

# Sponsor & Exhibitor Opportunities



ODTUG  
Kscope13



NEW ORLEANS, LA  
JUNE 23-27, 2013  
[www.kscope13.com](http://www.kscope13.com)

# CONFERENCE TOPICS

# CONFERENCE SNAPSHOT

# WHAT IS Kscope13?

The smartest people on the planet working in the Oracle stack know that Kscope is the best conference to attend. Kscope offers great content to developers, administrators, architects, and business users. Reach your customers and decision makers all in one place – Kscope13.

## Business Intelligence

OBIEE  
BI Publisher  
Oracle BI Applications  
Exalytics  
Related BI Technologies

## Essbase

Optimization  
Design  
MDX  
Calc Scripts  
Other Essbase

## Planning

General Planning  
Workforce Planning  
CapEx Planning  
Project Planning  
Public Sector Planning  
Strategic Finance  
HPCM

## Financial Close

HFM  
Financial Close  
HFM Analytics  
Disclosure Management

## EPM Reporting

Smart View  
Financial Reporting  
Other Reporting

## EPM Foundations & Data Management

Infrastructure & Essbase Exalytics  
Other Foundations (LCM, SS, etc.)  
Automation  
ODI  
DRM  
FDM

## EPM Business Content

Case Studies/Panels  
Product Demos  
Best Practices

## Application Express

The Basics  
Advanced  
Infrastructure/Management/Security  
Plug-ins & Dynamic Actions

## ADF & Fusion Development

ADF for Beginners  
Advanced ADF: Mobile, Cloud, Web Services, etc.  
Customizing Fusion Apps  
SOA and Fusion Middleware

## Developer's Toolbox

Forms and Beyond  
IDEs  
Languages  
Version Control and Continuous Integration

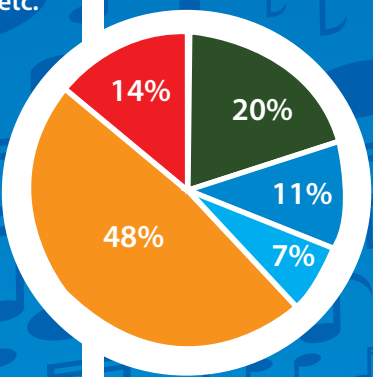
## The Database

DBA  
PL/SQL  
SQL  
Tuning

## Building Better Software

Agile  
Business Rules  
Code Generation  
Instrumentation  
Modeling  
Testing

## ATTENDEE JOB TITLES



Consultant  
Database Administrator  
Manager/Director  
Systems Analyst  
Developer/Architect

**ODTUG**  
**Kscope13**  
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## CONFERENCE PARTICIPATION



EXPECTED ATTENDANCE IS MORE THAN 1,400 QUALIFIED PARTICIPANTS FROM MORE THAN 500 COMPANIES INCLUDING: Abbott Laboratories \* Aetna\* American Eagle Outfitters \* American Fidelity Assurance \* American Partners \* AT&T \* AutoTrader.com \* Avis/Budget Group \* BAE Systems \* BOSCH \* CafeMom.com \* Carter's/OshKosh B'Gosh \* Cedars-Sinai Medical Center \* Census Bureau \* Chevron \* Citizens Energy Group \* Cleveland Clinic \* College of William & Mary \* Cognera \* Comcast \* Cornerstone \* CVS \* CyberSource \* Dartmouth College \* Dell \* Deloitte Consulting \* Dole Food Company \* Dr Pepper Snapple Group \* Edinboro University \* E\*Trade Financial \* Ernst & Young \* Fannie Mae \* FBI \* FDA \* Federal Reserve \* Four Seasons Hotels and Resorts \* Freddie Mac \* GAP \* General Mills \* George Washington University \* GE Healthcare \* GlaxoSmithKline \* Goldman Sachs \* Goodyear Tire & Rubber \* Google \* Guardian Life Insurance \* Harvard University \* HBO \* Hormel Foods \* Hewlett-Packard \* HSN \* Honda \* Humana \* Innwave Technology \* Intuit \* IRS \* JC Penney \* JP Morgan Chase \* Kroger \* Legg Mason \* Lockheed Martin \* Marriott \* Mary Kay \* Morgan Stanley \* NOAA \* New York University \* Oakley \* Paramount Pictures \* Peloton \* PepsiCo \* Random House \* Rosetta Stone \* San Diego State University \* Shopzilla \* SunTrust Banks \* Time Warner Cable \* Toyota \* US Census Bureau \* Wal-Mart Stores \* Wells Fargo Home Mortgage \* Wegmans \* Williams-Sonoma \* Yale University

Kscope13 offers companies an outstanding opportunity to promote products and services to more than 1,400 top managers, analysts, developers, DBA's, and consultants, who work with the Oracle database. As a sponsor you will be given prime space in the exhibit hall and your logo will be prominently displayed on signage and conference materials. However, the benefits of sponsorship are not limited to the time spent at the conference. Throughout the year you can increase your company's visibility to thousands of Oracle customers through:

- Banner ads on the Kscope and ODTUG websites
- Pre and post conference Webinars
- Kscope e-mail blasts
- Sponsor highlights on the Kscope and ODTUG websites
- Interaction on Twitter, Facebook, LinkedIn, and blogs

The sooner you become a Kscope13 sponsor, the sooner you will reap the benefits, so sign up today and make the most of this opportunity!

