OpenWorld 2019
Sponsorship and Exhibitor Prospectus

September 16–19, 2019
San Francisco, CA
Oracle OpenWorld 2018 in Numbers

430,000
Oracle Customers

175
Countries

60,000
Attendees

19 Million+
Views

NA 71%
APAC 10%
EMEA 15%
LAD 4%
SPEAKERS FROM MORE THAN 93 COUNTRIES

67,721 YEARS OF INDUSTRY EXPERIENCE

2,371 UNIQUE SESSIONS

85% found learning at OpenWorld more memorable than traditional conference sessions

1 WEEK AT OPENWORLD = 1 YEAR OF CONTINUING EDUCATION

HOT TOPICS

CLOUD UPGRADE

AI

ORACLE AUTONOMOUS DATABASE

CLOUD APPLICATIONS SECURITY

Copyright © 2019, Oracle and/or its affiliates. All rights reserved.
THE EXCHANGE

<table>
<thead>
<tr>
<th>SPONSORS</th>
<th>EXHIBITORS</th>
<th>SHOWCASES</th>
<th>DEMOS</th>
<th>THEATER SESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>253</td>
<td>18</td>
<td>219</td>
<td>148</td>
</tr>
</tbody>
</table>

SUSTAINABILITY

88% of carpet was recycled or retained for reuse

1 Million trees donated by Oracle over 4 years to help the Nature Conservancy plant 1 billion trees

POSITIVE ECONOMIC IMPACT

$195,000,000

POSITIVE COMMUNITY IMPACT

Oracle continuously improves Oracle OpenWorld in ways that decrease our event footprint and create community benefits. 3,718 lbs. of Oracle OpenWorld totes were donated to the community to use as future emergency go-bags.

Oracle carbon offsets to date have reduced emissions by more than 75 million lbs. (34,404 MT) of CO₂, equivalent to the electricity use of 5,156 homes.
Oracle OpenWorld Registration By Industry

- Professional Services: 27%
- Other: 23%
- Utilities: 2%
- Travel & Transportation: 3%
- Retail: 3%
- Public Sector: 9%
- Financial Services: 8%
- Healthcare: 3%
- High Technology: 8%
- Engineering & Construction: 2%
- Industrial Manufacturing: 2%
- Insurance: 2%
- Life Sciences: 2%
- Education & Research: 3%
- Communications: 3%
Oracle OpenWorld Registration By Department/LOB

- Management: 19%
- Marketing: 2%
- Operations: 3%
- Sales: 4%
- Technology: 55%
- Human Resources: 3%
- Finance: 5%
- Customer Service: 3%
- Corporate Planning: 2%
- Other: 2%
Oracle OpenWorld Registration By Job Role

- 15% Senior Professional
- 4% Senior Manager
- 17% Professional
- 23% Manager
- 8% CXO
- 12% Executive (VP’s and Pres)
- 18% Director
- 2% Consultant

Copyright © 2015, Oracle and/or its affiliates. All rights reserved.
Oracle OpenWorld – 2018 Sponsors

Global
- Deloitte
- Accenture
- PwC
- Tata Consultancy Services

Premier

Grande
- Cognizant
- DXC Technology
- Hitachi
- Infosys
- Intel
- KPMG
- Wipro

Platinum
- Capgemini
- Lenovo
- Celonis
- Dimension Data
- Equinix
- Fujitsu
- IBM
- LinkedIn
- NEC

Gold

Silver
- Automation Anywhere
- Digital Realty
- FireEye
- Rubrik

Bronze
- Baker Tilly
- HCL
- NTT Data
- Onapsis
- Symantec
- Tech Data
- Thomson Reuters
- Vertex

Signature
- Arrow
- Data Intensity
- Emc2
- GTM
- Mahindra
- Nutanix
- TIE KINETIX

Media
- CNN
- The Economist
- TechRepublic
- The Wall Street Journal
- ZD Net

Copyright © 2019, Oracle and/or its affiliates. All rights reserved.
Sponsoring at Oracle OpenWorld
## Standard Sponsor Benefits

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM ($195,000)</th>
<th>GOLD ($100,000)</th>
<th>SILVER ($80,000)</th>
<th>BRONZE ($50,000)</th>
<th>SIGNATURE ($25,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45-min Conference session in track of choice <em>(based on availability)</em></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Showcase Theater session <em>(20-min)</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>**SALES ENGAGEMENT</td>
<td>NETWORKING**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oracle OpenWorld conference passes</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>**MARKETING</td>
<td>BRANDING**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oracle OpenWorld website branding</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Onsite “Thank You to our Sponsors” signage branding</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>PUBLIC RELATIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registered press attendee List <em>(provided 1 week prior to event)</em></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to issue press release</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunity to leverage and optimize Oracle social media channels</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Paws and Relax SOLD!

Stand out from the pack by sponsoring this playful puppy den located in The Exchange. Attendees will want a photo with these furry friends and your company’s branding will guide leads to your booth.

