

ORACLE®

Sponsorship Prospectus

September 18-22, 2016

San Francisco, CA

A 3D rendering of a red cube with the text "ORACLE OPEN WORLD" on its face. The text is in a bold, sans-serif font. "ORACLE" and "WORLD" are in white, while "OPEN" is in black. The cube is set against a light blue background with other white cubes, creating a sense of depth and perspective.

**ORACLE
OPEN
WORLD**

Oracle OpenWorld

The brightest minds, presenting the most innovative ideas at the industry's most important conference

Brightest Minds

Oracle Executives, Thought Leaders and Product Experts

Oracle Customers that are transforming their businesses to modern enterprises with Oracle technology

Oracle Partners – all in ongoing conversation with attendees.

Innovative Ideas

60,000 stories to tell

Focused on vision, strategy, business transformation across the trends affecting industries, business roles and the Oracle stack.

Most Important Conference

More personalized, relevant and contextual content.

More customers, more technology that differentiates Oracle's approach to reducing complexity and cutting cost;

New & more partners that address new focus areas of Cloud, Cloud services, engineered systems

Relevant and memorable experiences



Hilton/Parc 55 -
JavaOne
The Zone

Nikko Hotel
Hands-on Labs

Marriott Marquis
Industry Central

Park Central Hotel
Tech

Palace Hotel
HCM Central

Intercontinental
Oracle Leaders Circle

Moscone West
**CX, ERP & SCM
Centrals**

Moscone North
Tech

Moscone South
Tech

2015 Registration by Job Role

Job Role	
Applications Manager	4.19 %
Business Analyst	4.70 %
Consultant	5.40 %
Data Warehouse Manager/ Data Steward	0.68 %
Database Administrator	11.61 %
Developer	5.41 %
Executive Management (C-Level, President, EVP, SVP)	9.91 %
IT Manager	13.54 %

Job Role	
LOB Manager/Director	3.92 %
Network Administrator	0.13 %
Operations Manager	2.07 %
Partner (Member of Oracle Partner Network)	5.04 %
Professional	5.58 %
Senior Management	13.19 %
Student	0.10 %
Systems Administrator	13.36 %

2015 Oracle OpenWorld Event Demographics

A 3D graphic of the Oracle OpenWorld logo. The logo consists of the word "ORACLE" in white, "OPEN" in black, and "WORLD" in white, all in a bold, sans-serif font. The text is set against a red, rectangular, 3D block that is slightly tilted. The block is placed on a light blue, 3D rectangular base. The background is a light blue gradient with soft shadows and highlights, suggesting a clean, modern aesthetic.

**ORACLE
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Oracle OpenWorld 2015

Whether you're a technologist or a business leader, whether you're from a company of 5 or 50,000, Oracle OpenWorld provides an unparalleled opportunity to share your ideas and learn from the people who are creating and using the cloud—right now.

420,000
Oracle Customers
Worldwide

THE FACTS

60,000 attendees from **141** Countries



MAKING A DRAMATIC IMPACT ON LOCAL ECONOMY



SERVING UP SOMETHING FOR EVERYONE

2,508 sessions across **18** Venues



MOBILE ERP
BIG DATA
COMMERCE

MARKETING
SCM

SALES
SERVICE
ENGINEERED SYSTEMS

HCM

3,368 speakers, of which
1,892 are customers & partners



DELIVERING CONTENT DIGITALLY



CONTRIBUTING TO LEAVE A LEGACY

US \$1M

Amount Oracle is giving over 4 years to help The Nature Conservancy advance its Plant 1 Billion Trees campaign

19

Local Charities benefiting from event material & food donations

2015 Registration by Line of Business

Line of Business	
Communications	1.89 %
Corporate Planning	0.43 %
Customer Service	1.50 %
Education	2.20 %
Engineering	3.89 %
Facilities	0.19 %
Finance	7.30 %
Food Service	0.71 %
Government	5.26 %
Human Resources	2.54 %
Legal	0.17 %

Line of Business	
Marketing	3.33 %
Medical	0.80 %
News	0.07 %
Operations	2.85 %
Quality	0.10 %
Research & Development	1.91 %
Sales	4.73 %
Social Media & Web	0.52 %
Technology	50.67 %
Transportation	3.46 %
Other	5.48 %

