



Media & Promotional Partnerships



On the Radar for 2010:

gov2.0
SUMMIT

Fall 2010
Washington D.C.

web2.0
SUMMIT

Fall 2010
San Francisco, CA

web2.0
EXPO

Fall 2010
New York, NY



For more information contact mediapartners@oreilly.com



O'Reilly Conferences Media & Promotional Partnerships

O'Reilly conferences provide an excellent marketing venue for those wishing to reach new and influential audiences, expand readership, and increase visibility via significant presence before, during, and after the conference. In turn, our partners help spread the word and further the recognition of each conference brand. Explore the dynamic opportunities O'Reilly events offer—become a media or promotional partner in a marketplace for innovation. For more information contact mediapartners@oreilly.com

Media & Promotional Partner Benefits

- Reach dynamic and influential audiences, including creative and tech-savvy entrepreneurs, thought leaders, pioneering developers, and top level executives
- Network with high profile sponsors, cutting-edge companies, and the 'movers and shakers' changing the industry right now
- Expand brand recognition via substantial conference marketing efforts
- Identify with O'Reilly Media and other established publishing and technology leaders

Standard Trade Items

O'Reilly Media provides: *(Subject to availability and deadlines)*

- Logo and 50-word company description including URL and graphic link on conference website
- Logo and 50-word company description including URL in the conference event guide
- Logo included in onsite signage at event
- Conference registration discount for readers and/or customers
- Up to 1/2 page full-color ad in event guide
- Insert in attendee bag and/or literature table distribution
- Complimentary conference passes—may be extended to company members, readers, or clients
- 728x90 banner ad on conference website





February 22 – 24, 2010
New York, NY

toccon.com

The O'Reilly Tools of Change for Publishing Conference (TOC) explores the critical trends emerging around the business of digital publishing. In addition to evolutionary perspectives from traditional book publishers, the program will bring in ideas from the wider ecosystem, including higher education, retailers, readers, and authors. Because of O'Reilly's deep ties to the technology industry, TOC offers cutting-edge speakers and topics that push the boundaries of how we define "publishing," offering a unique insight into what's next by introducing the future that for many, is already here. Presentations from experts and innovators will close the loop on putting theory into practice and address issues in actionable terms.

Expected Attendance: 1000+

Who comes to TOC?

Book publishers, senior editors, marketing and production managers, digital content managers, publishing consultants, authors and agents, librarians, content-centric programmers, publishing executives and technologists.

The TOC Experience

- Critically important analysis, hands-on workshops, and thought-provoking sessions
- Noted experts will focus on new opportunities, next generation ideas, and the innovative approaches needed to keep pace with a rapidly evolving industry



March 30 – April 1, 2010
San Jose, CA

conferences.oreilly.com/where

The Where 2.0 Conference provides an environment for the business community to interact with developers who are influencing location-aware technology. Where 2.0 offers a dynamic combination of high profile keynotes, demos, lightning talks, panel discussions, and audience interaction. Leading trends will be presented from the most innovative and interesting players in the realm of geospace.

Expected Attendance: 700+

Who comes to Where 2.0?

GIS industry players, CTOs, CIOs, technology evangelists, product managers and technologists, open source mapping and location tool developers, grassroots developers, researchers, academics, artists and activists, neogeographers and traditional geographers, VCs.

The Where 2.0 Experience

- A dynamic combination of high profile keynotes, lightning talks, panel discussions, demos, and audience interaction
- A place to meet the people behind the mash-ups, the people behind the platforms, and the people looking ahead to the future of geospace



May 3 – 6, 2010
San Francisco, CA

web2expo.com/sf

Co-produced by O'Reilly Media and TechWeb

Web 2.0 Expo is an annual gathering of technical, design, marketing, and business professionals who are building the next generation web. Web 2.0 Expo features the most innovative and successful Internet industry figures and companies providing attendees with examples of business models, development paradigms, and design strategies to enable mainstream businesses and new arrivals to the Web 2.0 world to take advantage of this new generation of services and opportunities.

Expected Attendance: 5000

Who comes to Web 2.0 Expo?

Designers, developers, entrepreneurs, marketers, and the second layer of business strategists driving these technologies forward.

