting space can be booked throughout the day.

**Benefits related to the The Café on Howard Street Sponsorship:**
- Branding of The Café on Howard Street including: onsite signage and all promotional materials.
- Mobile app promotion including one post per day. (Monday-Wednesday) in the mobile app activity newsfeed.

**Platinum Sponsorship Benefits include:**
- One 45-minute conference session placed in track of choice (subject to availability)
- One 20-minute show floor theater session
- 8 Oracle OpenWorld Conference Passes
- 75 Discover Passes
- Branding on the Oracle OpenWorld website
- Logo placement on “Thank You to our Sponsors” signage
Exhibition Hall Bags - SOLD

Let your logo get carried away! With your company logo printed on the Oracle OpenWorld Exhibition Hall bags, every attendee becomes a walking billboard for your brand - at the conference, around the host city, and globally when the conference ends. Bags are strategically distributed at the entrance of The Exchange.

Benefits related to the Exhibition Hall Bag Sponsorship:
Your corporate logo on the Conference Exhibition Hall Bags.

Gold Sponsorship Benefits include:
- One 20-minute show floor theater session
- 5 Oracle OpenWorld Conference Passes
- 75 Discover Passes
- Branding on the Oracle OpenWorld website
- Logo placement on “Thank You to our Sponsors” signage
Conference Lanyards - SOLD

GOLD SPONSORSHIP

Take advantage of this opportunity to see every attendee at Oracle OpenWorld sporting your logo on the official conference lanyard—you'll be close to attendees' hearts all week.

Benefits related to the Conference Lanyard Sponsorship:
Your corporate logo on the Conference Lanyards

Gold Sponsorship Benefits include:
One 20-minute show floor theater session
5 Oracle OpenWorld Conference Passes
75 Discover Passes
Branding on the Oracle OpenWorld website
Logo placement on “Thank You to our Sponsors” signage
What does your profile picture say about you? As content becomes increasingly more visual, pictures have become an integral component of our networking profiles. In fact, according to LinkedIn, you’re 14 times more likely to have your profile viewed if you have a headshot.

An on-site photographer will take attendees photos behind a clean backdrop with natural lighting, providing a professional looking headshot at no cost. It’s a quick and easy way for all attendees to refresh and spruce up their networking profiles.

### Silver Sponsorship Benefits

<table>
<thead>
<tr>
<th>Benefits related to the Picture Perfect Sponsorship:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive access to all leads generated by attendees visiting the Picture Perfect Experience: contact details included in the lead generation materials.</td>
</tr>
<tr>
<td>Exclusive branding of the Picture Perfect Experience including: onsite signage, brand ambassador t-shirts, and pre-event promotional materials.</td>
</tr>
<tr>
<td>Mobile App promotion including 1 post per day in the live newsfeed.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silver Sponsorship Benefits include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>One 20-minute show floor theater session</td>
</tr>
<tr>
<td>4 Oracle OpenWorld Conference Passes</td>
</tr>
<tr>
<td>75 Discover Passes</td>
</tr>
<tr>
<td>Branding on the Oracle OpenWorld website</td>
</tr>
<tr>
<td>Logo placement on “Thank You to our Sponsors” signage</td>
</tr>
</tbody>
</table>
As a sponsor of the Oracle OpenWorld Mobile app, maintain your presence throughout the conference with up to three messages per day on the App Activity Feed.

### Benefits related to the Mobile App Sponsorship:

**Exclusive Sponsor of the Oracle OpenWorld Mobile App**
- Logo on the splash screen
- Logo on the footer of the Mobile App menu screen

**Oracle will post up to three messages per day on the mobile app activity feed**
- Posts will be listed among real-time feed updates and can include session promotions, booth drivers and images
  (Exclusivity does not apply to activity feed)

### Silver Sponsorship Benefits include:

- One 20-minute show floor theater session
- 4 Oracle OpenWorld Conference Passes
- 75 Discover Passes
- Branding on the Oracle OpenWorld website
- Logo placement on “Thank You to our Sponsors” signage

### 2016 Mobile App Statistics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Spent in App</td>
<td>7,909 Hours</td>
</tr>
<tr>
<td>Total Times App was Opened</td>
<td>979,224</td>
</tr>
<tr>
<td>App Adoption Rate</td>
<td>90%</td>
</tr>
<tr>
<td>Total Page Views</td>
<td>1,961,685</td>
</tr>
<tr>
<td>Average Views Per-User</td>
<td>212</td>
</tr>
</tbody>
</table>
Conference Bag Giveaway

This is a great opportunity for a partner to provide a branded giveaway item to be placed in the conference bag given away at materials pick-up to full-conference pass holders.

**Benefits related to the Conference Bag Giveaway Sponsorship:**

- Opportunity to provide branded giveaway item to be placed in conference bag.
- Archway banner in Moscone South or column wrap in Moscone West.

**Bronze Sponsorship Benefits include:**

<table>
<thead>
<tr>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Oracle OpenWorld Conference Passes</td>
</tr>
<tr>
<td>75 Discover Passes</td>
</tr>
<tr>
<td>Branding on the Oracle OpenWorld website</td>
</tr>
<tr>
<td>Logo placement on “Thank You to our Sponsors” signage</td>
</tr>
</tbody>
</table>
Email & Advertising

This exclusive opportunity allows a customized message and logo to be included in the Oracle OpenWorld pre-conference e-mail sent to all registered attendees. An archway banner in the Moscone South or a column wrap in the Moscone West prominently displays your message. Continue the momentum post-conference by including a follow-up message in the Oracle OpenWorld post-show e-mail sent to all event attendees.