2015 Registration by Industry

Industry	
Aerospace & Defense	1.98 %
Automotive	1.28 %
Chemicals	0.31 %
Communications	4.27 %
Consumer Goods	1.99 %
Education & Research	4.02 %
Engineering & Construction	1.31 %
Financial Services	10.32 %
Healthcare	4.75 %
High Technology	16.29 %
Industrial Manufacturing	3.03 %
Insurance	2.75 %

Industry	
Life Sciences	1.00 %
Media & Entertainment	2.02 %
Natural Resources	0.44 %
Oil & Gas	1.79 %
Professional Services	12.44 %
Public Sector	5.53 %
Retail	4.06 %
Travel & Transportation	3.00 %
Utilities	2.68 %
Wholesale Distribution	0.64 %
Other	14.08 %

2015 Oracle OpenWorld Partner Highlights

A 3D graphic of the Oracle OpenWorld logo. The logo consists of the word "ORACLE" in white, "OPEN" in black, and "WORLD" in white, all in a bold, sans-serif font. The text is set against a red, rectangular, 3D block that is slightly tilted. The block is placed on a light blue, 3D rectangular base. The background is a light blue gradient with soft shadows and highlights, giving it a clean, modern feel.

**ORACLE
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Oracle OpenWorld 2015 Sponsors

Thank You to Our Sponsors

GLOBAL

 Deloitte.

INNOVATION



DIAMOND

 Infosys®



PREMIER

 accenture
High performance. Delivered.

 Capgemini
CONSULTING TECHNOLOGY SERVICES



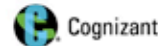
 TATA
CONSULTANCY
SERVICES

GRANDE



 FUJITSU

 HITACHI
Inspire the Next



 dimension
data



 SAMSUNG

PLATINUM

GOLD



 dun&bradstreet

 FRONTIERA



BRONZE

SIGNATURE

 ORACLE®

Oracle OpenWorld 2015 Partner Keynotes



SUNDAY



Brian Krzanich
CEO, Intel



TUESDAY



Abidali Neemuchwala
Group President and
Chief Operating Officer



TUESDAY









Dr. Vishal Sikka
Chief Executive Officer,
Managing Director



2015 Executive Solution Sessions

YBCA Theater

PARTNER	SPEAKER	ATTENDANCE	DAY	SESSION TIME
	Goro Watanabe Executive Vice President Fujitsu R&D Center North America	396	Monday	11:00am 11:45am
	Jim Smith Executive Vice President and General Manager of Global Business Services, CSC	415	Monday	1:30pm 2:15pm
	Lanny Cohen Global Chief Technology Officer, Applications Services, Capgemini	369	Monday	2:24pm 3:30pm
	Larry Abramson Principal, Oracle Cloud Strategy Leader, PwC	341	Tuesday	11:00am 11:45am
	Mati Cohen CTO and Co-founder, Panaya	489	Wednes day	11:00am 11:45am
	Subir Dutt Senior Vice President, Global Oracle Practice Leader, Capgemini	345	Wednes day	1:45pm 2:30pm

Total Attendees: 2,355

2015 Executive Solution Sessions

Audience Demographic / Images

- Average Sessions attendance 392
- Average C-Level attendees 40 per session



2015 Showcase Theater Presenting Partners

Big Data Partners	Mobile Partners	Oracle Linux, Oracle VM & Openstack Partners	Oracle Cloud Platform & Infrastructure Partners	ERP Partners	JD Edwards /SCM Partners
Intel	Samsung	Intel	Five9	Cognizant	IBM
Vendita	Xamarin	Linux Foundation	Infosys	KBACE	KPIT
Dun & Bradstreet	RoboVM	Niksun	HCL	Enrich	DWS
Wandisco	Sofbang	Qlogic	OpenMethods	IBM	Configure One
Veritas	Sencha	Silicon Graphics Int		Fujitsu	ReportsNow
	AirWatch	amitego		Emtec	Inspirage
	Nokia	Huawei		Infosys	DSI
	Crowd Mics			Jibe	
				Kaygen	

2016 Oracle OpenWorld Sponsorship Opportunities

A 3D graphic of the Oracle OpenWorld logo. The logo consists of the word "ORACLE" in white, "OPEN" in black, and "WORLD" in white, all in a bold, sans-serif font. The text is set against a red, rectangular background that appears to be a floating block or a sign. The entire graphic is rendered with perspective, showing the top and side surfaces of the red block. The background of the slide is a light blue and white gradient with a large, faint, 3D-outlined square shape.

