



REAL WORLD  
LINUX  
2004

CONFERENCE & EXPO

APRIL 13–15, 2004

METRO TORONTO CONVENTION CENTRE NORTH BUILDING

[www.realworldlinux.com](http://www.realworldlinux.com)    [exhibit@realworldlinux.com](mailto:exhibit@realworldlinux.com)

YOUR CONNECTION TO TODAY'S  
APPLICATIONS AND SOLUTIONS

# 2,000 + BUYERS WILL ATTEND ONE OF THE KEY LINUX EVENTS IN NORTH AMERICA

*RWLO4 is the key tradeshow and conference in Canada exclusively dedicated to Linux and Open Source Applications and Solutions for management and technology professionals in all sectors*

## WHY TORONTO, CANADA?

The Greater Toronto Area (GTA) is the 5th largest urban region in North America — 7 million Canadians work within a 100-mile radius of the GTA. Business base for 3,000+ IT&T firms employing 155,000+ people earning revenues upwards of \$38-billion annually. Knowledge-based companies are an integral part of the growing economy.

(Source Statistics Canada – WPC OMEDT 2000)

Canada's IT sector represents \$65 billion in revenue annually. Toronto companies are nearly 40% of this total national figure. Toronto is Canada's corporate capital and the hub of the IT&T industry. A major international centre for, financial services, life sciences, manufacturing and business. Toronto is a dynamic city that demands high quality IT&T products and services and is at the hub of one of the top five R&D centers in North America.

(Source City of Toronto: [www.city.toronto.on.ca/economic\\_profile/informationtech.htm](http://www.city.toronto.on.ca/economic_profile/informationtech.htm))

LOCATION  
LOCATION  
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The Metro Toronto Convention Centre is a world-class venue, central to Toronto's financial and business district. The MTCC is adjacent to Toronto's renowned theatre and restaurant quarter providing an outstanding opportunity to build on relationships with your customers and prospects.



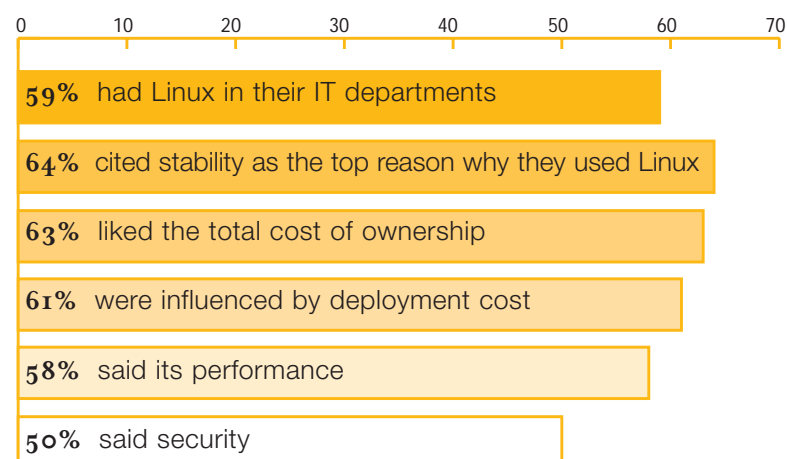
## LINUX AND OPEN SOURCE IS ON THE RISE AS A CORPORATE STANDARD COMPUTING PLATFORM

The Open Source Development Lab (OSDL) and SD Times recent study of Linux use in corporations reveals a broad use of Linux, and shows a third of those companies have adopted open-source as a corporate standard computing platform. The survey was conducted among 8,000 SD Times readers, mostly senior managers at corporations with more than 1000 employees.

*Dan Kusnetzky, VP of system software research at IDC Corp., states the survey findings are consistent with those of its Linux studies over the past four years. "We see a trend of corporations considering Linux in more and more areas as a mainstream choice."*

(Source eWeek June 23, 2003)

Findings of those that responded show:



# OUR COMMITMENT TO YOU THE HIGHEST LEVEL OF VISIBILITY

*RWLO4 will position your company as a primary player  
and industry leader to more than 2,000 industry decision makers  
from government, industry, enterprise, education, and SMBs*

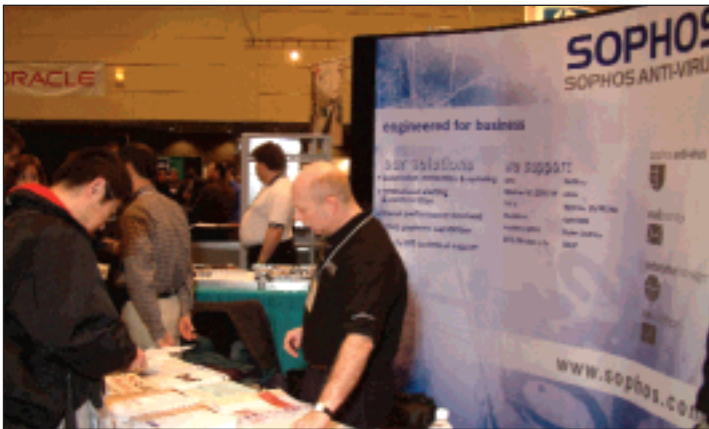


## MEET ONE-ON-ONE WITH

*CIO, CEO, COO, CFO, President, VP*

Senior management decision makers responsible for policy, strategic approval and final purchasing power.

