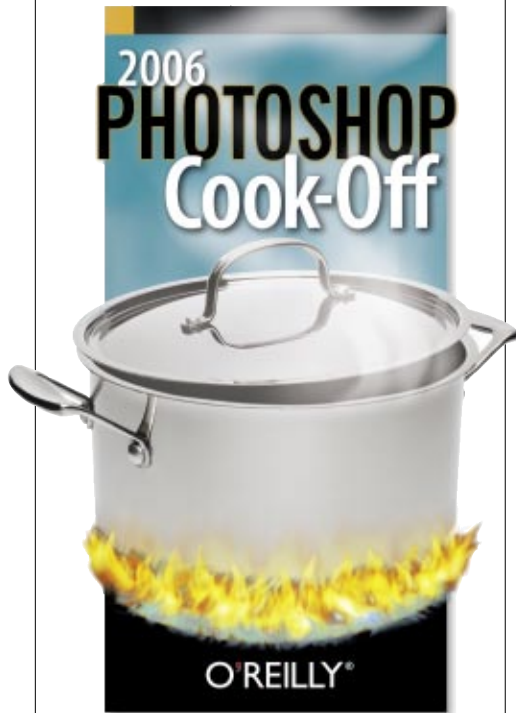




O'Reilly Media is launching a cook-off this summer, and we'd love to have your company join us in sponsoring this unique and exciting event!



#### PRESENTING

## The 2006 O'Reilly Photoshop Cook-Off

Why a cook-off? Because the reviews are in, and O'Reilly's five Photoshop Cookbooks are sizzling! These exciting new books for photographers and graphic designers cover a wide range of popular topics. They include innovative recipes on everything from using Photoshop blending modes, filters, and image manipulation techniques, to re-creating the styles of famous artists.

The 2006 O'Reilly Photoshop Cook-Off is a juried competition that gives contestants the opportunity to show how they're using recipes to create amazing one-of-a-kind images with Photoshop. Our judging panel includes well-respected digital photography experts such as Eddie Tapp, Katrin Eismann, Burt Monroy, Vincent Versace... O'Reilly wants to recognize special talent with awards and great prizes to be presented at PhotoPlus Expo in New York on November 2nd.

We're looking for partners to donate prizes and co-sponsor the awards event. Top-tier press, sponsors, and VIP conferees, including world-class photographers will be in attendance. This is an excellent opportunity to increase your company's visibility with a demographic that makes significant investments in equipment, travel, and educational resources. O'Reilly has promotions in place for this contest that include web, print, and media coverage.

Sponsors can reach a growing installed base of Photoshop users that is over 4,000,000 and growing. The results and winning entries will be announced and showcased at PhotoPlus Expo -- a popular trade show that draws over 24,000 attendees.

**The Competition:** Call for entries begins May 15th  
Submission deadline August 15th  
Winners announced November 2, 2006  
No entry fee. No purchase required

Sponsorship opportunities are outlined in the following pages. Please don't hesitate to call me directly if you have any questions or would like to discuss a custom sponsorship package.

Betsy Waliszewski  
*Product Manager, Graphics Division*  
O'Reilly Media, Inc.  
[betsy@oreilly.com](mailto:betsy@oreilly.com)  
707.827.7052

**O'Reilly Media** illuminates the spaces where innovation, creativity, and technology converge. For over 25 years, the company has brought the knowledge of the experts to a broad audience of amateurs, enthusiasts, and professionals.

What's cookin'?



### Diamond Sponsor Package \$7,500

The Diamond Sponsor Package gives you top billing to all contestants before, during, and after the contest, and premium advertising and media placement at the Awards Event, solidifying your company's leadership position in the digital photography community.

#### Benefits include:

- Company name on Call for Entries announcement and Awards Event invitation
- Opportunity to host Awards Event at PhotoPlus Expo New York on November 2, 2006
- Diamond Sponsor Awards Event Special Benefits:
  - Onsite signage
  - Acknowledgement of sponsorship during the Awards Ceremony
  - Name in Awards Event program
  - 6' display table for your products
  - Inclusion of one item in "goodie bag" (e.g. a branded giveaway)
  - Unlimited VIP admission tickets to Awards Event
- Inclusion in Web / Print ads
- Company literature displayed in O'Reilly tradeshow booth at PhotoPlus Expo
- Company logo and 100-word description prominently displayed on contest marketing materials and web site
- Top logo placement and link on contest web site
- Inclusion in press releases

### Platinum Sponsor Package \$4,000

The Platinum Sponsor Package gives you exposure to all contestants before, during, and after the contest, and demonstrates your company's leadership position in the digital photography community.