**ORACLE
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WORLD**

Sponsorship Level Benefits Overview

BENEFIT DESCRIPTIONS	Platinum	Gold	Silver	Bronze	Signature
BRANDING & LEAD GENERATION					
Specific sponsor level experience or branding opportunity	•	•	•	•	•
CONTENT					
One (1) Forty-Five minute Conference Session to be placed in the track of your choice	•				
One (1) Twenty minute Showcase Theater Session	1	1			1
SALES ENGAGEMENT / NETWORKING					
Oracle OpenWorld Passes (Sponsor Allocation)	8	5	4	3	2
Discover Passes (Sponsor Allocation)	75	75	75	75	75
MARKETING / BRANDING					
Branding on the Oracle OpenWorld website	•	•	•	•	•
Logo placement on the "Thank you to our Sponsors" banners	•	•	•	•	•
PUBLIC RELATIONS					
Registered Press attendee list one week prior to the event	•	•	•	•	•
Opportunity to issue news announcements highlighting participation in Oracle OpenWorld	•	•	•	•	•
CLIENT SERVICES					
Dedicated Account Management	•	•	•	•	•
Opportunity to reserve conference hotel room blocks at negotiated conference rates. All room blocks are allocated on a first-come, first-served basis.	•	•	•	•	•

Platinum Sponsorship Mobile App - **SOLD**



With Smartphone usage on the rise, this mobile marketing opportunity is a sure-fire way to increase exposure of your companies brand to the entire Oracle OpenWorld audience. This exclusive sponsorship opportunity will put your brand on the forefront of the mobile user experience including splash screen exposure, rotating banner ad promotion and logo appearances throughout the official mobile app.

Specific Benefits related to the Mobile App Sponsorship:

- All Platinum sponsorship benefits listed below
- Exclusive Sponsor of the Oracle OpenWorld Mobile App
 - Logo on the splash screen
 - Logo on the navigation panel, that links to the Partner Feature Page
- Oracle will post up to three messages per day on the mobile app live newsfeed. Posts will be listed among real-time feed updates and can include session promotions, booth drivers and images. (Exclusivity does not apply to Daily News Feed)

All Platinum Sponsorship benefits including:

- One 45-minute Conference Session placed in track of choice (subject to availability)
 - Pre-Registration and Post-Event registration reports available in the Exhibitor Resource Center.
 - Report will include company name, primary job role, state, country and industry.
- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 8 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld

2015 OpenWorld Mobile App Analytics

Total Activations	17,157
Total Page Views	2,026,173
App Adoption Rate	72%
Total # of Times App Opened	1,026,084
Average Views Per-User	203



Platinum Sponsorship Shuttle Bus Banners - **SOLD**



Drive your message to attendees by sponsoring the official Oracle OpenWorld Shuttle Bus Banners. The OpenWorld team designs and produces co-branded banners for a minimum of 10 shuttle buses. Ensure that every attendee using the shuttle service to and from San Francisco hotels and official Oracle OpenWorld events takes note of your company brand. Your logo is also placed on all shuttle service brochures and signs, maximizing your exposure throughout the show.

Specific benefits related to the Shuttle Bus Banners Sponsorship:

- All Platinum sponsorship benefits listed below
- Co-branded banners with your logo and the Oracle OpenWorld logo on a minimum of 10 shuttle buses
- Your corporate logo on all shuttle service brochures and signage
- Opportunity to provide looping video for bus screens where applicable (video to be approved by Oracle)

All Platinum Sponsorship benefits including:

- One 45-minute Conference Session placed in track of choice (subject to availability)
 - Pre-Registration and Post-Event registration reports available in the Exhibitor Resource Center.
 - Report will include company name, primary job role, state, country and industry.
- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 8 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the “Thank You to our Sponsors” banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Platinum Sponsorship

The Snap Shop - **SOLD**

Give attendees the opportunity to strike a pose in an experience like no other! This revolutionary camera system captures attendees in 180 degrees and allows them to share the images on Facebook, Instagram and Twitter!

Specific benefits related to The Snap Shop Sponsorship:

- All Platinum Sponsorship benefits listed below
- Access to all leads generated by attendees visiting the Snap Shop; full contact details included in lead generation report
- Branding of the Oracle OpenWorld Snap Shop including: onsite signage, staff T-shirts and all promotional descriptions referring to the Snap Shop.