*IT/IS/MIS, Software Engineers & Developers,  
Systems Integrators, ISPs, Data Center  
Management, Systems Programmers and Network  
Managers, Information Systems Architects*



Technical decision makers that develop, implement and review policy and procedures for technology products and systems.

*Business Development, Business Analysts,  
e-Business, VAR's, Policy, Program & Procurement,  
Directors of Finance and Consultants*

Influencers responsible for reviewing company operational policy and procedures and making recommendations that result in purchases.



*Middle Managers in Operations, Quality,  
Marketing, Administration, Sales and Logistic staff*

Influencers that have contribution into the process as it affects their departments.

*Consultants*

IT and network specialists contracted to provide outside analysis and recommendations.

# TIMING IS EVERYTHING!

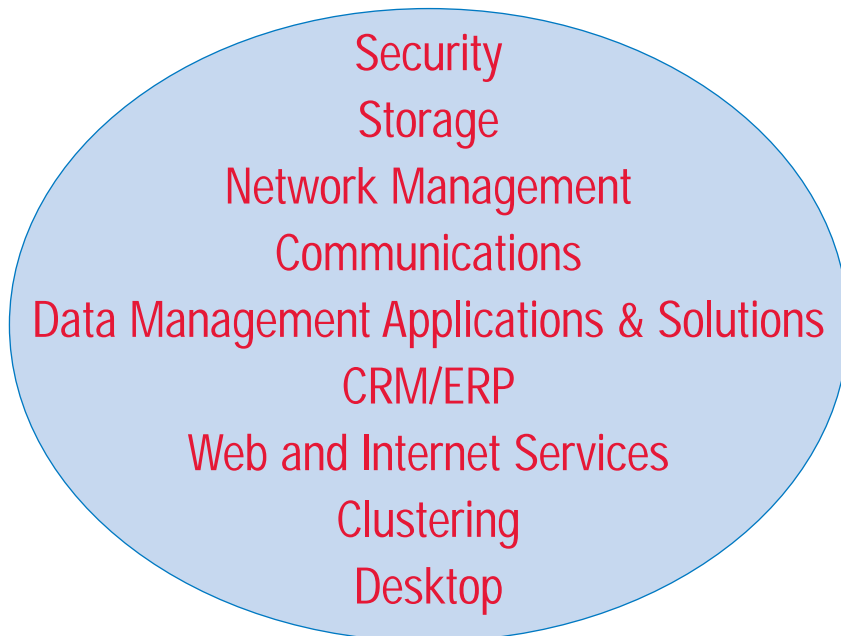
*"Linux is in a unique position in the IT adoption lifecycle", according to Warren Shiau, Senior Software Analyst for IDC Canada Ltd. "The prerequisite for success is within the context of being a standard solution," he said, adding that early adopters have been quite willing to expand Linux from a "utility server to an enterprise deployment platform role."*

(Source ItWorldCanada.com 7/1/2003)

## STAND APART LEADERSHIP POSITIONING

- L**everage Your products and services to strategic developers and industry stakeholders
- I**mage Build and sustain your brand as a major player in the Linux marketplace
- N**etwork Connect face to face with decision makers in a buying environment
- U**ltimate Arena to cultivate business relationships
- X**hibit Exhibiting, positions your company as a leader in the Linux and Open Source industry

## REAL WORLD LINUX TECHNOLOGY HOT SPOTS



RWL04 zeros in on the current technology hot spots for applications, solutions and hardware. Enthusiastic attendees are eagerly anticipating the opportunity to hear from experts in a comprehensive educational conference where their questions about implementation, total cost of ownership, return on investment and distributions will be addressed.

### LINUX CONFERENCE

LINUX NOW! is the theme of RWL04. The conference will attract the highest level of professionals looking for pertinent information about implementation and use. Everyone wants to know about Linux and they want to know NOW!

### KEYNOTE PRESENTATIONS BY INDUSTRY LEADERS

A major show attraction on the show floor each day – ensuring exhibit traffic after the presentation.

### THEATRE PRESENTATIONS

Demonstrations of leading products are an added attraction on the show floor, attendees will see first hand how Linux works.

### RECEPTION

Meet your prospects and clients at the close of show day one in an informal get-together on the show floor.

