

ODTUG KALEIDOSCOPE



2010 ODTUG Kaleidoscope 2010
June 27-July 1
Marriott Wardman Park Hotel
Washington, D.C.
910.452.7444

What is ODTUG Kaleidoscope 2010?

ODTUG Kaleidoscope 2010 is the only Oracle user group conference that is focused on providing technical training to Oracle developers and architects. The conference begins on Sunday, June 27 with four full-day symposiums and a Welcome Reception in the Exhibit Hall. The remainder of the week offers more than 150 technical sessions and panels, as well as several breaks in the Exhibit Hall.

Who Attends ODTUG Kaleidoscope 2010?

More than 900 Oracle developers, architects, developmental DBAs, managers, and decision-makers representing both public and private enterprises attend ODTUG Kaleidoscope to learn, share, and find out more about the latest products and services in the Oracle development community. Major industries/job environments represented include: Federal, State, and Local Government, Insurance, Health Care, Retail, Manufacturing, Oil and Gas, Pharmaceutical, Telecom, and Higher Education. Ninety-two percent of Kaleidoscope participants rate themselves as intermediate or advanced in level of experience.

Who Should Exhibit at ODTUG Kaleidoscope 2010?

Companies that offer products and services for:

- Application Express
- Database Development
- Essbase
- Hyperion Applications
- Middle Tier and Client-Side Development
- Oracle Business Intelligence and Hyperion Reporting
- Data Warehousing
- SOA and BPM
- Other

SPONSORSHIPS

Platinum ODTUG Kaleidoscope Sponsors (\$25,000)

- Participant list - includes names, company name, job title, address, and e-mail address
- 20x20 booth in prime Exhibit Hall location
- 60-minute vendor presentation (No competing technical sessions)
- Logo on conference bag (bag selected by conference team)
- Four conference registrations
- Piece of collateral in the conference bag
- Prominent signage throughout conference
- Mention in all press releases and advertising
- Host an ODTUG Webcast
- Rotating banner ad on ODTUGKaleidoscope.com and registration page
- ROS banner ad on ODTUG.com for 12 months
- ODTUG Vendor Partner with all benefits for one year
- Company listing in the vendor section of the Web site and in conference program

Gold ODTUG Kaleidoscope Sponsors (\$18,000)

- Participant list - includes names, company name, job title, address, and e-mail address
- 10x20 booth
- 60-minute vendor presentation (No competing technical sessions)
- Logo on one of the following conference items/events: conference notepads, water bottle, breakfast, or name badge holder/name badge lanyard (first come, first served)
- ROS banner ad on ODTUG.com for six months
- Three conference registrations
- Piece of collateral in the conference bag
- Rotating banner ad on agenda page on ODTUGKaleidoscope.com
- Host an ODTUG Webcast
- Company listing in the vendor section of the Web site and in conference program

Silver ODTUG Kaleidoscope Sponsors (\$12,000)

- Participant list - includes names, company name, job title, address, and e-mail address
- 10x20 booth
- Logo on one of the following conference items/events: conference pens, break, or conference proceedings CD (first come, first served)
- Two conference registrations
- Piece of collateral in the conference bag
- Company listing in the vendor section of the Web site and in conference program

To learn more about Exhibit and Sponsorship Opportunities at ODTUG Kaleidoscope 2010, contact Crystal Walton at 910.452.7444 or visit ODTUGKaleidoscope.com

VENDOR FORUM

\$2,000

Only eight presentation slots are set aside during the conference for vendors to showcase their products. Four of these slots are tied to sponsorships, so there are four slots available to non-Platinum and Gold Sponsors. All vendor presentations are scheduled at the same time, so that they will not compete with the technical sessions. Your Vendor Forum package includes:

- Sixty-minute session on Tuesday (no competing conference sessions)
- Session description on ODTUGKaleidoscope.com and in the conference program
- Session slides in the conference proceedings
- Company logo and description in the conference program

EXHIBIT BOOTH

10x10 - \$4,000

Exhibitors receive:

- 10x10 space
- One conference registration
- Company logo, description, and link to company Web site on ODTUGKaleidoscope.com
- Participant list (not including phone numbers)
- Dedicated time during the conference to speak with participants
- Permission to host a raffle

COMMUNITY SERVICE DAY SPONSOR

ODTUG is coordinating a Community Service Day for our attendees on June 26. Donate an additional \$1,000 or more to help us provide T-shirts, meals, and transportation for the volunteers. Any money left over will go directly to the agency we are assisting.

When you support our effort you will receive:

- Your company name and logo on the one-of-a-kind ODTUG Community Service Day T-shirt (size of logo will correlate to the size of your donation)
- Your company name, logo, and description on the ODTUG Community Service page of the ODTUG Kaleidoscope Web site
- Your company name and logo in the ODTUG *Technical Journal* Community Service section

A LA CARTE CONFERENCE ITEMS

• Conference pens	\$3,000
• Conference proceedings	\$3,000
• Water stations	\$3,000
• One-day break	\$3,000
• Name badge holder or lanyard	\$5,000
• One-day breakfast	\$5,000
• Internet stations	\$5,000
• Conference notepads	\$5,000

ADVERTISING OPPORTUNITIES

- Full page ad in spring issue of the ODTUG *Technical Journal*—\$1,200
- Banner ad on ODTUGKaleidoscope.com and ODTUG.com—\$500-\$1,000 (banner will be displayed from date of exhibit agreement until one month after the conference.)

EVENT SPONSORSHIP OPPORTUNITIES

Oracle Hands-on Training Labs (\$20,000)

- Three conference registrations
- Rotating banner ad on agenda page
- Company listing in the vendor section of the Web site and in conference program
- Company Web site set as home page
- Signage on every computer
- 10x10 booth
- Ability to present one hands-on workshop

Welcome Reception (\$8,000)

As the exclusive sponsor for the event, your company will receive the following:

- Two conference registrations
- Welcome message from the podium
- Signage at the Welcome Reception
- Personalized napkins on food and beverage stations
- A six-month vendor profile on ODTUG.com