



Where 2.0 Conference
May 19-21, 2009
<http://en.oreilly.com/where2009>

Below you'll find all of the logistical information (with several deadlines) for the 2009 Where 2.0 Conference.

MAJOR DEADLINES:

Event Guide Advertisements: 4/6/09

Hotel Room Discount Rate: 4/17/09

Bag Insert and Exhibit Booth Freight: By 4pm on 5/12/09

Exhibit Hall

Exhibitor Registration/Move In:

Tuesday, May 19, 2009 - 12:00PM - 6:00PM

Wednesday, May 20, 2009 - 7:00AM- 10:00AM

Exhibit Hall Hours:

Wednesday, May 20, 2009

10:15AM - 11:00AM

12:00PM - 1:30PM

3:30PM - 4:15PM

Exhibit Hall Reception - 6:00PM -7:00PM

Thursday, May 21, 2009

10:15AM - 11:00AM

12:00PM - 1:30PM

3:15PM - 4:00PM

Tear Down:

Thursday, May 21, 2009

4:00PM - 6:00PM

Each Pipe & Draped Booth Space Includes:

* One High-speed Ethernet Internet connection

* One 500-Watt Double Outlet

* 7" x 44" Identification Sign

* Carpeted room (no need to rent carpet)

Show color is **blue**

Exhibitor Manual

Booth space does not include furniture. For those exhibitors who need furniture, O'Reilly had negotiated a discounted package for a counter height draped table and stool. This package may be ordered in advance from our decorator for \$150 (\$225 value). All orders need to be made through our preferred event decorator Tricord Tradeshows. Please view their exhibitor manual for order forms.

Go to www.tricordtradeshows.com

- Select Client Log In
- Scroll down to the Where 2.0 Conference
- Then enter the password where2009

AV orders

GESI is our preferred vendor for all computer related rentals, and will be onsite for the duration of the show to handle any technical issues.

Log on to <http://events.gesi.net>

- Register or Log In
- Select Where 2009

Sessions Pass & Exhibit Staff Pass

As part of your exhibit package, you will be granted 1 sessions pass and 1 exhibit staff pass. A form will be emailed to you to fill out with the names and email addresses of those who will use your session pass and your exhibit staff pass.

Please return this form no later than **May 5, 2009** in order to be properly registered for your sessions passes, exhibit staff passes and to be included in our new social networking and opt-in email lists.

Employee and client discount code

O'Reilly is pleased to announce a 20% discount off additional passes for conference registration for sponsor employees and clients. Please use discount code, **whr09d20**, when registering at: <https://en.oreilly.com/where2009/public/register>

New this year – Where 2.0 Conference social networking!

If you would like to connect with other Where 2.0 attendees via a special conference-only social networking site, please notify May when you and your colleagues are registered, and you will be signed up. You will receive further instructions on how to participate in the network via email.

Bag inserts

Important: If you are eligible for an attendee bag insert, please note that these items must be sent to the advance warehouse by 5/12/09. Only one piece/item can be sent, and the item can be no larger than an 8.5x11 sheet.

Advance Warehouse Address:

Where 2.0 2009
O'Reilly Conference
C/O Tricord
738 Neeson Road
Marina, CA 93933

Shipping Label:

Attn: O'Reilly Where 2.0 Conference, BAG INSERTS, <COMPANY NAME>.

On the outside of the box, please mark in large letters:

BAG INSERTS, <COMPANY NAME>

BOX 1 of (number of boxes)

Please send an email to May Carver giving the following information about your bag insert:

- 1) Shipping details (Shipping Company)
- 2) Number of boxes sent and quantity of pieces
- 3) Description of item
- 4) Tracking number

*If sending in a flyer, please fax a copy to May Carver at 707-829-0104.

Please also provide a cell phone number for primary contact, in case we have any urgent questions when we are on-site setting up for Where 2.0.