# LINUX NOW! THE REAL WORLD LINUX ADVANTAGE IS OUR COMMITMENT TO YOU

*Don't wait! Real World Linux will market your company to the Linux and Open Source community today!  
Confirm your exhibit space and within 48 hours RWL goes into motion working for you.  
Months in advance of the show your company will be visible to thousands of buyers.*

## EXTENSIVE TARGETED MARKETING

*Our high impact marketing resources will deliver the greatest level  
of visibility, giving you access to the most qualified buyers*

**NEW**

### **REAL WORLD LINUX BUSINESS RESOURCE PORTAL**

A unique gateway established to communicate with a growing Linux Business Community. More than 1000 confirmed opt-in individuals will receive regular information. Vendors may provide press releases with current product/service announcements. Visitors to the portal will receive news breaking information and special invitations and discounts.

**NEW**

### **REAL WORLD LINUX e-BUSINESS NEWS**

RWL opt-in community will receive your press releases and product information via the RWL e-newsletter.

**NEW**

### **RWL VIRTUAL BOOTH**

Our website promotes your company products/services and links to your website 24/7.

### **TRADE PUBLICATIONS**

Extensive advertising in targeted trade publications.

### **DIRECT MAIL**

Pre-qualified professionals culled from our database and professional associations and publications.

### **FREE TRADE SHOW PASSES**

Will be distributed in electronic and print format providing your prospects with free admission to see you.

### **ON-LINE PROMOTION**

Our dedicated website offers the latest show information—up to the minute 24/7.

### **PUBLIC RELATIONS**

A sweeping PR Campaign will ensure media attention. RWL will provide a pressroom for exhibitors to conduct interviews and hold their own press conferences.

### **EMAIL**

Email broadcasts to opt-in only lists will promote RWL.

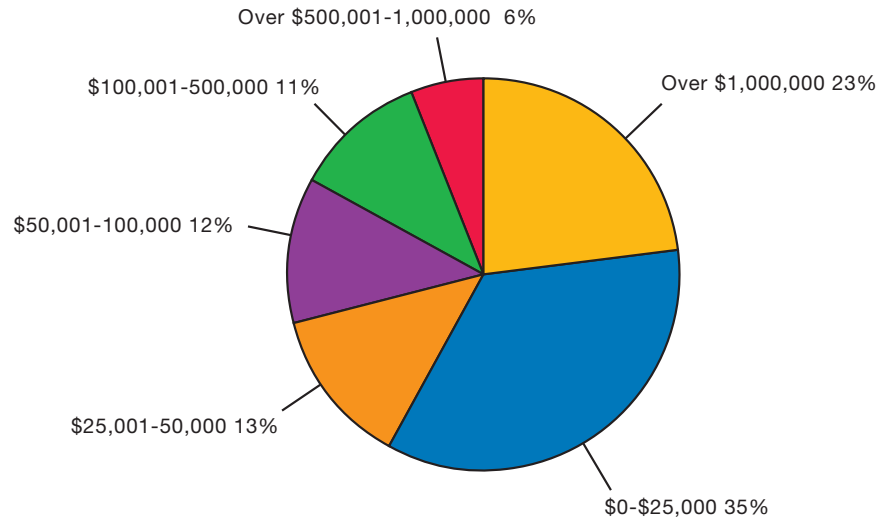
**ACT NOW! MARKET WITH REAL WORLD LINUX STARTING TODAY!**



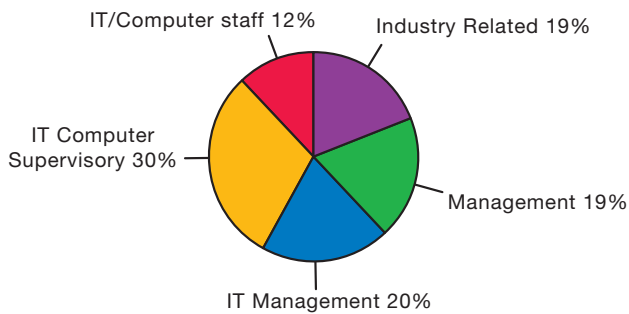
# REAL WORLD LINUX MEANS BUYING POWER

Attendees come from all sectors of business, government and education. They have a mut