All Platinum Sponsorship benefits including:

- One 45-minute Conference Session placed in track of choice (subject to availability)
 - Pre-Registration and Post-Event registration reports available in the Exhibitor Resource Center.
 - Report will include company name, primary job role, state, country and industry.
- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 8 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the “Thank You to our Sponsors” banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Platinum Sponsorship Conference Lanyard - **SOLD**



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.

Specific Benefits related to the Conference Lanyard Sponsorship:

- All Gold Sponsorship benefits listed below
- Your corporate logo on each conference lanyard

All Platinum Sponsorship benefits including:

- One 45-minute Conference Session placed in track of choice (subject to availability)
 - Pre-Registration and Post-Event registration reports available in the Exhibitor Resource Center.
 - Report will include company name, primary job role, state, country and industry.
- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 8 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Platinum Sponsorship Welcome Reception - **SOLD**



There is no better way for attendees to remember your company than by starting the week off right. Help kick off Oracle OpenWorld at the Welcome Reception on Sunday. As the official sponsor, partner with us in inviting attendees to dance in the streets as Oracle Plaza becomes a block-long welcome celebration for Oracle customers, partners, developers, and technology enthusiasts from around the world.

Specific Benefits related to Welcome Reception Sponsorship:

- All Silver Sponsorship benefits listed below
- Welcome address during Welcome Reception to thank those attending
- Branding including: onsite signage, all promotional descriptions referring to the events

All Platinum Sponsorship benefits including:

- One 45-minute Conference Session placed in track of choice (subject to availability)
 - Pre-Registration and Post-Event registration reports available in the Exhibitor Resource Center.
 - Report will include company name, primary job role, state, country and industry.
- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 8 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Gold Sponsorship 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 Exhibition Hall entrances.

Specific Benefits related to the Exhibition Hall Bag Sponsorship:

- All Gold Sponsorship benefits listed below
- Your corporate logo on each Exhibition Hall Bag

All Gold Sponsorship benefits including:

- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 5 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Gold Sponsorship Showcase Sponsorship – One per showcase

Each Showcase at Oracle OpenWorld includes multiple partners, but features one overall sponsor showcasing the partnership with branding and promotion.

Showcase Sponsorship Includes:

- Showcase entrance branding
- Recharge Lounge: soft seating & charging stations with logo
- Three (3) 20-minute Showcase Theater Sessions. (One per day)
 - Content subject to Oracle approval
- One (1) 30-second video loop between showcase theater sessions; Partner to provide video; Oracle to approve.
- Showcase Networking Station and all it's benefits: One Extended Kiosk placed in the Showcase; One (1) computer monitor; one (1) internet connection; one (1) lead retrieval device; four (4) stools and power; two (2) Appreciation Event wristbands; two (2) Daily Lunch tickets (valid Monday – Wednesday)

All Additional Showcase Sponsorship Benefits Including:

- Company name and presentation title listed on Showcase Theater Session signage
- 500-character company description and link to company website
- Sponsor's sessions included in the Content Catalog and Schedule Builder
- Attendee Registration Report with full contact information for sponsor's theater session attendees
- Five (5) Oracle OpenWorld Full-Conference Passes
- 75 Discover Passes to be used for prospects and customers
- Branding on the Oracle OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event



Silver Sponsorship Conference Notebook - **SOLD**



Let the world take note of your brand by placing it on the cover and on every page of the official Oracle OpenWorld conference notebook. This sponsored opportunity includes a full-color front-cover page ad for increased messaging. Attendees use this popular items to record or review session and meeting notes while keeping your brand top of mind, not just at OpenWorld but back at the office too!

Specific Benefits related to the Conference Notebook Sponsorship:

- All Silver Sponsorship benefits listed below
- Your corporate logo on the cover of the notebook
- One page, full-color ad on the inside front cover of the notebook
- Ghosted one-color logo printed at the bottom of each page

All Silver Sponsorship benefits including:

- 4 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Bronze Sponsorship

Wireless Network & Mobile App Advertising

Be the EXCLUSIVE sponsor of the wireless network that allows thousands to “Stay Connected” at the Oracle OpenWorld.

