

Oracle Code 2017 Sponsorship Prospectus



For additional information, please contact:

Diane Frendian

Diane.frendian@oracle.com

Office: 650-506-5495

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Oracle Code Overview

Oracle Code brings developers together to learn about cloud technologies and engage with peers and cloud experts. This FREE one-day event will take place in 20 cities globally. Events will take place March through June 2017.

City	Date
San Francisco	March 1
Austin	March 8
New York	March 21
Washington DC	March 27
Toronto	April 18
London	April 20
Frankfurt	April 24

City	Date
Prague	April 28
Tokyo	May 17
Moscow	May 22
Brussels	June 6
Atlanta	June 22
São Paulo	June 27
Mexico City	June 29

City	Date
Beijing	July 14
Sydney	July 18
Johannesburg	Early August
Seoul	August 30
Bangalore	Dates TBD
Tel Aviv	

Oracle Code Audience

- Target audience of 6,000 developers (200 to 300 attendees per city)
 - Developers targeted include:
 - Full stack, front-end, and back-end web developers
 - DevOps and infrastructure developers
 - Mobile developers
 - Enterprise services and applications developers
 - Database developers
 - 30 to 40% of attendees are net new developers to Oracle
 - 60 to 70% use some Oracle technology (For example, Java, WebLogic, database, etc. A smaller percentage use Oracle Cloud offerings.)



Engaging with Development Organizations Is Critical to Drive Cloud Adoption

Developers are influencers; development executives are budget owners.

Development's technology choices move into production.

LOBs are working directly with development and skipping IT.

Win the hearts of developers, but navigate up to development executives to get budget

- CTO, VP Engineering, VP/Senior Manager Software Development
- Can be within LOB, IT, or their own organization
- Have own budgets, make decentralized/faster purchases



Oracle Code Content

The agenda will consist of technical sessions and hands-on labs led by Oracle and non-Oracle (Oracle ACE, Java Champions) experts.

Content will focus on the following:

Trends		Languages
API Design	Machine Learning	Java
Chatbots and AI	Microservices	JavaScript
Cloud Architectures	Modern Web	SQL and PL/SQL
Cloud Infrastructures	Reactive and Functional Programming	Others
Containers	Security	
Data Management	Testing, Agile, and Methodologies	
Development Tools		

Oracle Code

Preliminary Agenda *(subject to change)*

8:00 a.m. – 7:30 p.m.	Registration		
9:00 a.m.–10:15 a.m.	Keynote		
10:15 a.m.–10:45 a.m.	Break		
10:45 a.m.–11:30 a.m.	Session	Hands-On Lab 1 (11:15 a.m.–1:15 p.m.)	Exhibition Area
11:40 a.m.–12:25 p.m.	Session		
12:25 p.m.–1:25 p.m.	Lunch		
1:25 p.m.–2:10 p.m.	Session	Hands-On Lab 2 (2:00 p.m.–5:00 p.m.)	
2:20 p.m.–3:05 p.m.	Session		
3:35 p.m.–4:05 p.m.	Break		
3:35 p.m.–4:20 p.m.	Session		
4:30 p.m.–5:15 p.m.	Session		
5:25 p.m. – 6:10 p.m.	Session		
6:10 p.m.–7:30 p.m.	Reception		

Oracle Code Sponsorship Overview

CONTENT + EXHIBITOR

(\$6,000/per city)

- **45-minute conference session**
 - Content to be preapproved by Oracle
 - Lead contact information will be provided to sponsors based on regional privacy compliance rules
- **Table-top Exhibit Display**
 - Includes table, chairs, signage, internet and electrical
 - Company branding on website and mobile app
 - Company branding on pre- and post-show communications
 - Company branding on event signage

EXHIBITOR

(\$1,500/per city)

- **Table-top Exhibit Display**
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For additional information regarding sponsorship opportunities, please contact Diane Frendian at diane.frendian@oracle.com.

Integrated Cloud

Applications & Platform Services