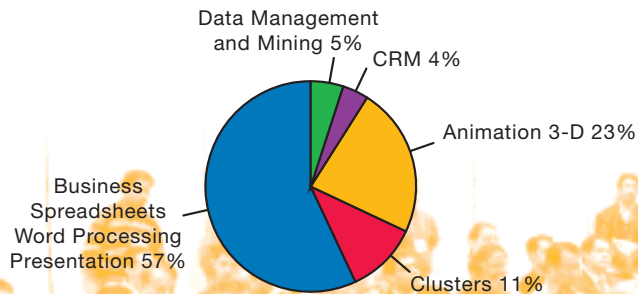
## YOUR COMPANY IT BUDGET



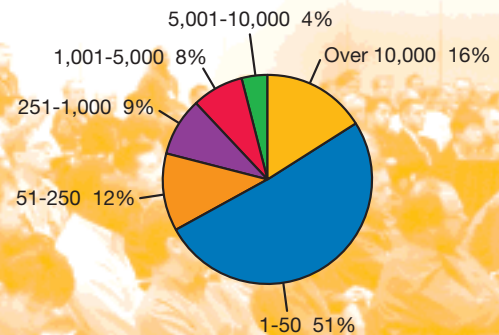
## JOB FUNCTION



## SOFTWARE TOOLS AND APPS



## NUMBER OF EMPLOYEES IN ORGANIZATION



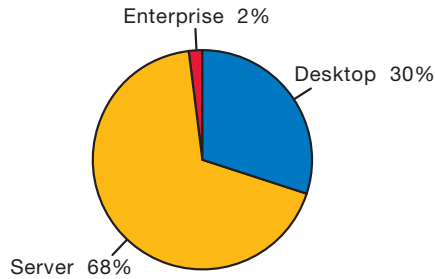
69% OF ATTENDEES HELD SUPERVISORY OR MANAGEMENT POSITIONS

**TOTAL ATTEN**  
*Real World Linux 2003 Verified Att*  
\* Microspec R

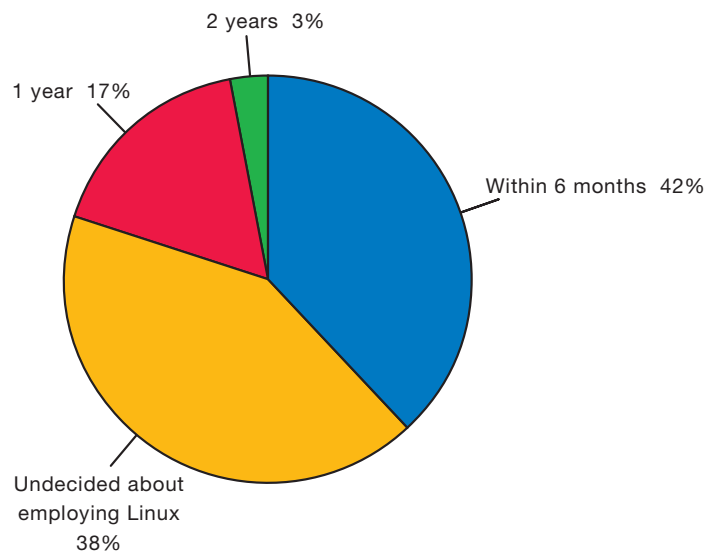
# THEY COME TO RWL04 LOOKING FOR YOU!

...their primary goal — they are looking for applications and solutions using Linux and Open Source.

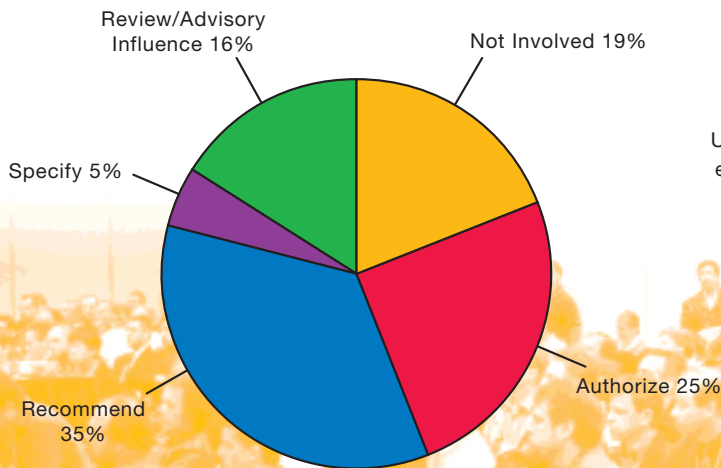
## I AM CURRENTLY USING LINUX ON MY...



## WHEN ARE YOU PLANNING TO PURCHASE ANY LINUX PRODUCTS?



## ROLE IN PURCHASING



ATTENDANCE 1,863

Attendance\* and demographic make up

Registration Inc.