The Web 2.0 Expo Experience

- 3 day celebration of innovation and inspiration that encourages attendees to speak, blog, engage, twitter, question, tag, post, challenge, listen and absorb
- Plenary sessions featuring the top minds and leaders in the industry and 6 tracks of content
- "Unconference" activities where attendees are the presenters including BOFs, Ignite and Web 2 Open



May 25 – 27, 2010
Washington, DC

gov2expo.com

Co-produced by O'Reilly Media and TechWeb

Gov 2.0 Expo is a 3-day conference and tradeshow showcasing the real-world application of Web 2.0 and advanced technologies in government. The program will offer practical content that will illustrate how best practices can be applied within government sectors. Featured technologies include:

- Rapid application development
- Collaboration and crowd sourcing
- Database-driven web services
- Cloud computing
- Privacy and security
- Interoperability
- Open systems/open source software
- Social networking & community
- Mobile application development

Expected attendance: 3000+

Who comes to Gov 2.0 Expo?

Technology innovators in government, social media professionals, developers and IT professionals, private sector businesses, government contractors and consultants, systems integrators, political activists, and public policy academics.

The Gov 2.0 Expo Experience

- 3 day conference offering world-class keynotes, panel discussions, workshops, rapid-fire presentations, and engaging breakout sessions
- Vibrant "hallway track" offering excellent networking opportunities for vendors selling to the government
- Expo Hall featuring tools & technologies to modernize government systems, and improve process



June 7 – 10, 2010
Baltimore, MD

railsconf.com

RailsConf is the place to be for everyone passionate about Rails and related technologies. Co-presented by Ruby Central, Inc. and O'Reilly Media, Inc., RailsConf is the largest official event for the thriving Rails community, bringing together the most innovative and successful Rails companies and experts from around the world.

Expected Attendance: 1800

Who comes to RailsConf?

Ruby on Rails enthusiasts, developers, IT managers, tech savvy entrepreneurs, users at every level.

The RailsConf Experience

- A gathering place for the worldwide Rails community, including an important network of experts, alpha geeks, and innovators
- Focused sessions provide attendees with examples of development paradigms and design strategies meant to enable businesses of all kinds to take advantage of Rails 2.0



June 22 – 24, 2010
Santa Clara, CA

conferences.oreilly.com/velocity

Velocity is where to learn how to build websites and services that are fast, scalable, efficient, and available. We're bringing together people from around the world who are doing the best performance and operations work to improve the experience of web users worldwide. Pages will be faster. Sites will have higher up-time. Companies will achieve more with less. Velocity is the key for crossing over from cool Web 2.0 features to sustainable websites.

Expected Attendance: 700

Who comes to Velocity?

Engineers, web developers and product managers looking to optimize the experience of users visiting their site, and those building pages for high traffic destinations.

The Velocity Experience

- Collaborative and focused learning provides attendees with the knowledge and tools to initiate change and increase web performance & availability
- Practical how-to's and break-out sessions uncover the keys for crossing over from cool Web 2.0 features to sustainable websites



July 19 – 23, 2010
Portland, OR

conferences.oreilly.com/oscon

OSCON brings together over 2,500 experts, visionaries, and hackers to explore all that open source has to offer. OSCON is the premier gathering place to gain exposure to and evaluate the new projects, tools, services, platforms, languages, software, and standards sweeping through the open source community.

OSCON explores the open source technologies that are here to stay, what will broaden the foundation, and what will lead the way to unexpected places and innovations. This annual convention has also become one of the most important places to make open source related announcements, and to unveil projects and products.

Expected Attendance: 2500+

Who comes to OSCON?

Visionaries, developers, engineers, technologists, entrepreneurs, programmers, sys admins, CIOs, CTO's, and hackers.

The OSCON Experience

- Over 2500 open source developers, gurus, experts, and users from around the world
- Hundreds of sessions designed to build inspiration as much as know-how
- In depth tutorials that explore the technology behind open source innovations
- An Expo Hall showcasing the newest ideas, products, and projects from across the entire spectrum of the open source community



O'Reilly Online Conferences

conferences.oreilly.com

These informative half-day online conferences can be enjoyed from the comfort of your own desk. You'll have the opportunity to hear from experts, share your ideas, and join in a conversation with panelists and other participants, all looking to build solid and profitable futures in many arenas of technology.