Oracle OpenWorld Latin America
SÃO PAULO | 17 E 18 DE JUNHO DE 2020

Sponsorship Prospectus
Every transformative change begins with the spark of an idea, and requires people to put in the work. These people, and the technology and know-how that sets them apart, can be found at Oracle OpenWorld. Connect with the decision-makers and technologists behind the most inspiring stories, facing the toughest challenges head-on and driving breakthroughs forward.
Breakthrough Starts Here
Two-Day Conference | Insight, Innovation, and Community | Uniquely Local Viewpoint

Dubai
World Trade Centre
14–15 January 2020
4,000 attendees

London
ExCeL
12–13 February 2020
7,000 attendees

Singapore
Marina Bay Sands
21–22 April 2020
5,500 attendees

São Paulo
Bienal at Ibiraquera Park
17–18 June 2020
7,500 attendees
Learn
Advance your knowledge in 200+ expert-led sessions across ten key topics

Explore
Demo proven solutions and emerging technologies from Oracle, industry leaders, and dynamic start-ups

Inspire
Identify trends and look ahead with visionary keynotes and inspirational thought leaders

Connect
Catch-up with peers and grow contacts: Meet the Experts; Networking Hour; Business Lounge
Day 1 | Insight Starts Here
Accelerate Growth with Intelligence

- 8:00am–9:00am: Registration
- 9:00am–10:30am: Sessions and Programs
- 10:30am–12:00pm: Main Stage Keynotes
- 12:00pm–4:00pm: Sessions and Programs
- 4:00pm–5:00pm: Main Stage Closing Keynote
- 5:00pm–6:00pm: Networking Hour

Day 2 | Innovation Starts Here
Technology-Powered Possibilities

- 8:00am–9:00am: Registration
- 9:00am–10:30am: Sessions and Programs
- 10:30am–12:00pm: Main Stage Keynotes
- 12:00pm–4:00pm: Sessions and Programs
- 4:00pm–5:00pm: Main Stage Closing Keynote
- 5:00pm–6:00pm: Networking Hour

Subject to change
Learning Starts Here

Unlocking Possibilities with Data
Database, Data Management, Analytics, Business Intelligence

Putting AI to Work
Artificial Intelligence, Machine Learning, Autonomous Technologies

Transformational Technologies
Blockchain, Robotics, IoT, Virtual and Augmented Realities

Modern IT Operations
Cloud, Infrastructure, Network, Systems, Security

Cloud Applications Development
Dev Tools, Java, Machine Learning, Microservices, Digital Assistants, DevOps

Leading the Way
Leadership, Innovation, Productivity, Growth, Culture

The New Core of Business
Finance, Reporting, Planning, Supply Chain

The Changing Workforce
Human Capital, Talent Management, Employee Engagement

Your Evolving Customer
Service, Marketing, Sales, Commerce

Delivering for Citizens
Digital Transformation, Constituent Engagement, Modernizing Services
Reach Decision-Makers and Technologists

São Paulo Attendee Demographics for 2019

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Sponsorship and Exhibitor Opportunities
## Sponsorships at a Glance

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<tr>
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<th>Global*</th>
<th>Diamond*</th>
<th>Platinum: Business Lounge</th>
<th>Platinum* Solution Keynote</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibitor</th>
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</thead>
<tbody>
<tr>
<td><strong>CONTENT</strong></td>
<td></td>
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</tr>
<tr>
<td>20-Minute Main Stage Keynote</td>
<td>✔️</td>
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<tr>
<td>35-Minute Solution Keynote</td>
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<tr>
<td>35-Minute Breakout Session</td>
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<tr>
<td>15-Minute Lightning Session</td>
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<tr>
<td>Post-Event Registration Report for Sponsored Session(s)</td>
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<tr>
<td><strong>NETWORKING</strong></td>
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<tr>
<td>Turnkey Exhibit Booth</td>
<td></td>
<td>LARGE</td>
<td>STANDARD</td>
<td>MEDIUM</td>
<td>STANDARD</td>
<td>STANDARD</td>
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<tr>
<td>Business Lounge Sponsorship</td>
<td></td>
<td>✔️</td>
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<tr>
<td>VIP Reserved Keynote Seating</td>
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<tr>
<td>Dedicated Seating Area in Business Lounge</td>
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<tr>
<td>Meet the Speaker Networking Opportunity</td>
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</table>