79% OF ATTENDEES ARE INVOLVED  
IN PURCHASING DECISIONS

# INVEST IN RWL04

## YOUR RWL INVESTMENT INCLUDES

### **DRAYAGE**

(standard) is included  
No additional fees are required

### **EASY CUSTOMS CLEARANCE**

Your goods are cleared on show  
not held up at the border

### **FREE SHOW GUIDE**

directory listing  
(subject to press deadlines)

### **RWL VIRTUAL BOOTH**

Our website promotes your  
company products/services  
and links to your website 24/7

### **REAL WORLD LINUX BUSINESS PORTAL**

Your products/services published  
on this highly visible separate Linux  
community resource domain

### **REAL WORLD LINUX E-BUSINESS NEWS**

Our opt-in community will receive  
your press releases and product  
information via this newsletter

### **UNLIMITED GUEST PASSES**

to distribute to your clients  
and prospects

### **MEDIA LIST**

Pre-registered media list available for  
you to direct attention to your company

### **ON SITE MEDIA ROOM**

Distribute your press kits to attending  
press where the onsite publicist  
will direct the press to your  
information and booth

## SHOW DATES & HOURS

### **MOVE IN**

Tuesday April 13, 9:00am-6pm

## SHOW DAYS

Wednesday April 14, 11:00am-5pm

Thursday April 15, 11:00am-4pm

### **MOVE OUT**

Thursday April 15, 4:30pm-11pm

## SPACE RATES

### **UNTIL NOVEMBER 15, 2003**

**\$26.00 per square foot**  
(Bonus - Free single 2-day FlexiPass)

### **AFTER NOVEMBER 15, 2003**

**\$28.00 per square foot**

Single Corner exposure or end cap:  
10% premium. Rates are quoted  
in Canadian dollars, payable in  
Canadian or US funds.

## TRAVEL & ACCOMODATION

Special room rates have been secured exclusively for Real World Linux at the following hotels:

### **RENAISSANCE SKYDOME HOTEL**

\$159.00  
General Cityview Sgl/DbI  
Reservations call direct:  
(800) 237-1512  
Phone: (416) 341-7100

### **STRATHCONA HOTEL**

\$95.00 Standard Sgl/DbI  
\$105.00 Deluxe Sgl/DbI  
\$115.00 Corp. Sgl/DbI  
Reservations call direct:  
(800) 268-8304  
Phone: (416) 363-3321

To find other hotels, rates, restaurants, theatre and attractions call New Wave Travel and ask for Barbie Ough (800) 463-1512.

## EXCLUSIVE TO EXHIBITORS

Additional Opportunities are available only to Exhibitors:

- Show Directory Advertisement
- Sponsorship Opportunities (please inquire)
- Opportunity to purchase registration list through a 3rd party mailing.

## AN EVENT PRODUCED BY PROFESSIONALS

RWL04 is the 2nd annual RWL event in Canada. Produced by a team of recognized professionals in the exposition industry. Principles Bruce and Jai Cole are members of the Canadian Association of Exposition Management, Society of Independent Show Producers and leading industry associations. Both are Professors of the George Brown College Exposition Management Course, a unique program in Canada.





Metro Toronto Convention Centre (Hall A)  
 Toronto, Ontario  
 Conference April 13-15, 2004  
 Trade Show April 14-15, 2004

## APPLICATION / CONTRACT / SPONSORSHIP / AGREEMENT

Company	Contact:			Title
Profile				
Address				
City				
Prov./State	Zip/PC			
Phone	Fax			
Email	Web Site			
Booth location preference:	1st	2nd	3rd	Booth number(s)
Space required	ft x	ft. =	Square feet	

### EXHIBIT SPACE RATES

#### Until November 15, 2003

Includes drayage fee (standard material handling) plus pipe & drape as required.  
 Added Bonus: Confirm your space and receive your FREE single 2-day FlexiPass **\$ 26.00 per square foot**

#### After November 15, 2003

Includes drayage fee (standard material handling) plus pipe & drape as required. **\$ 28.00 per square foot**  
 Single Corner Premium **10%**

### Sponsorship

Platinum Sponsorship (minimum 800 square feet)	<b>\$ 30,000</b>
Gold Sponsorship (minimum 600 square feet)	<b>\$ 20,000</b>
Silver Sponsorship (minimum 400 square feet)	<b>\$ 10,000</b>
Bronze Sponsorship (minimum 100 square feet)	<b>\$ 2,000</b>
Individual Sponsorship items available (call for info)	

Please indicate any exhibitors you do not wish to be beside:

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### Payment Terms

**10% due within 30 days of application, plus applicable taxes**

**50% due by November 15th, 2003, plus applicable taxes**

**Remaining 40% due by February 14th, 2004, plus applicable taxes**

Show Management will provide the exhibitor with an invoice, as per the above schedule.