#### Benefits Include:

- Company name on Call for Entries announcement and Awards Event invitation
- Name in Awards Event Program
- 6' display table for your products at the Awards Event
- Inclusion in Web / Print ads
- Company logo and 75-word description prominently displayed on contest marketing materials and web site
- Inclusion in press releases
- 25 VIP admission tickets to Awards Event at PhotoPlus Expo New York: November 2, 2006

### Prize Sponsor

*Donation of Goods, Software or Services*

#### Benefits include:

- Logo identification on contest web site
- Inclusion in press releases
- Participation in Awards Event at PhotoPlus Expo
- Inclusion in Web / Print ads
- Admission to Awards Event at PhotoPlus Expo in New York
- Name in Awards Event Program

### Gold Sponsor Package \$2,500

The Gold Sponsor Package is a powerful way to increase awareness of your company in the digital photography community.

#### Benefits Include:

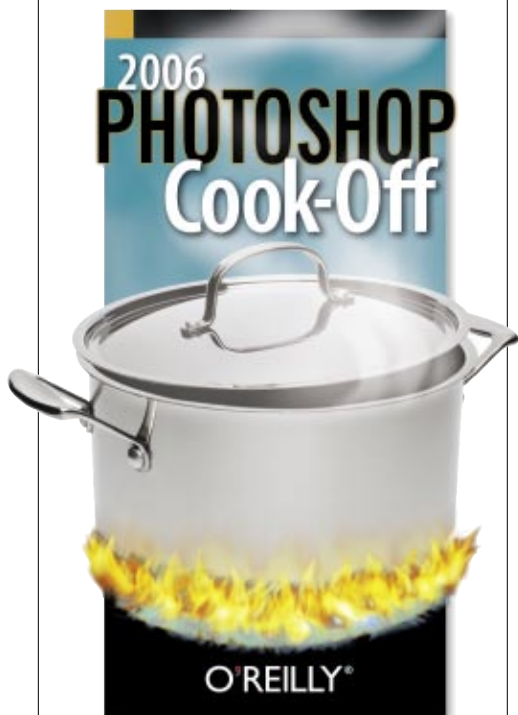
- Company logo and 50-word description prominently displayed on contest marketing materials and web site
- Name in Awards Event Program
- 4' display table for your products at the Awards Event
- Inclusion in Web / Print ads
- Inclusion in press releases
- 10 VIP admission tickets to Awards Event at PhotoPlus Expo New York
- Participation in Awards Event at PhotoPlus Expo

### Media Sponsor *Services In-kind*

#### Benefits include:

- Logo identification on contest web site
- Inclusion in press releases
- Participation in Awards Event at PhotoPlus Expo
- Inclusion in Web / Print ads
- Admission to Awards Event at PhotoPlus Expo in New York
- Name in Awards Event Program





Please sign and return this contract with your payment to:

O'Reilly Media, Inc.,  
Attn: Betsy Waliszewski  
1005 Gravenstein Highway North  
Sebastopol, CA 95472

Telephone: 707-827-7052  
Fax: 707-829-0104  
Email: [betsy@oreilly.com](mailto:betsy@oreilly.com)

### Primary Contact Information

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### Company Information

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Please indicate your choice of Sponsor Packages by checking the appropriate box.

- |  |   |
|--|---|
| <input type="checkbox"/> Diamond Sponsor Package – \$7,500                       | <input type="checkbox"/> Platinum Sponsor Package – \$4,000 |
| <input type="checkbox"/> Gold Sponsor Package – \$2,500                          | <input type="checkbox"/> Media Sponsor – Services in Kind   |
| <input type="checkbox"/> Prize Sponsor – Donation of Goods, Software or Services |   |