Specific Benefits related to the Wireless Network & Mobile App Advertising Sponsorship:

- All Bronze Sponsorship benefits listed below
- Wireless network sponsor (Moscone North, Moscone South & Moscone West)
- Oracle will post one message per day on the mobile app live news feed.
 - Your posts will be listed among real-time feed updates and can include session promotions, booth drivers and images

All Bronze Sponsorship benefits including:

- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the “Thank You to our Sponsors” banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Bronze Sponsorship Email & Archway/Column Wrap Package

Take advantage of the E-Mail and Archway/Column Branding Package—an extended branding opportunity! 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 as the event date approaches. A prominent archway banner in the Moscone South Exhibition Hall or a column wrap in the Moscone West Exhibition Hall prominently displays your message. Afterwards, continue the momentum post-conference by including a follow-up message in the Oracle OpenWorld post-show e-mail sent to all opt-in event attendees.

Specific Benefits related to the E-Mail & Archway/Column Package Sponsorship:

- All Bronze Sponsorship benefits listed below
- Customized message and company logo to be included on official pre and post-conference e-mail to all registered attendees
- Archway banner in the Moscone South Exhibition Hall or column wrap in the Moscone West Exhibition Hall

All Bronze Sponsorship benefits including:

- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the “Thank You to our Sponsors” banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Signature Sponsorship Social Media Integration - **SOLD**



This exclusive opportunity features your company within many social media outlets including Facebook, Twitter, and the Oracle OpenWorld mobile experience. With more than 50,000 attendees and over 1 million online participants, your brand will be at their fingertips, pre-, during and post-event to access all things Oracle OpenWorld.

Specific Benefits related to the Social Media Integration Sponsorship:

- All Signature sponsorship benefits listed below
- Sponsor of the Social Media Community Panel on the OpenWorld website
- One Oracle OpenWorld Facebook banner
- Facebook posts on the Oracle OpenWorld page (1 pre-event, 1 during, 1 post-event)
- Oracle to send out 5 tweets on your behalf (2 pre-event, 2 during the event, 1 post-event)

All Signature Sponsorship benefits including:

- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the “Thank You to our Sponsors” banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Signature Sponsorship Conference Pen - **SOLD**



Make a lasting impression! Promote your logo on the official Oracle OpenWorld pen, and turn every full-conference attendee into a branding vehicle for your company. This handy pen is sure to be used long after the event, keeping your brand in the hands of potential customers.

Specific Benefits related to the Conference Pen Sponsorship:

- All Signature Sponsorship benefits listed below
- Your corporate logo on the Oracle OpenWorld pen

All Signature Sponsorship benefits including:

- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Signature Sponsorship Exhibition Hall Banner & Digital Signage

Display your company branding on the Exhibition Hall Banner above the exit doors inside the Exhibition Hall and share your message with more than 50,000 attendees. Digital signage presence will direct attendees to your booth and continue to spread your marketing message.

Specific Benefits related to Exhibition Hall Banner & Digital Signage - Signature Sponsorship:

- All Signature Sponsorship benefits listed below
- One Exhibition Hall Banner in your choice of Moscone South or Moscone West
 - Moscone South Banner Size: 59' wide x 9' high
 - Moscone West Banner Size: 22' wide x 13.5' high
- One 15-second non-audio, video advertisement; loop repeats every 10 minutes per day.) (Played on screens located in the Moscone South Upper Lobby)

All Signature Sponsorship benefits including:

- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Signature Sponsorship Stairway Advertising

Let your prospects get an all encompassing view with Oracle OpenWorld stairway advertising. This unique branding opportunity is available to only 3 partner. Take advantage of this high-visibility signage in a bustling area. Give us the graphic to produce, then stand back and admire the impressive impact of your message.

Located en route to: Hall B (SOLD), Hall C (SOLD)

Specific Benefits related to Stairway Advertising- Signature Sponsorship:

- All Signature Sponsorship benefits listed below
- One Stairway Advertising to be placed in your choice of Hall B or Hall C
- One 15-second non-audio, video advertisement; loop repeats every 10 minutes per day.)
(Played on screens located in the Moscone South Upper Lobby)

All Signature Sponsorship benefits including:

- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the “Thank You to our Sponsors” banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Signature Sponsorship Archway Banner

Accelerate your brand with an archway banner! 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.