Payable in Canadian funds: Please add 7% Goods & Services Tax (GST#: 12187 0422 RT0001)

Please make cheques payable to Real World Linux Inc.(for cc's, use VISA or AMEX and please add 4%)

I am aware of, have read and accept the 'Terms and Conditions' of Real World Linux Inc. (RWL'04). This signed contract is legally binding and confirms that the above company will exhibit, upon RWL'04 approval, with the space indicated or in space allocated by RWL'04. The minimum booth space available is 100 sq.ft. A signed faxed copy is binding. Exhibitor also confirms that show insurance coverage as described in clause 5 will be provided. In the event of cancellation, the exhibitor must notify Show Management in writing and is responsible for the amount due as per the payment terms above. Deposits are non-refundable and non-transferable. The signing applicant acknowledges that Exhibitor authorizes him/her to be bound by these 'Terms and Conditions'.

Date \_\_\_\_\_ Authorized signature \_\_\_\_\_ (please print)

## TERMS AND CONDITIONS

1. Principle Purpose. The principle purpose of the Trade Show is to stimulate interest in and demand for industry products, in general (therein 'Principle Purpose'). No exhibitor shall engage in any activity inconsistent with this Principle Purpose.

2. Sub-Leasing. Exhibitor may not sub-let his space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit in his booth non-exhibiting companies' representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

3. Default in Occupancy. Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space. If not occupied by the time set for completion of installation of displays, or fails to pay the space rental at the times specified, such space may be possessed by the Management and re-allocated or assigned for such purposes as it may see fit. Downgrades in exhibit space are subject to a 25% penalty of the cost of the area reduced.

4. Eligible Exhibits. The Management has sole right to determine the eligibility of any company or product for inclusion in the Trade Show. Used equipment is not eligible for exhibition without prior written permission from Show Management.

5. Insurance and Liability. General Liability and fire insurance is the responsibility of the Exhibitor naming the Management and the venue as co-insured with limits of liability of at least \$2,000,000 combined single limits including bodily injury, property damage, personal injury, contractual liability, non-owned automotive liability, products and complete operations, cross liability clause, and a severability of interest clause; Tenant's legal liability of \$100,000; and Real World Linux Inc and the venue named as an additional insured. Management and its service contractors assume no risk, and by acceptance of this Agreement the Exhibitor expressly releases Management, service contractors and venue of and from any and all liability for personal and property damages, loss of goods by fire, theft, damage or destruction and from any action of any nature by the Management including damage to his business by reason of failure to provide space for his exhibit, or failure to hold the Trade Show as scheduled, except as provided herein. Exhibitor further agrees to indemnify and hold the Management harmless from all liability arising from the acts of Exhibitor, its employees and agents.

6. Installation-Showing-Dismantling. Exhibits must be removed by Exhibitor from the premises no later than the time indicated in the official exhibitor manual. The premises must be left broom clean by the Exhibitor. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Trade Show before conclusion of the dismantling period as specified by the Management.

7. Damage to Property. Exhibitor is liable for any damage caused by him or his representatives to building floors, walls, or columns, or to standard booth equipment, or to the property of other Exhibitors. Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

8. Alcoholic Beverages. The use of alcoholic beverages in the Trade Show area by Exhibitors is prohibited.

9. Attendance. The Management shall have sole control over admission policies at all times.

10. Booth Representatives. Exhibitors' booth representatives shall be restricted to employees of exhibiting companies who are actually working in Exhibitor's booth. Booth representatives shall wear 'EXHIBITOR' badge identification furnished by the Management, at all times. The Management may limit the number of booth representatives at any time. All exhibitors' company personnel other than those working in booth are to register as attendees at the Show.

11. Decoration. The Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecoration of any item or of any booth which the Management deems inconsistent with the Principle Purpose of the Trade Show or inappropriate for any other reason, and no liability shall attach to the Management for costs that may devolve upon Exhibitor thereby. Pipe and drape and sidewalls will be permitted but are discouraged, as are draped tables. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths; such surfaces that remain unfinished at 12 Noon of the day before the opening day of the Trade Show, the Management shall authorize the official decorator to effect the necessary finishing and Exhibitor must pay all charges involved thereby.

12. Exhibitor Representatives' Responsibility. Exhibitor agrees to indemnify the Management against and hold it harmless for any claims arising out of the acts of negligence of Exhibitor, his agents or employees, or out of labour disputes.

13. Exhibitors' Admittance During Non-Show Hours. Booth representatives will be admitted to enter the Trade Show two (2) hours before the scheduled opening time each day of showing, and will not be permitted to remain in the Trade Show after the closing hour each night, with the exception of the final night. Exhibitors having special problems that require additional time should check at the Management's office on the previous day.

14. Failure to Hold Trade Show. Should any contingency prevent holding of the Trade Show, this lease shall terminate, and the Exhibitor waives any claim for damages or compensation, and neither party shall have any further obligations as against the other, except that the Management shall refund to the Exhibitor the amounts paid under the Agreement, less a pro rata share of the Management's actual expenses incurred in connection with said Trade Show. Said pro rata share of the Management's actual expenses is to be determined on the basis of the number of square feet of floor space assigned to the Exhibitor in relation to the number of square feet of floor space assigned to all other exhibitors at the Trade Show under similar contracts with the Management.