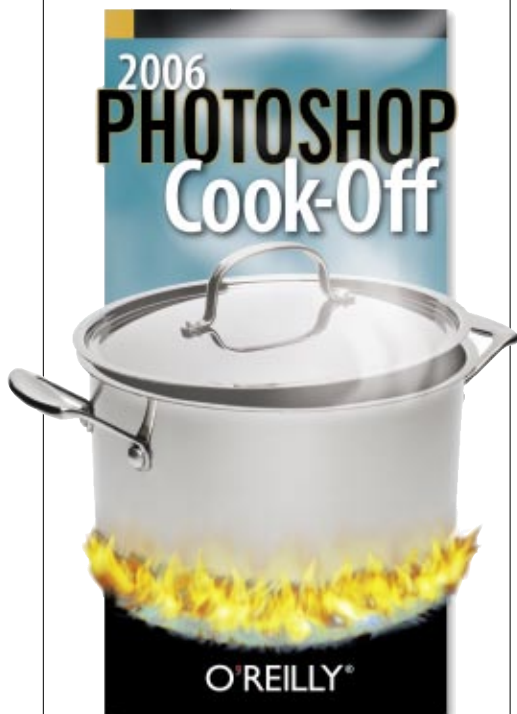
*For more information on Sponsor opportunities, please contact Betsy Waliszewski.*

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

If you are a Prize Sponsor, please list the product(s) to be promoted as a contest prize:

Retail value of contest prize donations:





**Full payment in US funds must accompany this form in order to secure your space as a sponsor of the contest.**

**Cancellation:**

We will refund 50% of the total sponsor fee if cancellation received in writing on or before 5:00 P.M. PDT on May 15, 2006. After May 15, 2006, no refunds will be made unless sponsorship is denied. In the unlikely event of cancellation of the contest, the liability of O'Reilly is limited to the return of paid fees.

**Payment Type**

- Company check (Please make check payable to O'Reilly Media, Inc.)
- Visa     MasterCard     American Express     Discover

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Contract Signatures**

I have read and agree to comply with all of the terms and conditions of the Participation Agreement, and am authorized to execute this Agreement on behalf of the Company.

Sponsor \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Upon receipt of this contract and payment, and acceptance of Sponsor, O'Reilly Media, Inc. will countersign and return a copy to the contact listed on page one of the contract.

O'Reilly Media, Inc. \_\_\_\_\_ Date \_\_\_\_\_

**Company Logo and Information**

You authorize O'Reilly Media, Inc. to use and reproduce the logo and description you submit to promote the contest. Company description and print and web logos must be submitted via email to Betsy Waliszewski by June 1, 2006 and comply with the following specs:

1. 300 dpi Photoshop tiff or eps file AND a 72 dpi web version (.gif or .jpg) or your non-animated logo that is equal to or less than 140 pixels wide and 140 pixels tall. The web logo will appear on a white background.

-OR-

Adobe Illustrator or Macromedia Freehand eps file, with fonts outlined. (This is very important: O'Reilly Media, Inc. is not responsible for providing fonts for printing sponsor-submitted logos.)

2. For Diamond Sponsor, a 100-word company description, and for Platinum Sponsor, a 75-word company description.



Terms and Conditions for Sponsorship Participation in the 2006 O'Reilly Photoshop Cook-Off Best Application of a Photoshop Recipe Contest.

ACCEPTANCE: Sponsor's participation subject to acceptance by O'Reilly Media, Inc. ("ORM").

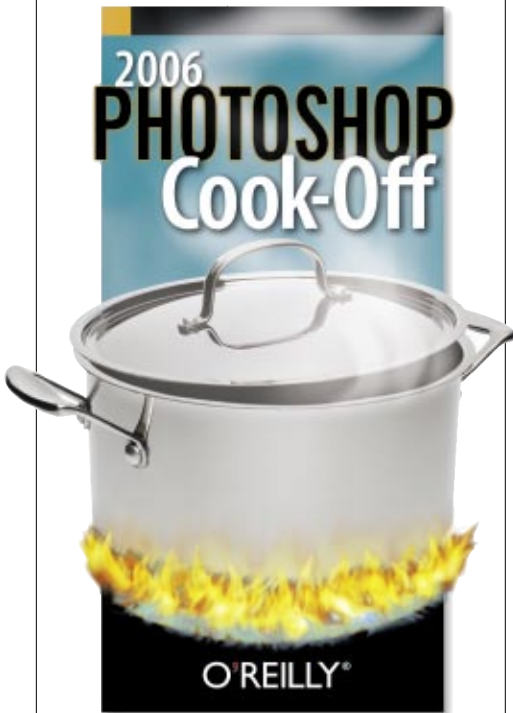
INDEMNITY AND LIMITATION OF LIABILITY: Neither ORM nor any of their officers, agents, employees, facilities, other representatives, or assigns shall be liable for and Sponsor hereby releases them from, any claims for damage, loss, harm, or injury to the person, property, or business of the Sponsor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, failure of the URL promoting the contest, accident or any other reason in connection with the sponsorship of the contest. The Sponsor shall indemnify, defend and protect ORM and hold ORM harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Sponsor's participation in the contest or any actions of its officers, agents, employees, or other representatives. Under no circumstances will ORM be 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 of likelihood of such damages or lost profits. In no event shall ORM's liability under any circumstances, exceed the amount actually paid to it by the Sponsor for Sponsorship participation. ORM makes no representations or warranties regarding the number of persons who will participate in the contest.

