



COLLABORATE 18

TECHNOLOGY AND APPLICATIONS FORUM
FOR THE ORACLE COMMUNITY

SPONSORSHIP AND EXHIBIT OPPORTUNITIES



Connect with over 5,500 Oracle users, from companies large and small across the globe, online and in-person, at the premier Oracle users group event.



COLLABORATE 18

April 22-26, 2018

Mandalay Bay Resort & Casino | Las Vegas, NV



COLLABORATE is the one event that brings together more than 5,500 decision makers and technology purchase influencers all under one roof, including some of the top names in the Oracle user community and members of three of the largest Oracle users groups: IOUG, OAUG and Quest.



This unique, five-day conference is distinctly user-focused and offers exhibitors and sponsors a multitude of ways to network face-to-face with decision makers and expand the product visibility among a targeted, attentive community of users.

Who Are COLLABORATE Attendees?



Job Title/Function

- 18% Analyst/Systems Analyst
- 13% Director or Manager of IS/IT
- 11% Database Administrator (DBA)
- 8% C-Level/Executive/Vice President
- 7% Applications Manager/Administrator/Engineer
- 7% Consultant



Industry

- 12% Professional Services
- 8% High Technology
- 7% Industrial Manufacturing
- 7% Public Sector
- 6% Utilities
- 6% Financial Services
- 5% Engineering and Construction
- 5% Consumer Goods
- 4% Healthcare



Applications

- 40% E-Business Suite
- 28% JD Edwards EnterpriseOne
- 20% PeopleSoft
- 15% Hyperion
- 10% Fusion Middleware
- 7% Primavera



Technologies

- 45% Oracle Database
- 36% BI Publisher
- 27% Microsoft SQL Server
- 24% Java
- 24% OBIEE
- 21% Linux
- 19% Oracle Enterprise Manager



Role in Purchasing IT Products and Services

- 42% Influence
- 22% Recommend
- 12% Approve

Get to Know the IOUG and COLLABORATE Communities

Where Do We Work?

IOUG Members work at over 3,500 companies



Who We Are

- Director or Manager of IS/IT
- System Analyst
- Database Administration
- Applications Manager/Administrator/Engineer
- Developer/Programmer
- Business Analyst
- Project Manager



Public Sector



Financial Service

GET ON TRACK.

Sponsor one of the COLLABORATE 18 education tracks and position your company as a thought leader during the event as well as on the show floor with an exhibit booth.



Big Data & Analytics Sponsorship

Is your organization using Big Data and Analytics to transform your operations and sustain your competitive advantage? Share your experience with the challenges of managing rapid growth for data storage and availability and how analytics enabled your organization to function more efficiently. Users want to hear how you're proactively using customer data to create opportunities and make better, Big Data-driven decisions.



Oracle Databases

The Oracle relational database continues to evolve to include more new features, and as a result, has become even more complicated. On top of all the daily challenges of maintaining a high performance database, now users have to be sure data is available 24/7 and compatible with other systems. Do you have best practices to share with DBAs at any experience level in any industry on how to use the tools to productively and creatively administer data?



Developer Tools Sponsorship

As you know, working on database and/or application development means learning multiple languages and performing a balancing act between Web-based, wireless and client/server applications. What will give users the edge to create successful applications? What advice can you give for the successful development and deployment of applications?



The Evolution of the Technical Professional

It's not enough these days to just know how to tune a database or build a Web page. What skills do you have that make you stand out in the sea of IT professionals? Can you speak to risk analysis, project management, determining return on investment, resolving conflicts and team building or other skills that are valuable in the work place and advance your career?

Your Sponsorship Benefits

- (1) Speaking session in the education track you select (must be confirmed by January 31, 2018)
- (1) Complimentary speaker full conference registration
- (1) Post-show email blast to session attendees
- Sponsored signage recognition throughout meeting space and in program and mobile app
- (3) Promotional tweets – (1) pre-show, (1) on the day of the session, (1) post show
- 10' x 10' exhibit space (Mainstreet booth placement and additional booth space at extra cost)
Only available at \$20,000 sponsorship level

\$15,000



EDUCATE.