15. Floor Load. Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material in conformity with the maximum floor load specifications.

16. Inflammable materials. No inflammable fluids, or materials of any nature, including decorative materials, use of which materials are prohibited by national, state, or city fire regulations, may be used in any booth.

17. Lotteries, Contests. The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from the Management.

18. Noise and Odours. No noisy or obstructive work will be permitted during open hours of the Trade Show, nor will noisily operating displays nor exhibits producing objectionable odours, be allowed.

19. Obstruction of Aisles or Booths. Any demonstration or activity that results in excess obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by the Management.

20. Regulations Governing Displays. Display material of any nature (including but not limited to signs, logos, show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) may be placed to a height not exceeding ten (10) feet from the building floor anywhere within an exhibit area, unless approved in writing.

21. Rejected displays. Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. The Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor of his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

22. Safety Devices. Exhibitor agrees to accept full responsibility for compliance with federal, provincial and municipal regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment.

23. Samples; Souvenirs. Samples, souvenirs, publications, etc., may be distributed by Exhibitor only from within his booth. The distribution of any article that interferes with the activities in or obstructs access to neighbouring booths, or that impedes aisles, is prohibited. No article containing any product other than the product or material made or processed or used by Exhibitor in or as the product or service he sells, may be distributed except by written permission of the Management.

24. Signs; Sign Copy; Illumination. Electric flashers or signs involving the use of Neon or similar gases are prohibited. Should the wording on any sign or area in Exhibitor's booth be deemed by the Management to be contrary in any way to the best interests of the Trade Show, Exhibitor shall make such changes as are requested by the Management.

25. Exhibitor's Discussions; Costumes, Promotion. Exhibitor's representatives may conduct discussions, answer questions and explain their products or services, or engage in sales or order taking, but such activities shall not be conducted in any manner which is inconsistent with, or derogates from, the Principle Purpose of the Trade Show. Exhibitor shall cease any activity determined to be inconsistent with the Principle Purpose of the Trade Show immediately upon notification by the Management to do so. Exhibitor shall not engage in any activities in the aisles or in booths other than his own. No signs shall be displayed nor shall public announcements be made concerning sales, prices or conditions of sale. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain in their own booths. Booth representatives may not wear clothing that the Management deems scanty or excessively revealing.

26. Sound Amplifying, Reproducing Equipment. Noise Levels for Operating Equipment. Exhibitors operating sound reproducing, sound amplifying equipment are required to operate it in such a manner that a maximum 80db reading on the 'A' scale of a sound level meter may be read at the aisle(s) space adjacent to their booth or measured at a neighbouring booth in an area bordering that of the sound equipment user. Management shall be the sole arbiter of acceptability of sound levels and may require reduction of sound level or elimination of sound reproducing devices in those instances where in the judgement of Trade Show Management such sound is in violation of these standards or otherwise objectionable. Exhibitor assumes all liability with respect to any liability to any Performing Rights Society or other organization with regard to any live and/or recorded music at the exhibitors' booth.

27. Union Labour. All booths built by Exhibitor and all installation work contracted for by him must be performed by union labour having jurisdiction, if Trade Show itself is required to use union labour. The Management cannot take the responsibility for interference with the show caused by labour disputes involving individual exhibitors.

28. Special Electrical, Gas, or Water Service, etc. These, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them specially from the people authorised to supply such service in conformity with municipal insurance and other requirements.

29. Second Stories. If a second story is used, then the floor space will be treated as additional floor space at the appropriate rate.

30. Bankruptcy, Insolvency, etc. If the Exhibitor should become bankrupt or insolvent or file any debtor's proceedings, or take or have taken against the Exhibitor in any Court a petition in bankruptcy or insolvency or for reorganization or for appointment of a receiver or trustee, or if the Exhibitor makes an assignment for the benefit of creditors or petitions or enters into an arrangement or suffers this Agreement to be taken under any writ of execution of attachment, or if, by law or otherwise, this Agreement shall pass to or devolve upon one other than the Exhibitor, then, in any one or more such events, the Management reserves the right and option, at any time prior to the opening of the Trade Show Exhibit, to cancel this Agreement upon giving the Exhibitor a five-day written notice; and in such the Management shall retain as and for liquidated damages the payments made by the Exhibitor hereunder.

31. Amendment to Rules. Any matter not specifically covered by the preceding rules shall be subject solely to the decision of the Management. The Management may amend these rules at any time, and all amendments including the exhibitors' manual so made, shall be binding on Exhibitor equally with the foregoing rules and regulations.

32. Agreement to the Rules. Exhibitor, for himself and his employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by the Management.