* By Invitation
## Sponsorships at a Glance

<table>
<thead>
<tr>
<th>AWARENESS</th>
<th>Global*</th>
<th>Diamond*</th>
<th>Platinum: Business Lounge</th>
<th>Platinum* Solution Keynote</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibitor</th>
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<tbody>
<tr>
<td>Video Placement on The Cube Media Display</td>
<td>✓</td>
<td>✓</td>
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<td>Social Media Promotion</td>
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<tr>
<td>Mobile App News Feed Post(s)</td>
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<td>Demand Generation Logo Inclusion</td>
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<tr>
<td>Registration Confirmation Logo Inclusion</td>
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<tr>
<td>On-site Signage</td>
<td>✓</td>
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<tr>
<td>Logo Inclusion on Website and Mobile App</td>
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<td>✓</td>
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<tr>
<td>Company Profile Inclusion on Website and Mobile App</td>
<td>✓</td>
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<tr>
<td>Opening Keynote Slide Logo Inclusion</td>
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<tr>
<td>Session(s) Included in Online Content Catalog</td>
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* By Invitation
Diamond Sponsorship (By Invitation)

Content
• 20-Minute Executive Main Stage Keynote (Approved by Oracle. Customer speaker recommended) Presentation Integrated into Main Stage Keynote
• 35-Minute Breakout Session* (Approved by Oracle. Customer Speaker Recommended)
  * Session report with full contact information for opt in session attendees, provided post-event
  * Sessions including a customer speaker will be highlighted on the Oracle OpenWorld website

Marketing and Branding
• Sessions Included in Online Content Catalog
• Company Logo and Profile Inclusion on Website & Mobile App
• 30 Second Non-audio Video on The Cube
• Logo Placement on the Following:
  - Demand Generation Campaign
  - Registration Confirmation
  - On-site Signage
  - On-site Opening Keynote Slide
• 2 Mobile App News Feed Posts

Networking
• Large Turnkey Exhibit Booth
• VIP Reserved Seating Area for Keynoting Partners
• Meet the Speaker Networking Opportunity (Applies to 35-Minute Breakout Session)

Social Media
• Inclusion in Sponsor Twitter List
• Custom Social Media Image (selected by Oracle)
• Pre-event and On-site Retweet (selected by Oracle)
• On-site and Post Conference Social Media Tweet
• Pre-event and On-site Instagram Posts
• Onsite Instagram Story (created by Oracle)
Platinum Sponsorship  Business Lounge

Sponsorship Program
- Exclusive Sponsor of Business Lounge at Oracle OpenWorld
- Business Lounge Report with Full Contact Information for Opt in Attendees, Provided Post-Event

Networking
- Standard Turnkey Exhibit Booth
- Dedicated reserved seating area for sponsor use in the Business Lounge

Marketing and Branding
- Sponsor Logo Recognition Within the Business Lounge Including Beverage Service Area
- Company Logo and Profile Inclusion on Website & Mobile App
- 30 Second Non-audio Video on The Cube
- Logo Placement on the Following:
  - Demand Generation Campaign
  - Registration Confirmation
  - On-site Signage
  - On-site Opening Keynote Slide
- Mobile App News Feed Post (written by Oracle)

Social Media
- Inclusion in Sponsor Twitter List
- Custom Social Media Image (created by Oracle)
- Onsite Twitter Promotion (written by Oracle)
Platinum Sponsorship  Solution Keynote (By Invitation)

Content
• 35-Minute Solution Keynote (Session Approved by Oracle. Customer speaker required and must be pre-approved)
  - Solution Keynote scheduled in collaboration with and presented back to back with Oracle Solution Keynote.
  - Session including a customer speaker will be highlighted on the Oracle OpenWorld website.
  - Solution Keynote Topics:
    o Technology: AI, Analytics, Cloud Platform, Cloud Infrastructure, Data Center/Hybrid Cloud, Autonomous DB
    o Applications: ERP/EPM, CX, SCM, HCM, Analytics
• 15-Minute Lightning Session (Approved by Oracle. Customer speaker recommended)
  Session report with full contact information for opt in session attendees, provided post-event.

Networking
• Medium Turnkey Exhibit Booth
• Meet the Speaker Networking Opportunity (Applies to 35-Minute Solution Keynote).