Education is the center of COLLABORATE - get in front of attendees by sponsoring a variety of educational opportunities.

Super Session

Exclusive - 1 Available
\$20,000

Captivate the COLLABORATE—IOUG Forum audience by showcasing your company's best presenter and educating attendees. This one-hour session provides you the opportunity to reach more than 1,000 database focused attendees all at the same time. IOUG to work with sponsor to create session content.

Super Session Fulfillment Terms

- Product focused presentation to conference attendees
- Promotion in onsite program, agenda, social media, and email to attendees on day of session
- Lead list of attendees with same data points as lead retrieval (scans at door)
- Opportunity to place two (2) pieces of prior approved collateral in meeting room, or at the session door.
- One (1) complimentary speaker registration
- One (1) complimentary bag drop to UG attendees
- Contract must be signed by December 12, 2017.

The Evolution of the Technical Professional

Contact IOUG for Pricing

IOUG is evolving with our members, and in 2018 will be offering year-round opportunities to stimulate professional and personal development. We'll be sharing experiences and advice from members of all roles and experience levels on how they are addressing their changing work roles and organizations, making sure they are proactively advancing their careers, and expanding beyond their technical roles to become leaders, entrepreneurs, influencers and indispensable advisors around how technology can drive business value.

This year IOUG continues to evolve with our members. We'll provide year-round opportunities to invigorate your personal and professional development. Members of different roles and experiences will share their insight into how they've addressed the changes in their career to become leaders, internal entrepreneurs, and indispensable advisors driving business value using technology.

Women in Technology (WIT) Sponsor

\$15,000

Don't miss this chance to connect with the women and men looking to close the gender gap in technology. Our participants are developers, engineers, entrepreneurs, designers, analysts, directors and leaders. Whether it's participating in our Women in Technology panel, hosting a special networking event, or helping us offer dedicated diversity programming, your participation in this high profile program will expose you to a range of organizations and highly motivated, forward-thinking IT professionals.

Hands-On Lab Sponsorship

\$5,000 (2 Available)

Sponsor a two hour hands-on lab during IOUG Forum.

Lunch and Learn

\$7,500 (3 Available)

Sponsor a one-hour lunch on Tuesday or Wednesday and give a presentation to COLLABORATE attendees. Sponsor must provide content and speaker.

Post-Conference Proceedings

\$5,000 Overall Sponsor

The IOUG attendees request the conference proceedings and presentations every year. Make your company a vital part of their experience by becoming the exclusive overall sponsor, branding the COLLABORATE 18 jump drives with your company logo and including a promotional white paper and up to three additional pieces of content. *Exclusive Overall Sponsor; IOUG Forum Attendees Only*

Pre-Conference Workshops

\$7,500 (2 Available)

Showcase the depth of your knowledge at COLLABORATE by providing the content for a pre-conference workshop. Potential topics include:

Business Intelligence • Cloud Computing • Development • Security Engineered Systems • High Availability • Middleware • Performance Upgrades, Migrations, New Features • WebCenter

Vendor Awareness Session

\$1,200 Alliance Partner/\$1,800 Non-Alliance Partner

These presentation opportunities allow you to identify a business issue IOUG attendees may be having and illustrate how your company solves these issues. IOUG will create and send a dedicated email promoting all Vendor Awareness Sessions at IOUG Forum and provide a registration bag insert to promote to all IOUG Forum attendees.

NETWORK.

Connect with attendees face-to-face.

Exhibitor Showcase Grab & Go Sponsorship

\$6,000

Be an attendee's first experience at the COLLABORATE 18 Exhibitor Showcase! Staff will wear company provided t-shirts (optional) and pass out your provided item of choice to every attendee walking through the entrance at the start of the show. Item must be pre-approved by IOUG.

Happy Hour Bars

\$4,500

Increase your company's exposure by sponsoring highly attended Exhibitor Showcase Receptions on Monday or Tuesday evening. Beverages and hors d'oeuvres will be served during these networking events. This sponsorship opportunity includes logo recognition on signage and cocktail napkins at your sponsored bar. Feel free to provide t-shirts for the bartenders to wear at your bar.