Kscope's sponsorship program is simple and effective – Become a Kscope sponsor and cash in all year round.

## PLATINUM | \$25,000

- Participant list: includes names, company name, job title, address, and e-mail address
- 20x20 Exhibit booth in prime location
- Sixty-minute Vendor presentation
- Logo on conference bag, lanyard, or notepad – first come/first served
- Sponsor of Special Event
- Six conference registrations
- Branded collateral in conference bag
- First choice to rent a hospitality suite
- Prominent signage throughout venue
- Mention in all press releases
- Logo in all advertising
- Rotating banner ad on Kscope13.com until July 2013
- Run of site banner ad on ODTUG.com for twelve months
- One e-mail blast prior to Kscope13 to list of 25,000 contacts
- Company listing in the Vendor section of the website and in the conference program

## GOLD | \$18,000

- Participant list: includes names, company name, job title, address, and e-mail address
- 10x20 Exhibit booth
- Sixty-minute Vendor presentation
- Logo on conference item – first come/first served
- Run of site banner ad on ODTUG.com for six months
- Four conference registrations
- Prominent signage throughout venue
- Banner ad on Agenda page of Kscope13.com
- One e-mail blast after Kscope13 to list of 25,000 contacts
- Company listing in the Vendor section of the website and in the conference program

## SILVER | \$13,000

- Participant list: includes names, company name, job title, address, and e-mail address
- 10x20 Exhibit booth
- Sponsor of one Happy Hour or conference breakfast (first come, first served)
- Three conference registrations
- Branded collateral in conference bag
- Banner ad on Location page of Kscope13.com
- Company listing in the Vendor section of the website and in the conference program
- Run of site banner ad on ODTUG.com for three months



Did you know that the Exhibit Hall sold out for Kscope12 months before the conference? Reserve your space for Kscope13 early or miss out on being a part of the action!



# EXHIBITOR OPPORTUNITIES

## EXHIBIT HALL ACTIVITIES

Welcome Reception  
Happy Hour  
Breaks  
Raffles  
Demo Stations  
Power Stations  
Social Media Headquarters  
Oracle Demogrounds  
Internet Stations

## EXHIBIT BOOTH | \$4,500

- One conference registration
- 10x10 Exhibit booth
- Participant list: includes names, company name, job title, address, and e-mail address
- Company logo, description, and link to company website
- Company logo in the conference program
- Dedicated time during the conference to speak with participants
- Ability to add Vendor presentation
- Permission to host raffles

## Do you want to increase your visibility at Kscope13?

### SOCIAL MEDIA LOUNGE

The Social Media Lounge, located in the Exhibit Hall, will be full of activity. As a sponsor of the lounge, we will tape a two-minute infomercial about your company every morning and place it on the ODTUG YouTube site. In addition, one person from your company can serve as a roving reporter throughout the conference.

Exhibitor price \$3,000  
Non-exhibitor price \$5,000 (includes a complimentary registration)

### POWER & INTERNET STATIONS

Your company can be responsible for making ODTUG Kscope13 the power conference in more ways than one. Be the sponsor of the ten power stations with ten plugs each that will be placed throughout the conference area, and your company will become one of the most powerful companies at Kscope.

Three banks of computers for participants' use will be placed throughout the conference facility.

Exhibitor price \$3,000  
Non-exhibitor price \$5,000  
(includes one complimentary registration)

## HANDS-ON TRAINING LABS | \$20,000

- Five conference registrations
- Offer one hands-on training session to attendees (content must be approved by technical review committee)
- Rotating banner ad on Hands-on Training page of Kscope13.com
- Company listing in the Vendor section of the website and in the conference program
- One e-mail blast after Kscope13
- Participant list: includes names, company name, job title, address, and e-mail address
- Three-hour training session

## VENDOR PRESENTATION | \$2,500

The Vendor presentation is your opportunity to extend your company's exposure to a full-scale conference session where you can showcase your products and services. Vendor presentations are all scheduled at the same time ensuring that you will not be presenting against a technical conference session. Your Vendor presentation package includes:

- Sixty-minute session
- One-day Pass for presenter
- Session description on Kscope13.com
- White paper and slides published as part of Kscope13's content

### MONDAY NIGHT EVENTS

Target your audience by sponsoring a track-driven event at Kscope13. Each track will hold a dedicated event Monday night, where like-minded individuals will have the chance to interact one-on-one. Past events included Family Feud for the EPM crowd, Open Mic Night for Application Express, and Mad Dashboards for BI. Sponsorship will include F&B for the event, and the ability to welcome the group as well as pass out information about your company.

Exhibitor price \$5,000  
Non-exhibitor price \$7,000 (includes a complimentary registration)

Other benefits include: company logo placed on the Kscope13 website, conference program, and signs at the conference.

### SPONSORED VIDEO

Allow us to tape a two-minute infomercial about your company and immediately post it to the ODTUG YouTube site. The word will be spread about your company across our suite of social media platforms.

Exhibitor price \$1,500  
Non-exhibitor price \$3,500  
(includes one complimentary registration)

**Kscope's sponsorship program is simple  
and effective - Become a Kscope13  
sponsor and reap the benefits  
all year round.**

**Contact Aimee Mikolasik,  
[aimee@odtug.com](mailto:aimee@odtug.com)  
to get signed up or to register directly  
go to [www.kscope13.com](http://www.kscope13.com)**



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