Marketing and Branding
• Session Included in Online Content Catalog
• Company Logo and Profile Inclusion on Website & Mobile App
• Logo Placement on the Following:
  - Demand Generation Campaign
  - Registration Confirmation
  - On-site Signage
  - On-site Opening Keynote Slide

Social Media
• Inclusion in Sponsor Twitter List
• Custom Social Media Image (written by Oracle)
Gold Sponsorship

Content
• 35-Minute Breakout Session (Approved by Oracle. Customer Speaker Recommended)
  Session report with full contact information for opt in session attendees, provided post-event
  Session including a customer speaker will be highlighted on the Oracle OpenWorld website

Networking
• Standard Turnkey Exhibit Booth
• Meet the Speaker Networking Opportunity

Marketing and Branding
• Session Included in Online Content Catalog
• Company Logo and Profile Inclusion on Website & Mobile App
• Logo Placement on the Following:
  - Demand Generation Campaign
  - Registration Confirmation
  - On-site Signage
  - On-site Opening Keynote Slide

Social Media
• Inclusion in Sponsor Twitter List
• Custom Social Media Image (written by Oracle)
Silver Sponsorship

Content
• 15-Minute Lightning Session (Approved by Oracle. Customer speaker recommended)
  Session report with full contact information for opt in session attendees, provided post-event

Networking
• Standard Turnkey Exhibit Booth

Marketing and Branding
• Session Included in Online Content Catalog
• Company Logo and Profile Inclusion on Website & Mobile App
• Logo Placement on the Following:
  - Demand Generation Campaign
  - On-site Signage
  - On-site Opening Keynote Slide

Social Media
• Inclusion in Sponsor Twitter List
• Custom Social Media Image (written by Oracle)
Exhibitor

Networking
• Standard Turnkey Exhibit Booth

Marketing and Branding
• Company Profile Inclusion on Website & Mobile App
Standard Turnkey Booth
Included in Platinum Business Lounge, Gold, Silver and Exhibitor Packages

- Illuminated Lightbox
- 43” monitor
- Wireless internet connection
- QR code scanner
- Electrical—Please note: international power adapters are not provided
- Furniture
  - Lockable cabinet
  - Two Bar Stools
- Total Booth Footprint
  - 1.5m (L) x 1.5m (W) x 2.5m (H)

* Standard booth branding is for one front panel and one side panel. Standard booths will be back to back.

Subject to change
Medium Turnkey Booth
Included in Platinum Solution Keynote Package

- Illuminated Lightbox
- 55” monitor
- Wireless internet connection
- QR code scanner
- Electrical
- Furniture
  - High top demo table with lockable storage space
  - Two Bar stools
- Total Booth Footprint
  - 3m (L) x 3m (W) x 3m (H)

Subject to change
Large Turnkey Booth
Included in Diamond and Global Packages

- Illuminated Lightbox
- 55” Monitor
- Wireless internet connection
- QR code scanner
- Electrical
- Furniture
  - Lockable cabinet
  - High top demo table
  - Three bar stools
  - Standard height table
  - Four chairs
- Total Booth Footprint
  - 6m (L) x 3m (W) x 3m (H)

Subject to change
## Add-On Opportunities

<table>
<thead>
<tr>
<th>Add-On Type</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Room</td>
<td>Host customer meetings on-site at the conference in a dedicated meeting room, built on-site, available exclusively to your company, both days of the conference. Includes standard furniture, power and shared Wi-Fi.</td>
</tr>
<tr>
<td>Mobile App</td>
<td>Sponsor the conference Mobile App, including up to two messages per day on the App Activity Feed, logo on the splash screen and logo on the footer of the Mobile App menu screens</td>
</tr>
<tr>
<td>Pre-Event Email Inclusion</td>
<td>Your customized message and company logo will be included in the official pre-conference email to all registered attendees.</td>
</tr>
<tr>
<td>Water Stations Branding</td>
<td>As the sponsor of the Water Stations, your company logo will be branded on all of the water stations located throughout the conference.</td>
</tr>
<tr>
<td>Advertising</td>
<td>Have your company's message stand out among the crowd. Sponsor two (2) or all four (4) sides of an advertising tower in The Exchange, exact location TBD. Limited to one tower per sponsor and each side of the totem is 1Mx1Mx3M.</td>
</tr>
</tbody>
</table>

Must be an existing exhibitor or sponsor to purchase add-ons.
Thank You!

We look forward to working with you. To inquire, please email: partner-engagement_ww@oracle.com