Attendee Break

\$3,000 per day/\$5,000 for both

Be the exclusive sponsor for attendee breaks in the Exhibitor Showcase on Tuesday or Wednesday. Napkins and sponsor provided collateral will be at every break location and signs will be placed recognizing you as the sponsor.



BE SEEN.

Put your company's logo and message directly in front of COLLABORATE attendees.



Badge Lanyards for IOUG Forum Attendees

\$12,000

Display your company name and logo on the lanyards of IOUG attendees. Lanyards are distributed at registration and are an extremely visible sponsorship opportunity. Attendees must wear lanyards at all times to be admitted into conference sessions, evening networking events and the Exhibitor Showcase.



COLLABORATE Charging Stations

\$4,000 per unit

Our attendees are technologically savvy—and device batteries can run out quickly. Be a part of the solution by sponsoring a charging station, located in prominent areas!



Conference Bags for IOUG Forum Attendees

\$15,000

Capture the attention of attendees as the exclusive conference bag sponsor. Your logo will be prominently displayed on the bags that all attendees receive at registration and carry with them throughout the conference and beyond.

Must be reserved by October 31, 2017.



Giveaways for IOUG Forum Attendees

Water Bottles - \$7,500

Provide all IOUG attendees with a giveaway from your company. As a giveaway sponsor, your company's logo will be co-branded with the conference logo on the item and included in attendee registration bags distributed to all IOUG attendees.



On-Site Guide Advertisement

Contact IOUG for Pricing

Gain visibility across all COLLABORATE attendees with a half-page or full-page color advertisement in the COLLABORATE 18 on-site guide.



Notepads and Pens

Contact IOUG for Pricing

COLLABORATE sessions will be packed full of good ideas and quotable insights that attendees will want to jot down to remember and take back to their teams. Put your company's names on logos on the notepads and pens they'll use to record all their genius thoughts.



Registration Bag Insert

\$7,500 – all COLLABORATE Attendees
\$3,500 – IOUG Forum Attendees

Be sure to reach every attendee by including your company's marketing collateral in the registration bag. Inform attendees of your product or service offerings and drive them to your booth to learn more. Sponsor to provide marketing collateral.



EXHIBIT.

Showcase your company's products and solutions on the show floor.

Booth Pricing

Early Rate (before January 28, 2018)

10' x 10' booth \$5,250

Regular Rate (on or after January 29, 2018)

10' x 10' booth \$5,750

Upgrade to Main Street in the Heart of the Action

First 10' x 10' booth \$1,500

Each additional 10' x 10' booth \$500

What Your Organization Receives for Each 10' x 10' Booth

- One (1) Exhibitor Full Conference pass*
- Three (3) Exhibitor Showcase staff passes*
- Standard Online Company Listing – company name, booth number, website URL, 30 word company description
- One (1) ID Sign

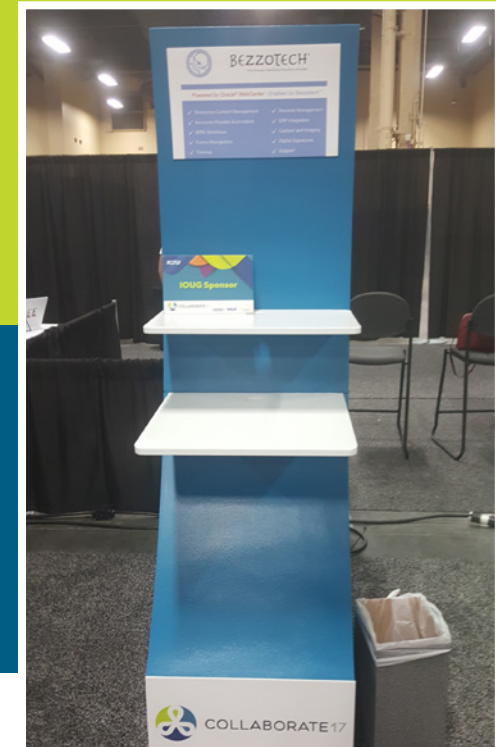
**In order to receive complimentary badges, each registrant is required to book within the COLLABORATE hotel block. If a registrant elects to stay at a different hotel, the fee is \$200 per registrant.*

Not Ready for a Booth?

