

## O'Reilly Velocity China

Building on the success of our US event, we're taking Velocity to Beijing, China, December 7-8, 2010. O'Reilly Velocity China, the Web Operations and Performance Conference, exposes the crucial skills, key technologies, and innovative products that are the foundation for creating fast, scalable, resilient, and available websites. Statistics from the China Internet Network Information Center (CNNIC) indicate that as of June 2010 there were 420 million website users in China.

Co-presented by Taobao and O'Reilly Media, Inc. the conference will feature two days of keynotes and breakout sessions. Speakers from US companies will include O'Reilly Velocity China co-chair Steve Souders, Google, Douglas Crockford, Yahoo!, David Wei and Changhao Jiang from Facebook.

O'Reilly Velocity China offers opportunities to reach an expanded audience consisting of developers, business managers, technology evangelists, front end engineers, efficiency minded CxO's, strategists and entrepreneurs. Participants will include delegates from some of the top 50 leading Chinese web companies on ALEXA, including snda.com, qq.com, sina.com.cn, 163.com, sohu.com and taobao.com. Web companies of all sizes face many of the same challenges: sites must be faster, infrastructure must scale, and everything must be available to customers at all times, no matter what. The first event of its kind in Asia, O'Reilly Velocity China will provide a rich and engaging showcase for the most innovative and successful web operations and performance players.

Estimated attendance: 500

Two day Exhibit Hall: December 7- 8, 2010

## Sponsorship Packages

### Diamond Sponsorship (Limit 3)

- 15 minute Plenary Keynote presenting on site or by pre-shot video (pending speaker/content approval by program chairs)
- Exhibiting opportunity – table-top display including banner with company logo
- Two-page full color ad in Event Guide\*
- Five Full Conference Passes
- Logo on Exhibition Hall signage\*
- Logo on attendee bag or gift\*
- Attendee bag insert\*
- Company name, logo and 100 word description listing, and link on the conference website
- 10 minute company video to be played in the conference hall (sponsor to provide the DVD per specifications)\*

### Platinum Level Sponsorship

- Exhibiting opportunity – table-top display including banner with company logo

- One-page full color ad in Event Guide\*
- Two Full Conference Passes
- Logo on Exhibition Hall signage\*
- Logo on attendee bag or gift\*
- Company name, logo and 75 word description listing, and link on the conference website
- 5 minute company video to be played in the conference hall (sponsor to provide the DVD per specifications)\*

### Gold Level Sponsorship

- Half-page full color ad in Event Guide\*
- One Full Conference Pass
- Logo on Exhibition Hall signage\*
- Logo on attendee bag or gift\*
- Company name, logo and 50 word description, and link on the conference website
- 3 minute company video to be played in the conference hall (sponsor to provide the DVD per specifications)\*

**\* Subject to deadlines**