Benefits related to the Paws and Relax Sponsorship:

- Exclusive branding of the Paws and Relax including company logo (co-branded with Oracle) on the branded dog accessories, onsite signage, and pre-event promotions
- Exclusive access to all leads generated by attendees visiting the Paws and Relax experience
- Daily announcement in Oracle OpenWorld Mobile App Newsfeed
- Full Gold Level Sponsorship benefits can be found on page 10
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.

**Benefits related to Conference Lanyard Sponsorship:**

- Your corporate logo co-branded with Oracle on the OpenWorld Conference Lanyards
- High visibility throughout entire OpenWorld Conference
- Full Gold Level Sponsorship benefits can be found on page 10
Partner Lounges

This valuable package includes a custom lounge opportunity paired with a conference session of your choice. Dedicated lounge space includes various elements that gives attendees the opportunity to recharge while you network with them and demo your products and services.

**Benefits related to the Exchange Show Floor Lounge Sponsorship:**

- Includes turnkey lounge opportunity complete with company branding and seating
- One 45-min conference session
- Full Silver Level Sponsorship benefits can be found on page 10
The Exchange Totes SOLD!

Let your logo get carried away! With your company logo printed on The Exchange Tote, 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 Exchange Tote Sponsorship:

- Your corporate logo on The Exchange Tote
- High visibility of your brand during and post-OpenWorld
- Full Silver Level Sponsorship benefits can be found on page 10
Mobile App Sponsor SOLD!

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.

2018 Sponsor Analytics
- Mobile App adoption rate: 86%
- Total number of times Mobile App opened: 424,677
- Total Mobile App page views: 1,742,715
- Average views per user: 219
- Total time spent in App: 5,719 hours

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
- Full Silver Level Sponsorship benefits can be found on page 10
Pre and Post-Show Email **SOLD!**

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. Continue the momentum post-conference by including a follow-up message with an Oracle OpenWorld post-show e-mail sent to all event attendees.

**Benefits related to the Pre & Post-Show Email Sponsorship:**

- Customized message and company logo to be included on official pre and post-conference e-mail to all registered attendees. Content subject to approval and limited to 200 words.
- (1) Advertising Archway banner in The Exchange, Moscone South
- Full Signature Level Sponsorship benefits can be found on page 10
The Exchange Scavenger Hunt *SOLD!*

The hunt is on! Attendees entering The Exchange will be invited to engage in a scavenger hunt with up to 12 select partners. With a redemption card in hand, they’ll visit your demo, and an ambassador will scan their badge and stamp their card. Attendees can then visit our prize redemption center to redeem prizes based on how many demos they have engaged in:

- 6 stamps: *Sweet!*
- 8 stamps: *Score!*
- 12 stamps: *AMAZING!*

**Benefits related to the The Exchange Scavenger Hunt Sponsorship:**

- Exclusive access to all leads generated by attendees visiting your booth. (Oracle to provide lead retrieval device and brand ambassador responsible for scanning)
- Shared sponsor branding on the following: Scavenger Hunt onsite signage, branding on redemption card
- Daily announcement in Oracle OpenWorld Mobile App Newsfeed
- Full Signature Level Sponsorship benefits can be found on page 10
DJ Station SOLD!

Align your company with an upbeat atmosphere. Be the sponsor of the first thing the attendees hear as they walk into The Exchange or Moscone South. Energizing music will blast through The Exchange and make attendees want to get up and dance all the way to your booth. Two opportunities available.

Benefits related to the DJ Station Sponsorship:

- Includes branding and DJ shout-outs
- Daily announcement in Oracle OpenWorld Mobile App Newsfeed
- Full Signature Level Sponsorship benefits can be found on page 10
Exhibiting at Oracle OpenWorld
Exhibit Benefits

Exhibitor benefits are based on exhibitor presence but all include:

- 2 Oracle OpenWorld Passes
- Unlimited Exhibitor Staff Passes
- 75 Discover Passes
- CloudFest.19 wristbands and daily lunch ticket allotments based on your exhibit size
- Opportunity to earn one Oracle OpenWorld pass for posting an Oracle OpenWorld banner on your company homepage
- Opportunity to leverage Oracle OpenWorld marketing assets
- Opportunity to reserve conference hotel room blocks at negotiated conference rates; all room blocks are allocated on a first-come, first-served basis
- List of registered press attendees one week prior to event
- Opportunity to reserve Oracle OpenWorld 2020 exhibit space during Oracle OpenWorld 2019

<table>
<thead>
<tr>
<th>Exhibit Space Size</th>
<th>10x10</th>
<th>10x20</th>
<th>20x20</th>
<th>20x30</th>
<th>20x40</th>
<th>30x30</th>
<th>30x40</th>
<th>40x40</th>
<th>40x50</th>
<th>Turnkey Lounge</th>
<th>Networking Station Kiosk</th>
</tr>
</thead>
<tbody>
<tr>
<td>CloudFest.19 Wristbands And Daily Lunch Tickets</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>12</td>
<td>16</td>
<td>18</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>
## Exhibitor Options