Kiosk \$3,750

Includes:

- One (1) Exhibitor Showcase Staff pass
- Electrical
- Kiosk with company graphics



Upgrade Your Company Listing and Get More Visibility in the Mobile App – \$500

- Company logo included with listing
- Unlimited length company description
- Listing of social media profiles
- Lead metrics from mobile app profile



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APRIL 22-26, 2018

MANDALAY BAY RESORT & CASINO

LAS VEGAS, NV

Exhibit Application

Please type or print neatly.



Full Company/Organization Name (Exactly as it should appear in printed materials)		Twitter	LinkedIn
First Name	Last Name	Title	
Address			
City	State/Province	ZIP/Postal Code	Country
Telephone	Fax	Email	Web Address

*This will be the main contact to receive all communications from Show Management for planning your event.

Exhibit Information

On-site Fee (Submitted before April 17, 2017)

10' x 10' booths at \$52.50 per sq. ft. = _____

Early Fee (Submitted before January 29, 2018)

10' x 10' booths at \$55.50 per sq. ft. = _____

Regular Fee (Submitted on or after January 30, 2018)

10' x 10' booths at \$57.50 per sq. ft. = _____

Main Street Fee*

First 10' x 10' booth at \$1,500 = _____

Each additional 10' x 10' booth at \$500 = _____

*Main Street is on a first-come, first-served basis and is subject to availability at the time of booth selection.

Kiosk at \$3,750 = _____

*One Exhibit Hall Staff Pass included

TOTAL for Exhibit Booth(s) \$ _____

Booth Location: (After Space Selection Only)

1st choice _____ 2nd choice _____

3rd choice _____ 4th choice _____

Names of companies I prefer NOT to be adjacent to (as time and space availability allows):

Vendor Awareness Sessions (VAS)

VAS at \$1,800 per presentation (Alliance Members \$1,200)

TOTAL for Vendor Awareness Sessions \$ _____

Upgrade Your Online & Mobile App Visibility

- Listing Upgrade (\$500)
- Company logo
 - Unlimited word description
 - Social media address

*Basic listing includes company name, booth number, website URL and a 30-word description.

Contact **Jim Conlon** for additional mobile app sponsorship opportunities.

TOTAL for Visibility Upgrade \$ _____

10' x 10' Package Entitlements

- One (1) Exhibitor full conference pass *
- Three (3) Exhibit Hall staff passes *
- Basic online company listing
- ID sign

* In order to receive each badge on a complimentary basis, each registrant is required to book their housing in the COLLABORATE hotel block. If a registrant elects to stay at a hotel outside of the COLLABORATE hotel block, the surcharge is \$200 per registrant.

Payment Information

Total Due \$ _____
Full payment due with application.

- Check (Make checks payable to IOUG.)
- Credit Card

(Upon receipt of this application, IOUG will email an invoice with credit card processing information.)

Signature Agreement

In accordance with the provisions of the enclosed Rules & Regulations governing participation in COLLABORATE 18, the undersigned hereby makes an application for conference participation which, when accepted by IOUG and accompanied by payment, becomes a binding contract.

Acknowledged by: _____

Date: _____

For (Company Name): _____

Cancellations

Vendor conference participation cancellations must be received in writing prior to the beginning of the event. Cancellation penalties will apply in accordance with the schedule outlined in the Rules & Regulations provided with this contract.

Contact Information

If you have any questions concerning the information provided in this prospectus, please contact Jim Conlon at: IOUG Headquarters (312) 673-4865; Fax: (312) 644-0575; Email: jconlon@ioug.org

Return this application with your payment to:
IOUG COLLABORATE 18 • 8268 Solutions Center • Chicago, IL 60677-8002, USA • Or fax to (312) 644-0575, Attn: Jim • Email: jconlon@ioug.org

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