Specific Benefits related to Archway Banner Signature sponsorship:

- All Signature Sponsorship benefits listed below
- Archway Banner in Moscone South
- One 15-second non-audio, video advertisement; loop repeats every 10 minutes per day.
(Played on screens located in the Moscone South Upper Lobby)

All Signature Sponsorship benefits including:

- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the “Thank You to our Sponsors” banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld



Signature Sponsorship Footprints & Column Wrap/Balcony Banner Package

Make a towering statement with your company advertisement or logo enlarged to 20 feet high and wrapped around a column or placed on the balcony of the Moscone South lobby. You provide the artwork, and we produce the graphics! In addition, this opportunity includes footprints that pave the way from the exhibit hall entrance in Moscone West or Moscone South to your booth.

Specific Benefits related to the Footprints & Column Wrap/Balcony Banner Package – Signature sponsorship:

- All Signature Sponsorship benefits listed below
- Column Wrap in your choice of available location in Moscone West OR a 12' x 9' Balcony Banner placed in the Moscone South Lobby
- Footprints to be placed at the entrance of the exhibit hall in Moscone West or Moscone South to your booth

All Signature Sponsorship benefits including:

- One 20-minute Showcase Theater Session
 - Company name and presentation title listed on Showcase Theater Session signage
 - Inclusion in the Content Catalog and Schedule Builder
 - Attendee Registration Report with full contact information for scanned session attendees, provided post-event
 - Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle
- 3 Oracle OpenWorld Full-Conference Passes (Sponsor Allocation)
- 75 Discover Passes to be used for prospects and customers (Sponsor Allocation)
- Branding on the OpenWorld website
- Logo placement on the "Thank You to our Sponsors" banners
- Registered Press attendee list one week prior to the event
- Opportunity to issue news announcements highlighting participation in Oracle OpenWorld





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A-la-carte Opportunities

Advertising Online Branding Opportunities

Benefit Descriptions

Homepage Sponsor Spotlight Panel (SOLD OUT)

The newly redesigned Oracle OpenWorld homepage features captivating graphic panels that can be accessed by simply scrolling down the page. Only one of these highly visible graphic panels is available to the sponsor who wants the opportunity to spotlight their brand in this unique and visually compelling way.

Benefits

- Panel headline, sponsor logo, and/or large branding image (subject to Oracle approval) featured in the Spotlight panel
- Brief supporting copy (subject to Oracle approval) placed below the headline or logo
- A call-to-action link will be placed below the copy, taking people to a URL of the partner's choice

Online Footer Banner (1 opportunity available) \$10,000

The online footer banner appears at the bottom of ALL Oracle OpenWorld conference web pages. These pages collectively receive thousands of page views pre-, during, and post-conference. The conference site is "Web Central" for attendees, prospects, partners, user group members from around the world, and anyone else interested in learning about or attending this Oracle flagship conference. Don't miss this chance to showcase your brand to such an engaged and interested audience.

Benefits

- Sponsor advertisement will appear as a banner in the conference footer
- Banner will contain a link to the a URL of the sponsor's choice
- The Online Footer Banner sponsor is unique—no other sponsor will be able to take advantage of this opportunity

Partner Spotlight (1 of 2 opportunities available) \$15,000

Get your company's brand and messaging in front of thousands of conference attendees pre-, during, and post-conference .

Benefits

- Sponsor logo featured along with brief supporting copy and a link leading to a web location of your choice (subject to Oracle approval)

Sponsored Announcements Starting at \$5,000

Oracle will post up to three messages per day on the mobile app live news feed. Your posts will be listed among real-time feed updates and can include session promotions, booth drivers and images.

Advertising Onsite Branding Opportunities

Benefit Descriptions

Digital Signage Advertising in
Moscone South Upper Lobby
(6 opportunities available)
Starting at \$5,000

Anyone and everyone at Oracle OpenWorld goes through Moscone South Upper Lobby to get to the all-important Exhibition Hall, registration desks, and session rooms. While descending any of the escalators or stairways they'll be exposed to your digital signage, featuring your message and your brand. It's a brilliant way to showcase what you have to say to tens of thousands of people daily.

Benefits

- Two screens—one at the top of each stairway/escalator bank
- HUGE opportunity—each screen measures 29'6" wide x 6'4" high
- 15-second non-audio, video advertisement; loop repeats every 10 minutes
- Can be purchased for the entire week, or for specific days that focus on content such as cloud or engineered systems

Moscone South Balcony Banner
(SOLD OUT)

Moscone South Lobby Balconies

Size: 12' wide x 9' high

Another great opportunity to share your marketing message with our attendees, these banners hang from the balconies in the Moscone South Lobby, exposing your message to tens of thousands of attendees as they ride the escalators between the lower-level Exhibition Hall and the upper-level South Lobby.

