



PERCONA LIVE

New York City | May 26th, 2011

SPONSORSHIP OPPORTUNITIES

Percona Live sponsors enjoy exposure to an elite group of IT professionals. Whether you're trying to reach influential decision makers or recruit experts to join your team, Percona Live is the place to see and be seen.

"Percona Live was a great event for us. It put us in front of experienced developers. Establishing our reputation for innovation among this crowd is very important to us."

— **Chris Anderson, Co-Founder
Couchbase**

All sponsor logos are proudly displayed on the Percona Live website. All levels receive sponsor designation in onsite signage, and mention in outgoing marketing and PR communications. The packages below are designed to help you maximize your investment in visibility at Percona Live.

	Silver	Gold	Platinum	Diamond
Logo and link on all web pages	Yes	Yes	Yes	Yes
Logo on onsite signage	Yes	Yes	Yes	Yes
Sponsor designation in marketing	Yes	Yes	Yes	Yes
Free conference passes	1	1	2	5
Attendee bag insert		Yes	Yes	Yes
Email messages to attendee list		1	2	2
50-word description on website			Yes	Yes
Speaking opportunity			Yes	Yes
Keynote speaking opportunity				Yes
Logo on conference badge				Yes
Logo on all Percona slideshows				Yes
Lunch/evening event sponsorship				Yes
Cost	\$500	\$1,500	\$3,500	\$7,500

Notes:

- *Email messages to the attendee list are to be approved and sent by Percona.*
- *Speaking opportunities are in the Friends of Percona track. Speaking and keynote opportunities are limited, and must be 100% technical.*
- *Ask us about sponsoring special items such as lanyards and t-shirts.*
- *Inquire about multi-event discounts; future shows include London and Washington, D.C.*



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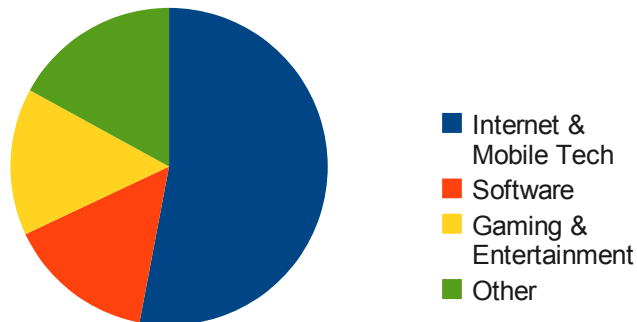
EVENT PROFILE

Percona Live San Francisco 2011 was the first event in the Percona Live series. Audience and sponsor feedback was extremely positive. Speakers were recognized leaders in their fields: authors of best-selling books such as High Performance MySQL, and leaders of database engineering teams at companies such as Facebook and Craigslist. High-profile companies such as Apple, Facebook, Google, Groupon, Motorola, Oracle, Palm, Verizon, VMWare, and Zynga sent their engineers and executives to learn and participate.

There were 250 attendees in San Francisco during the day, and the event sold out. The evening event brought an additional wave of audience members. We are planning for 250 to 350 attendees in New York.

Audience Demographics

The key verticals represented were internet and mobile technology (53%), software (15%), and gaming and entertainment (15%). Other categories included hardware, public utilities, telecommunication, government, IT services and software, marketing and advertising, biotechnology, and travel.



Audience Roles

More than two-thirds of audience members were in engineering roles such as development, operations, system administration, and database administration. More than 42% were in director-level and above positions, and 18% were executive-level (CEO, CTO, Owner, Founder, etc).

Contact

Contact Percona Sales to discuss sponsorship opportunities:

+1-888-316-9775 or +1-208-473-2904 weekdays 8-5 Pacific time

bill.schuler@percona.com or nikki.morton@percona.com

<http://www.percona.com/contact/sales/>



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Sponsorship Application and Contract

Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

Primary Contact Information

Name _____ Email _____

Company _____

Phone _____ Fax _____

Mailing Address (if different from below) _____

City _____ State, Zip Code _____

Billing Information

Name _____ Email _____

Company _____

Phone _____ Fax _____

Mailing Address _____

City _____ State, Zip Code _____

Sponsorship Selection

Conference _____ Sponsorship Level _____

Additional Opportunities _____

Total Amount Due: _____

Payment Information: Full payment in U.S. Funds must accompany this form in order to secure your space and speaking schedule as a sponsor. Please contact our Sales team to arrange payment: +1-888-316-9775 or +1-208-473-2904 weekdays 8-5 Pacific time, or <http://www.percona.com/contact/sales/>.

Company Events: Company shall not schedule or sponsor any event in connection with the conference, including without limitation evening events, during a time that overlaps or conflicts with any conference event.

Indemnity and Limitation of Liability: Neither Percona, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Company releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the conference. The Company hereby indemnifies, and shall defend and protect Percona and hold Percona, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstances will



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Percona, any co-sponsor, or venue provider be held liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Percona's liability exceed the amount actually paid to it by the Company. Percona makes no representations or warranties regarding the number or identities of persons who will attend the conference.

Observance of Laws; Company Conduct: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the conference and this agreement. Company and all of its representatives shall conduct themselves at all times in accordance with the highest standards of decorum and good grace. Percona reserves the right to eject from the conference any Company or Company representative violating these standards.

Cancellation or Termination by Percona: If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the venue, government regulation, public catastrophe, act of God, or any similar reason, Percona shall determine that the conference or any part may not be held, Percona may cancel the conference or any part thereof. In that event, Percona shall determine and refund to the company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Percona.

Cancellation by Company: All payments made to Percona or agreed under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by Percona and Percona's lost or deferred opportunity to provide opportunities to others, except to the extent of timely sponsor cancellation refunds as follows: Percona will refund (forgive) 75% of the total fee payable for cancellations received in writing 5 business days before the date of the event. After 5 business days prior to the event, no refunds will be made and all fees are due and payable.

Agreement to Terms, Conditions, and Rules: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Percona from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the Company and Percona concerning the subject matter of this application. Percona does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Percona. The rights of Percona under this agreement shall not be waived except as specifically stated in writing and signed by an officer of Percona. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding consent to assignment.

Logo and Artwork; Company Description: Company must submit a non-animated logo and all other necessary artwork by the deadlines specified on the event website. Accepted file formats are 1) vector formats: EPS, PDF, or AI files; or 2) 300 DPI TIFF, EPS, PNG or JPEG files in CMYK. Fonts must be converted to outlines; Percona is not responsible for providing fonts for printing sponsor-submitted logos. Company must also submit a web-ready RGB logo in JPEG or PNG format, 200 pixels wide and 75 pixels high, to be displayed on the event sponsor page. Logos will be displayed on a white background. Platinum and Diamond sponsors must submit a 50-word company description. Any artwork or other information not submitted by the deadline or in an incorrect format may not be included in onsite signage and other sponsored items.

Contract Signatures

Agreed: Sponsor (Company) is bound to this contract. I have read and agree to all the terms and conditions of this Application and Contract. I warrant that I am authorized to sign on behalf of the Sponsor/Company listed above and that all information I have provided is accurate and complete.

Sponsor _____ Title _____ Date _____

Upon receipt of this signed contract and full payment, Percona will countersign and return a copy to the contact listed on the previous page.

Percona, Inc. _____ Title _____ Date _____