Benefits related to the Email & Advertising Sponsorship:

- Customized message and company logo to be included on official pre and post-conference e-mail to all registered attendees
- Archway banner in Moscone South or column wrap in Moscone West.

Bronze Sponsorship Benefits include:

- 3 Oracle OpenWorld Conference Passes
- 75 Discover Passes
- Branding on the Oracle OpenWorld website
- Logo placement on “Thank You to our Sponsors” signage
Content and Conversation

This custom lounge opportunity paired with a conference session in one of our new show floor classrooms make this package incredibly valuable. Dedicated lounge space includes various elements that give attendees the opportunity to recharge while you network with them and demo your products and services.

BRONZE SPONSORSHIP

Bronze Sponsorship Benefits include:

- 3 Oracle OpenWorld Conference Passes
- 75 Discover Passes
- Branding on the Oracle OpenWorld website
- Logo placement on “Thank You to our Sponsors” signage

Benefits related to the Content and Conversation Sponsorship:

- Includes turnkey lounge opportunity complete with feature wall with company branding, 55’ monitor, seating and charging tables
- One 45-minute conference session
  - Session to take place in The Exchange (Moscone South or Moscone West)
Be a part of a pioneering new way to present content at Oracle OpenWorld as the sponsor of a Collective Learning Session. This opportunity not only offers a session at OpenWorld but also includes a specialized collective learning training program for your speaker guided by top education experts from Stanford University.

Collective learning is a revitalized approach to content delivery as B2B education in the conference environment evolves. This is a great opportunity to deliver your session content in new formats to further engage the Oracle OpenWorld audience.

**Benefits related to the Collective Learning Session Sponsorship:**

- One conference session (up to 45mins)  
  - Session to take place in The Exchange Education Classroom (Moscone South or Moscone West)
- Dedicated content delivery training by top education experts
- Customized playbook to help your speaker modernize their session delivery and increase attendee value
- Dedicated facilitator to help during the session and live rehearsal practice to prepare for facilitating your session
- Opportunity to acquire continuing education credit from Stanford University (*requires completing the Playbook Training program)

**Signature Sponsorship Benefits include:**

- One 20-minute show floor theater session
- 2 Oracle OpenWorld Conference Passes
- 75 Discover Passes
- Branding on the Oracle OpenWorld website
- Logo placement on “Thank You to our Sponsors” signage

*Commitment to this sponsorship requires active participation by your session speaker during the on-boarding and training process. Training occurs from July through September requiring UP TO 1-2 hours per week.*
Scavenger Hunt
@The Exchange

The hunt is on! As attendees enter The Exchange, they’ll be invited to engage in a scavenger hunt with up to 8 selected partners. With a redemption card in hand, once they visit your demo, all you need to do is scan their badge and stamp their card. Attendees can then visit our prize redemption center, depending on how many demos they have engaged in, the prizes will vary:

2 stamps: Good Prize  
4 stamps: Better Prize  
8 stamps: Best Prize

Benefits related to the Scavenger Hunt Sponsorship:

Exclusive access to all leads generated by attendees visiting your booth: contact details included in the lead generation materials. (Oracle to provide lead retrieval Device and brand ambassador responsible for scanning)

Shared branding of the Scavenger Hunt including: onsite signage, branding on redemption card

Mobile App promotion including social media and 1 post per day in the live activity feed.

Signature Sponsorship Benefits include:

One 20-minute show floor theater session

2 Oracle OpenWorld Conference Passes

75 Discover Passes

Branding on the Oracle OpenWorld website

Logo placement on “Thank You to our Sponsors” signage

* Prizes to be determined and will be Oracle branded
Extra! Extra! Read all about it. As the sponsor of the Lobby Collateral, you will get your company’s brand in front of thousands of conference attendees during the event. While on-site, spread the good news with Lobby Collateral; distribute one piece of marketing collateral in the lobby of either Moscone West or Moscone South.

Benefits related to the Lobby Collateral Sponsorship:

Lobby Collateral distribution in either Moscone West or Moscone South Street Level Lobby
- Collateral may be distributed Monday - Wednesday, during Exhibition Hall Hours
- Collateral to be reviewed/approved by Oracle prior to production
- Collateral to be no larger than 6x9
- Up to four representatives from sponsoring company may distribute collateral at the entrance of the Moscone West or Moscone South

Signature Sponsorship Benefits include:

- One 20-minute show floor theater session
- 2 Oracle OpenWorld Conference Passes
- 75 Discover Passes
- Branding on the Oracle OpenWorld website
- Logo placement on “Thank You to our Sponsors” signage
# 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>
<tr>
<td>Activity Feed on Oracle OpenWorld Mobile App</td>
<td>Brand messaging on Activity Feed – 90 character message and logo</td>
<td>Starting at $2,500 (1 post per day/3 days)</td>
</tr>
<tr>
<td>20-minute Theater Session</td>
<td>One (1) 20-minute theater session                                                                                                                                  • Topic and speaker are subject to Oracle approval. • Date and time subject to availability</td>
<td>$2,500</td>
</tr>
</tbody>
</table>