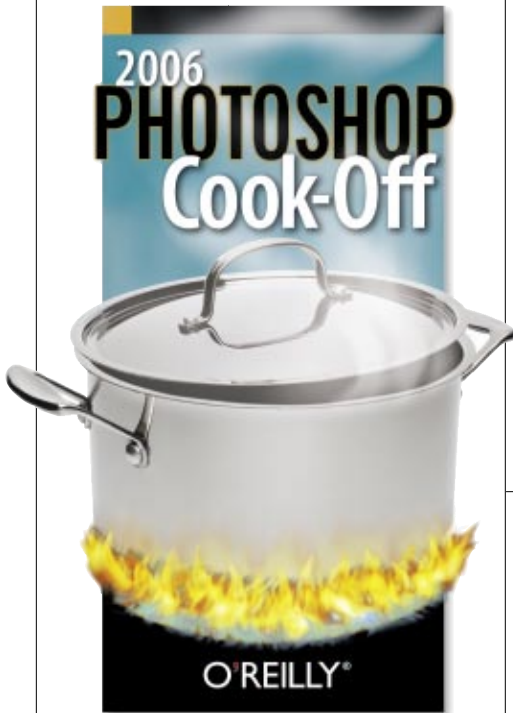
OBSERVANCE OF LAWS: Sponsor shall abide by and observe all applicable laws, rules and regulations, and ordinances in connection with its sponsorship.

CANCELLATION OR TERMINATION OF SPONSORSHIP: If for any reason beyond its reasonable control including fire, strike, earthquake, damage, failure of the URL promoting the contest, government regulations, public catastrophe, act of God, or any similar reason, ORM shall determine that the contest or any part may not be held, ORM may cancel the Sponsorship. In that event, ORM shall determine and refund the Sponsor its proportionate share of the balance of the aggregate fees received which remains after deduction all expenses incurred by ORM.

SPONSOR CANCELLATION: All payments made to ORM under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by ORM and ORM's lost or deferred opportunity to provide Sponsorship opportunities to others if Sponsor cancels this agreement after May 15, 2006.

AGREEMENT TO TERMS, CONDITIONS, AND RULES: Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by ORM from time to time for the efficient legal operation of the contest. This application represents the entire agreement between the Sponsor and ORM concerning the subject matter of the application. ORM is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by ORM. The rights of ORM under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of ORM. If any terms of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect.





### Host an Awards Event Display Table

**\$500**

Increase awareness of your company's products at this 2-hour, hosted event on November 2, 2006 at PhotoPlus Expo. Top-tier press, sponsors, and VIP conferees, including world-class photographers will be in attendance.

#### Benefits include:

- 4' draped display table
- Signage
- 2 invitations to Awards Event
- Set-up and tear down provided by O'Reilly, with products shipped back to vender at end of show

If you are interested in hosting an Awards Event Display Table, please sign and return this contract with your payment to:

O'Reilly Media, Inc.,

Attn: Betsy Waliszewski

1005 Gravenstein Highway North

Sebastopol, CA 95472

Telephone: 707-827-7000

Fax: 707-829-0104

Email: [betsy@oreilly.com](mailto:betsy@oreilly.com)

#### Primary Contact Information

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

#### Company Information

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

*For more information on Sponsor opportunities, please contact Betsy Waliszewski at [betsy@oreilly.com](mailto:betsy@oreilly.com) or 707-827-7052.*

