



PERCONA LIVE

London: Oct 24-25th, 2011

EVENT PROFILE

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**

The first Percona Live Conferences in San Francisco and New York produced such outstanding results that we are expanding into the UK. Join our list of distinguished sponsors and speakers today!

Past Sponsors

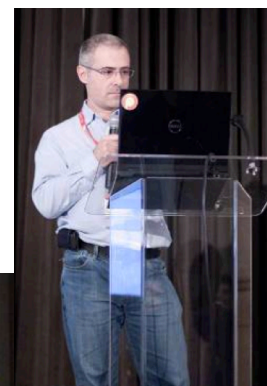
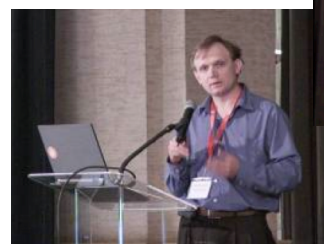
*Clustrix
*Fusion-io
*Infobright
*SkySQL

*10gen-mongoDB
*Facebook
*Joyent
*Drizzle

Plus many more!

Past Featured Speakers

*Peter Zaitsev (Percona)
*Harrison Fisk (Facebook)
*Jeremy Zawoodny (Craigslist)
*Aaron Brown (ideeli)
*Kurt von Finck (Monty Program)
*Baron Schwartz (Percona)
*Shivinder Singh (Verizon)
*Mark Callaghan (Facebook)
*Sheeri Cabral (PalominoDB)
*Monty Taylor (Drizzle)
*Vadim Tkachenko (Percona)
*Kristina Chodorow
(10gen/MongoDB)





PERCONA LIVE

EARLY HISTORY

Our Percona Live series have taken root and grown fast in popularity. This trend of success was established with our two blockbuster events:

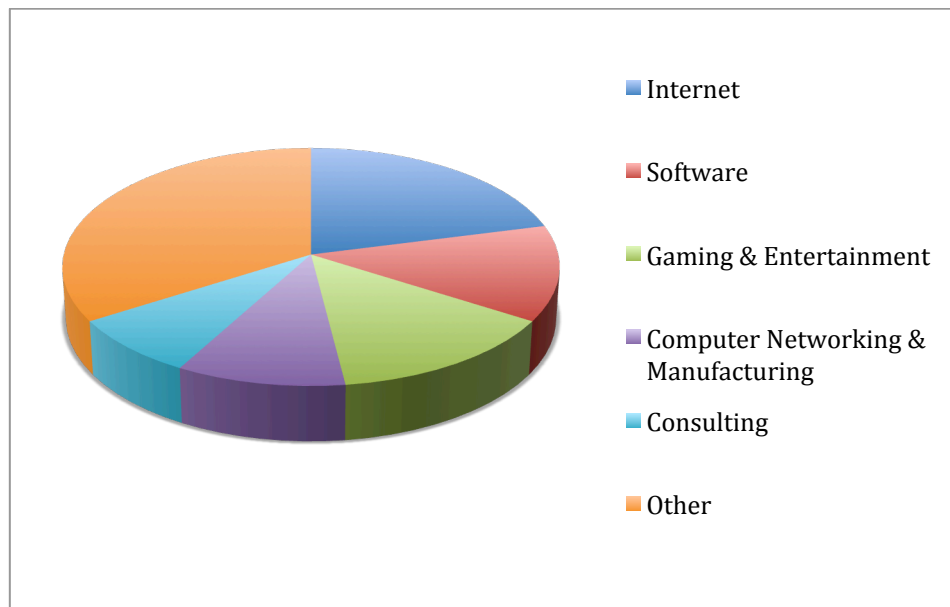
Percona Live San Francisco & Percona Live New York.

Our first event was held in San Francisco, Feb 2011 and sold out with an audience of 250. Our next event was held in May 2011 in New York and attracted 300 attendees. Audience and sponsor feedback was extremely positive for both events. 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 Clustrix. 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.

Considering our Percona Live Series has generated such strong demand we are planning on expanding our scope. Percona Live London is just the start. Be looking for more events in your area!