33. Compliance of Safety and Public Policy. The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duty authorized local, provincial and federal governing bodies concerning fire, safety and health and environmental requirements, together with the rules and regulations of the facility wherein the show is held.

# RWL03 EXHIBITORS

Hewlett-Packard (Canada) Co. - PLATINUM  
IBM Canada Ltd - PLATINUM  
Computer Associates - GOLD  
Oracle Corporation - GOLD  
Sun Microsystems of Canada Inc. - GOLD  
3Ware  
ACCPAC International, Inc.  
Aduva, Inc.  
Advanced Management Solutions, Inc.  
Allied Systems Design  
Apple Canada Inc.  
Application Enhancements  
Appro/LiveWire  
BMC Software  
CAIL  
Canadian Linux Users Exchange (CLUE)  
Consensys RaidZone  
Crosstec-Netop  
Cyclades

Cylant  
Daemon News  
Equinox Systems  
Force10 Networks Inc.  
GenaWare, Inc.  
Hard Data Ltd.  
IBM Technical Training Services  
IGEL Technology  
Interphase Corporation  
Interactive Multimedia Arts & Technology  
Interfax Systems  
IT World Canada  
ITBusiness Group-Transcontinental  
J. D. Edwards & Company  
Linux Professional Institute (LPI)  
Linuxcare, Inc.  
NetSweeper Inc.  
Network and Systems Professionals Assoc  
New Toronto Linux Users Group

Pagebytes Computer Books  
Point Clark Networks  
RLX Technologies/The RAM Group  
Sangoma Technologies  
SCO  
SETAL  
Society of Internet Professionals  
Sophos  
SuSE, Inc.  
Symtrex - Astaro  
Symtrex - Guardian Digital  
System Administrators Guild, The  
The Software Group  
TransGaming Technologies  
uptime software  
Xandros  
Ximian, Inc.  
Zentra Computer Technologies



## SUPPORTING ORGANIZATIONS

*RWLO4 is dedicated to building strong relationships with trade associations and their members including*

NaSPA	Network and Systems Professionals Association
SAGE	System Administrators Guild
IEEE	Institute of Electrical and Electronics Engineers Canada Toronto Section
OSPE	Ontario Society of Professional Engineers
CANARIE	Canadian Network for the Advancement of Research Industry and Education
Communtech	Communtech Technology Association
SIP	Society of Internet Professionals
CLUE	Canadian Linux User's Exchange
NewTLUG	New Toronto Linux Users Group
LPI	Linux Professional Institute

Progressive Companies Choose  
Real World Linux as the Trade Show of Choice

# ACT NOW!

Ensure Your Best Possible Exposure

# WHAT THEY ARE SAYING ABOUT REAL WORLD LINUX

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*"HP's Linux for Leadership theme was a resounding success for HP at the show. We had a lot of people come through the booth enquiring about our enterprise Linux solutions. Our theatre attendance was excellent and the audience was very receptive"*

Kenneth Kirkey, HP's Linux Business Development Organization

*"Our participation at Real World Linux was very worthwhile. It provided the opportunity to meet with highly qualified customers and industry representatives that are searching for Linux solutions."*

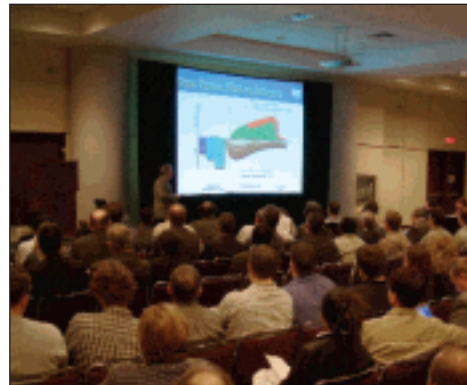
Holger Dyroff, General Manager Americas - SuSE Linux

*"The overall feedback was wonderful. Our seminar sessions were always standing room only... Our folks were very happy with booth location."*

Linda Csabai, ITPT Marketing Support - IBM Canada Ltd. - Learning Services

*"Working with RealWorldLinux staff was a real pleasure. The show was well organized and our account manager went the extra mile to ensure our satisfaction. We look forward to continuing our relationship with RealWorldLinux."*

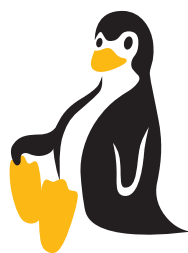
Larry Karnis, President of Application Enhancements



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REAL WORLD  
L I N U X  
2004  
CONFERENCE & EXPO

Real World Linux Inc.  
1054 Centre St. Suite 122  
Thornhill, ON L4J 8E5  
VOX: 905.695.0123  
FAX: 905.695.0398  
TOLL FREE: 888.823.7586  
exhibit@realworldlinux.com

[www.realworldlinux.com](http://www.realworldlinux.com)