Stairway Advertising, South Hall
(SOLD OUT)
\$15,000 - \$17,500

Step up awareness of your company with Oracle OpenWorld stairway advertising, a unique branding opportunity limited to four out of 400-plus Oracle OpenWorld exhibitors. Take advantage of huge signage in a high-visibility, high-traffic area. Give us the graphic to produce, then stand back and enjoy the impressive impact of your message.

Located en route to

Hall B (SOLD)

Hall C (SOLD)

Advertising Onsite Branding Opportunities cont.

Benefit Descriptions cont.

Exhibition Hall Banners
(1 of 5 opportunities available)
\$17,000

Place your banner above the Exit doors inside the Exhibition Hall to share your message with more than 60,000 attendees—spread your marketing message and direct attendees to your booth.

Moscone South Exhibition Hall (SOLD OUT)
Size: 59' wide x 9' high

Moscone West Exhibition Hall
Size: 22' wide x 13.5' high
(1 of 2 opportunities available)

Archway Banner
(6 of 11 opportunities available)
\$13,000

Moscone South Exhibition Hall
Size approximately 20' wide x 9' high

Be big and bold! Stretch your marketing message with an archway banner. Your company brand and message greets all attendees from one of the archways in this Exhibition Hall.

Column Wrap
(4 of 10 opportunities available)
\$13,000

Moscone West Exhibition Hall
Size 20' high column wrap

Imagine your company advertisement or logo enlarged to 20 feet high and wrapped around a column, right on the show floor. You provide the artwork, we produce the wrap, you get the exposure.

Footprints
(SOLD OUT)
\$20,000

Pave the path to your booth with Oracle OpenWorld Footprints. Branded with your corporate logo, booth number, and the Oracle OpenWorld logo, Footprints lead attendees from multiple Exhibition Hall entrances directly to your booth.

Onsite Meeting Space

Show Floor Meeting Room- \$15,000

Get productive face time by hosting meetings with clients and prospects during OpenWorld in a Show Floor Meeting Room located on the Exhibition Hall floors. The Show Floor Meeting Rooms will be available to your company exclusively throughout Exhibition Hall hours Monday through Wednesday. The suites offer a variety of features providing all of the conveniences of a professional, private conference room to host on-site meetings.

Specific benefits related to the Show Floor Meeting Rooms:

- 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)

For additional information about Show Floor Meeting Rooms, please contact:
Travis O'Hara at travis.ohara@oracle.com



Showcase Exhibitor Opportunities

Networking Station (Kiosk) \$15,000

Showcase Networking Station Includes:

- Branding on kiosk (company logo)
- One computer monitor
- One internet connection
- One electrical connection
- One Lead Retrieval Device
- Two (2) Stools

Additional Benefits Include:

- Company name & event profile listed on the Oracle OpenWorld Website
 - 500 character company description and link to company website
- Two (2) Oracle OpenWorld Passes
- 75 Discover Passes to be used for prospects and customers
- Unlimited Exhibitor Staff Passes
- Two (2) Appreciation Event Wristbands
- Two (2) Daily Lunch tickets (valid Monday – Wednesday)
- Registered press attendee list one week prior to the event
- Opportunity to earn one (1) additional OpenWorld Pass by posting Oracle OpenWorld banner on your company home page (must be featured on your website 4 weeks prior to Oracle OpenWorld)



Showcase Speaking Opportunities

Showcase Theater Sessions - \$2,500

Intimate setting provides opportunity for connecting with customers and prospects; Conveniently located in Showcases; Allows you to position your company as a key player in the Oracle ecosystem and generate leads from session attendees.

Specific Benefits Related to Showcase Theater Sessions:

- One 20-minute Showcase Theater Session
- 25 Discover Passes to be used to invite prospects and customers
- Company name and presentation title listed on Showcase Theater Session signage
- Session title, abstract, speaker name and schedule listed on dedicated Theater Website page
- Inclusion in the Content Catalog and Schedule Builder
- Post-Attendee Registration with full contact information for scanned session attendees, provided post-event
- Content must align with one of the offered showcase theaters. An overview of the topic must be pre-approved by Oracle



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