Audience Demographics:

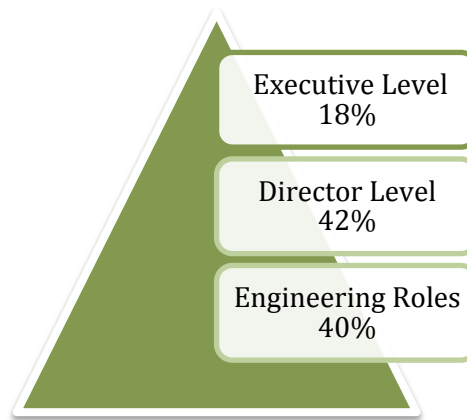
The primary industries represented were internet (21%), software (13%), gaming and entertainment (14%), computer networking and manufacturing (10%) and consulting (8%). Other categories included hardware, public utilities, telecommunication, government, IT services, marketing and advertising, biotechnology, and travel.





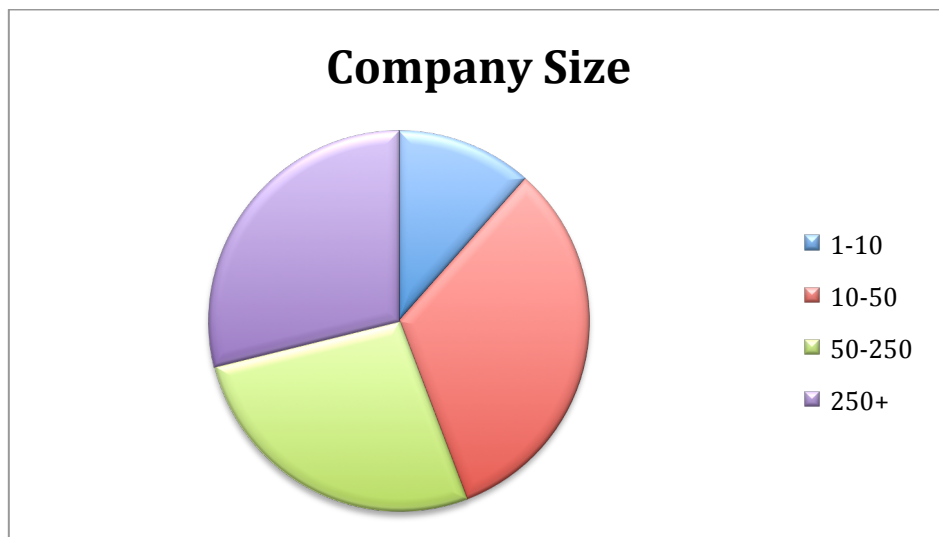
Company Roles:

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).



Audience's Companies Size:

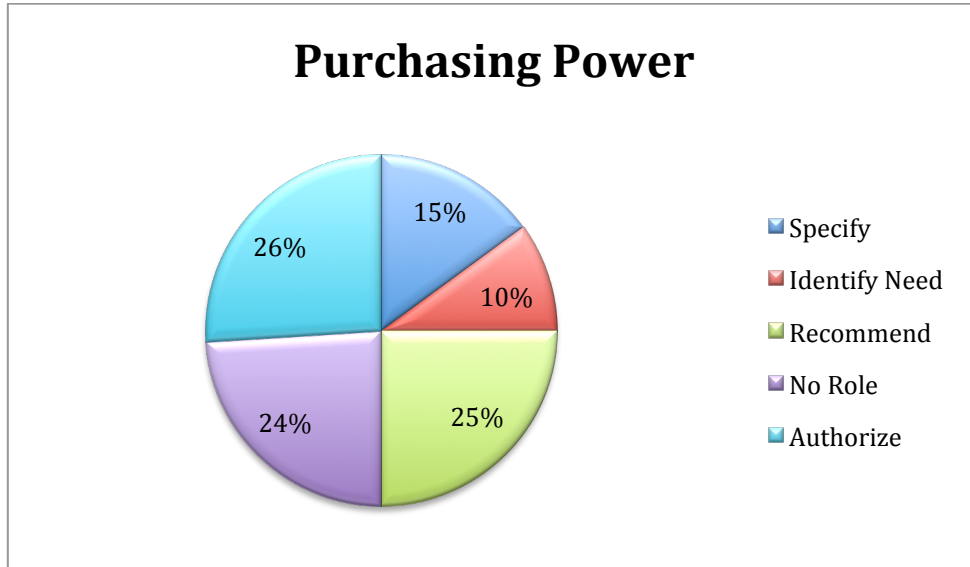
(12%), of attendees were from companies of 1-10 employees. (34%), of attendees were from companies made up of 10-50 employees. (28%), 50-250 employees and the remaining (26%), by companies that had 250 or more employees.