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth Space</strong></td>
<td>Our most popular exhibitor option. You get to choose the size and location on the show floor bring your own booth. Multiple sizes available at $90/sq. ft for the raw booth space.</td>
</tr>
<tr>
<td><strong>Networking Station</strong></td>
<td>Networking stations are a quick no-fuss option. You supply your company branding and we provide the build. Networking stations are branded with company graphic and include one computer monitor, one internet connection, one electrical connection, one lead retrieval device, and two stools for $17,500.</td>
</tr>
<tr>
<td><strong>Turnkey Lounge</strong></td>
<td>Dedicated 20x20 lounge space includes various elements that gives attendees the opportunity to recharge while you network with them and demo your products and services in The Exchange for $50,000.</td>
</tr>
<tr>
<td><strong>OCI Lounge &amp; Column Wrap</strong></td>
<td>Only 2 opportunities available! Turnkey lounge lounge and column wrap located in the Oracle Cloud Infrastructure (OCI) showcase for $30,000.</td>
</tr>
</tbody>
</table>

*Any partner interested in sponsoring must first be an exhibitor and must be an Oracle Partner Network member.*

---

Ready to become an Oracle OpenWorld Exhibitor? Review the floor plan for your focus area and determine your first, second, and third booth location choices. Complete and sign the exhibitor contract, then scan and email to the Oracle Events Partner Engagement Team!

**Hotline:** 1-650-506-0001  
**Email:** partner-engagement_ww@oracle.com
Sponsor and Exhibitor Enhancements

As a Sponsor or Exhibitor at Oracle OpenWorld, enjoy the benefits of additional add-on opportunities to enhance your presence at the conference.
The Suite Life at CloudFest.19 SOLD!

Grab a suite for CloudFest.19 before it’s too late! Entertain clients and network in a private suite while rocking out to John Mayer during Oracle OpenWorld’s most anticipated night.

Suite Includes:

- Capacity of 25 people
- 25 sponsor branded CloudFest.19 Luxury Suite Credentials (includes same amount of CloudFest.19 wristbands for entry)
- Corporate logo branded on in-suite signage
- Basic beer, wine, and light snacks included with option to purchase additional food and beverages
On-Site Advertising

<table>
<thead>
<tr>
<th>ADVERTISING</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archway Banners</td>
<td>$13,000</td>
</tr>
<tr>
<td>The Exchange Banners <em>SOLD!</em></td>
<td>$17,000</td>
</tr>
<tr>
<td>Cloud Tracks <em>SOLD!</em></td>
<td>$15,000</td>
</tr>
<tr>
<td>The Exchange Exit Banner <em>SOLD!</em></td>
<td>$20,000</td>
</tr>
<tr>
<td>Column Wrap</td>
<td>$13,000</td>
</tr>
</tbody>
</table>
Show Floor Meeting Room

Host customer meetings onsite during Oracle OpenWorld in a Show Floor Meeting Room. Show Floor Meeting Rooms will be available exclusively to your company during exhibition hall hours, Monday through Wednesday.

**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

**Pricing is $20,000 for 10x20 Meeting Room**
The Exchange Theater Session

Grab attendees attention on the The Exchange floor with your company’s content. A 20-minute theater session is a great way to increase your exposure and broadcast your message to a targeted audience.

The Exchange Theater Session Details:

- One (1) 20-minute theater session in The Exchange, Moscone South
- Topic and speaker are subject to Oracle approval
- Date and time subject to availability

Pricing is $3,000 per Theater Session
Giveaway of the Day Sponsor **SOLD!**

First 1,000 people in The Exchange receive a branded giveaway item co-branded with Oracle. Potential giveaways include keychain, fidget spinner, pop socket, etc.

**Benefits related to the Giveaway of the Day Enhancement:**

- Your company logo co-branded with Oracle on the giveaway item to be distributed at the entrance of The Exchange
- Day of sponsorship announcement in Oracle OpenWorld Mobile App Newsfeed

**Opportunity available at $15,000 per day**
## Sponsor and Exhibitor Enhancements

<table>
<thead>
<tr>
<th>ENHANCEMENT</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bag Item Giveaway <strong>SOLD!</strong></td>
<td>Opportunity to provide branded giveaway item to be placed in conference bag.</td>
<td>$15,000</td>
</tr>
<tr>
<td>The Exchange Shout Out</td>
<td>Drive attendees to your booth with a custom, 15-second, Oracle led shout out during dedicated exhibit hall hours. Opportunity includes 3 total shout outs (1 per day). <em>Timing and messaging to be approved by Oracle.</em></td>
<td>$7,500</td>
</tr>
<tr>
<td>Mobile App Activity Feed Post</td>
<td>Brand messaging on Activity Feed—90 character message and logo. Price includes 1 post per day for all 3 days.</td>
<td>$2,500</td>
</tr>
</tbody>
</table>