Hotel Venue/Reservations

Fairmont San Jose
170 S. Market Street
San Jose, CA 95113
Phone: (408) 998-1900
Fax: (408) 287-1648

The cutoff date for room reservations is **4/17/09**

Guest Room Rate \$205.00 plus tax

To receive the discounted room rate, please identify yourself as attending the "Where 2.0 Conference." **The cut-off date for the group rate is 4/17/09. Reservations received after 4/17/09 (or after the room block sells out, whichever comes first) will be honored on a space-available at the prevailing rate of the hotel.** All rates are single or double occupancy. All room rates listed above do not include 10% Hotel Occupancy Tax, \$2.00 HBID Assessment Tax and \$1.00 PBID Assessment Tax. (Subject to change without notice).

Please provide 72 hours notice when canceling your reservations to avoid deposit forfeiture or penalties.

Hotel Parking

The Fairmont San Jose garage is located below the hotel. We offer valet parking only, there is no self-parking available.

Valet parking (for overnight guests) is on a space available basis and is \$26 per night including in-and-out privileges.

Valet parking (for visitors) is on a space available basis:

- First 30 minutes \$5
- Every additional 20 minutes \$1.50
- Maximum rate for the day \$26

Free 'Green' Parking: Overnight guests who drive hybrid vehicles can enjoy green parking at all Fairmont Hotels & Resorts properties in California.

Airport Information

Norman Y. Mineta International Airport is located three miles (5km) from the hotel.

Airport Shuttle

The Fairmont San Jose does not provide complimentary shuttle service. VTA Airport Flyer makes frequent stops between San Jose Intl' Airport and the Metro Station Light Rail Stop (North 1st Street and Metro Drive). For more information call the Valley Transportation Authority (VTA) at (408) 321-2300 or visit their website.

Taxi Service

Taxis to and from Norman Y. Mineta International Airport cost approximately \$20 to \$25 USD.

Driving Directions:

From the North on Highway 101 (San Francisco)

- Take HWY 101 South
- Exit De La Cruz
- Continue down De La Cruz until it becomes Coleman Avenue
- Coleman Avenue will turn into Market Street
- Make a U-Turn around Plaza de Cesar Chavez Park
- The hotel will be on the right side between Dan Carlos Street South Market
- The hotel's address is 170 South Market Street

From the North on Highway 280 (San Francisco):

- Take Vine Street/Almaden Boulevard exit.
- Turn left at the first signal (Almaden Boulevard).
- Take a right at the fourth signal (San Carlos Street).
- Take a left at the second signal (Market Street).
- The Hotel will be on the right side between San Carlos Street and San Fernando Street.

From the North on Highway 880 (Oakland/Fremont/Hayward):

- Take the Downtown/First Street exit.
- Make a left at the bottom of the off ramp.
- Make a right on Julian Street.
- Make a left on Market Street.
- The Hotel is located between San Fernando St. and San Carlos St. Once you cross San Fernando St., you will need to circle Plaza de Cesar Chavez Park.
- The hotel is located at 170 South Market Street.

From the South on Highway 680 or Highway 280:

- Take HWY 87 North (Guadalupe Parkway).
- Continue down Guadalupe 1/4 mile to Downtown/Santa Clara Street exit.
- Make a right on Santa Clara Street.
- Take a right at the fifth signal (Market Street).
- Continue on Market Street.
- Make a U-Turn around Plaza de Cesar Chavez.
- The Hotel will be on the right side between San Carlos Street and San Fernando Street.

From the South on Highway 101 (Los Angeles):

- Take HWY 101 North to HWY 85 North.
- Exit HWY 87 North (Guadalupe Parkway).
- Continue down Guadalupe Parkway 1/4 mile to the Downtown/Santa Clara Street exit.
- Make a right on Santa Clara Street. Go five lights to Market Street and make a right.
- Continue on Market Street for two blocks and circle Plaza de Cesar Chavez

Park.

- The hotel is located on 170 South Market Street

From Norman Y. Mineta International Airport (SJC):

- When exiting the airport make a right onto Guadalupe Parkway (HWY 87 South).
- Continue down Guadalupe Parkway (HWY 87 South) to the Park Avenue Exit.
- Make a left on Park Avenue and continue down 3 blocks.
- Make a right turn on S. Market Street.
- Make a U-Turn around Plaza de Cesar Chavez Park.
- The Hotel will be on the right side between San Carlos Street and San Fernando Street.