PERCONA LIVE

Audience Purchasing Roles:



75% of Live Audience is Actively involved in purchasing

Audience Business of Industry:

Education and Training	5%
Mobile Technology	2%
Finance Banking & Accounting	1%
Government	1%
Internet & E-Commerce	21%
Marketing PR & Advertising	4%
Media Gaming & Entertainment	14%
Wholesale & Retail	2%
Travel Leisure & Hospitality	1%
Business & Professional Services	2%
Software Development	13%
Computer Hardware Manufacturer	6%
Computer Networking Manufacturer	10%
Consulting	9%
Other	7%



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SPONSORSHIP OPPORTUNITIES

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.

	Diamond Limit 1	Platinum Limit 4	Gold	Silver	Exhibitor	Friend of Percona
Exclusive Sponsorship & Optional Sponsorship	Exclusive Sponsorship of: <ul style="list-style-type: none"> Lunch Badge Lanyard Keynote Speaker 	Pick of one of the following: <ul style="list-style-type: none"> Percona T-shirt in attendee bag with your logo Sponsorship of Post conference Party Attendee Registration Bag with your Logo Sponsorship of Coffee Break(s) 	Sponsor provided SWAG items in Attendee bag: <ul style="list-style-type: none"> Pens Notepads USB / Flash Sticks 			
Booth all booths are 3 x 2 meters	<ul style="list-style-type: none"> First Pick of Booth Location Four Complimentary exhibit staff passes 	<ul style="list-style-type: none"> Second Pick of Booth Location Three Complimentary exhibit staff passes 	<ul style="list-style-type: none"> Includes cost of Booth (while space is available) Two Complimentary exhibit staff passes 		<ul style="list-style-type: none"> Includes cost of Booth Two Complimentary exhibit staff passes 	
Marketing Sessions	<ul style="list-style-type: none"> Key note speaker slot Vendor Session advertised on Conference page 	<ul style="list-style-type: none"> One Vendor Session / Speaker Slot Vendor Session advertised on Conference page 				
Logo Presence on Web and at the conference	Logo and 100 word description on event web site and Exhibitor Listing	Logo and 75 word description on event web site and Exhibitor Listing			Exhibitor Listing, 50 word description on event web site	Logo and 50 word description on event web site
Enclosures	Two sponsor supplied collateral pieces placed in all attendee registration bag		One sponsor supplied collateral pieces placed in all attendee registration bag			
Mailing	Two mailing to OPT-IN attendee list, mailing through Percona		Two mailing to OPT-IN attendee list, mailing through Percona			
Marketing Material	<ul style="list-style-type: none"> Corporate listing on pre-conference marketing materials Corporate sponsor listing during event as well as Percona staff speakers presentations Distribution of sponsor provided collateral / premium items at registration 		<ul style="list-style-type: none"> Corporate sponsor listing during event as well as Percona staff speakers presentations 		<ul style="list-style-type: none"> Corporate sponsor listing during event 	
Conference Tickets	Four complimentary conference passes & tutorials	Two complimentary conference passes & tutorials	Four complimentary conference	Two complimentary conference passes		
Cost	\$25,000	\$15,000	\$9,000	\$5,000	\$3,000	\$500



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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.*

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 - nikki.morton@percona.com - rena.dosono@percona.com

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



PERCONA LIVE

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 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 _____