LISA means "Large Installation Systems Administration"

LISA is the oldest and largest conference exclusively for system administrators.

And it is the only conference put together entirely by working system administrators. The comprehensive program puts today's system, network and security administrators in front of the latest technology, tools and techniques – timely and practical information that they must have in order to keep pace with the rapid technological advancements and challenges of large installation system administration.

Get System Administrators talking about your products and services

The LISA conference exhibition is one of the best kept secrets in the industry; a platform-agnostic conference for and by sysadmins. Our attendees have enormous demand for industrial strength, state-of-the-art technology including systems administration products and services, networking, security and storage solutions. Attendees and their companies invest money and significant time at the conference to learn about the latest innovations. Get in front of this audience, and you start a buzz that extends beyond attendees to their management and to the community at large.

EXPECTED ATTENDANCE: 1300
> LISA 2004 (November, Atlanta, GA) Attendance 1206
> LISA 2003 (October, San Diego, CA) Attendance 1204
> LISA 2002 (November, Philadelphia, PA) Attendance 1342

2004 LISA attendees came from companies & institutions including:
UPS, Veterans Health Administration, University of Wisconsin, US Dept of Defense, Yarde Metals, The Boeing Company, The MITRE Corp., Tellme Networks, Standard Insurance Company, Sony, SLAC, Southern Company, Principal Financial Group, Princeton University, Pacific Gas & Electric Company, Northrop Grumman, Nokia, NOAA, Nielsen Media Research, National Radio Astronomy Observatory, Microsoft, Maersk Olie & Gas, Hewlett-Packard, Google, Global Crossing, FRB Chicago, Epic Systems Corp., Cisco, CNN Internet Operations, ConocoPhillips, America Online, ADIC, Argonne National Labs, Akamai, and many more large sites.

> *70% are Systems, Network or Security Administrators or Analysts*
> *75% work with three or more operating systems, including Linux, Unix, and Windows*
> *55% are from companies with 1000 or more employees*
> *54% are from companies with 1000 or more workstations and servers*

A variety of sponsorship options are available

The USENIX Association welcomes corporate support of our conferences. We offer a variety of ways to participate as a sponsor, including the option of speaking to the attendees during sponsored meals and at Vendor Birds-of-a-Feather sessions. Please see the sponsorship and exhibit opportunities below for more information on each option, including the benefits and the costs. Secure your sponsorship and exhibit space by filling out the attached form.

Please contact us for more information, and to discuss custom packages:
Cat Allman, Sales & Development Director, cat@usenix.org, 510-528-8649, #32

To learn more about the USENIX Association and details on each conference in our 2005 schedule, including organizers, topics, locations, and program schedules, see http://www.usenix.org/events/

PREMIUM PLUS EXHIBIT SPACE: $5,000

Premium Plus Exhibit Space includes:
- 10x10' booth in a carpeted ballroom, 8' pipe & drape back wall, 3' side rails
- One 6' skirted table, two chairs and a wastebasket
- Booth identity sign (7"x44" B/W sign with company name & booth number)
- Company name and link on the LISA '04 Exhibitors' web page
- Company logo and backgrounder (50 words) will appear in the On-site Program.

Plus
- Quarter-page advertisement (b/w) in the On-site Program
- One Conference bag insert
- One electrical outlet (500 watt) in booth
- Two complimentary Conference passes for staff (excluding tutorials, value $795/each)
- Unlimited exhibit passes for staff and customers
- Four admission tickets to attend conference reception

DISPLAY SPACE ONLY: $3,400

Display space includes:
- 10x10' booth in a carpeted ballroom, 8' pipe & drape back wall, 3' side rails
- One 6' skirted table, two chairs and a wastebasket
- Booth identity sign (7"x44" B/W sign with company name & booth number)
- Company name and link on the LISA '04 Exhibitors' web page
- Company logo and backgrounder (50 words) in the On-site Program
- One complimentary Conference pass for staff (excluding tutorials, value $795)
- Unlimited online exhibits only registration for staff and customers

VENDOR PRESENTATION SESSION: $5,000

Each session includes:
- Conference room for up to 75 people
- Refreshments including dry snacks, wine, beer, & soft drinks for 50
- Signage with your logo in public area announcing your BoF and its location
- 1/2 page b/w ad in the On-site Program
- One Full Conference pass (excluding tutorials) (value $795/each)
- Company name listed and linked on LISA web site
- Listing in On-Site Program as a sponsor of a Vendor Presentation

Student Stipend Program Sponsor

By sponsoring our student stipend program, you support the future of the industry by helping the next generation of practitioners, developers and researchers participate in these important events. All student applicants are reviewed and selected by the USENIX Association.

Gold Student Sponsor $20,000

Includes:
- Company logo and sponsorship category prominently displayed in marketing for the event.
- Company logo and link prominently displayed on the event Web site.
- Supporting Membership in USENIX, with all the benefits outlined at http://www.usenix.org/membership/classes.html
- A 10x10' booth on the exhibit floor
- Company logo featured on key conference signage.
- Company logo featured on ribbon attached to student stipend attendee badges.
- One-piece sponsor collateral material of up to 10 stapled pages inserted in attendee registration package.
- Logo and company backgrounder (100 words) to be included in onsite conference collateral.
- 4 conference passes for your use.*
- An additional 8 passes to the conference reception.

Conference passes include access to the technical sessions, vendor exhibit, BoFs, and reception.

Silver Student Sponsor $10,000

Includes:

- Company logo and sponsorship category displayed in marketing for the event.
- Company logo and link displayed on the event Web site.
- Company logo featured on key conference signage.
- Company logo featured on ribbon attached to student stipend attendee badges.
- One-piece sponsor collateral material up to 5 stapled pages inserted in conference attendee registration package
- Logo and company backgrounder (75 words) to be included in onsite conference collateral.
- 2 conference passes for your use.*
- An additional 4 passes to the conference reception.

Bronze Student Sponsor $5,000

Includes:

- Company logo and sponsorship category displayed in marketing for the event.
- Company logo and link displayed on the event Web site.
- Company logo featured on ribbon attached to student stipend attendee badges.
- Logo and company backgrounder (50 words) to be included in onsite conference collateral.
- 1 conference pass for your use.*
- An additional 2 passes to the conference reception.

Platinum Reception Sponsor $20,000

Includes

- 15 minute opportunity to introduce your company to the attendees at the reception.
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception. All items are subject to approval by USENIX.
- A 10'x 20' booth on the exhibit floor
- Company logo and sponsorship category prominently displayed in marketing materials for the event.
- Company logo and link prominently displayed on the event Web site.
- Supporting Membership in USENIX, with all the benefits outlined at http://www.usenix.org/membership/classes.html
- Logo, company backgrounder, and sponsorship category listed in the event onsite guide.
- Company logo featured on conference signage at the reception.
- 4 conference passes for your use.*
- 10 passes to the conference reception.

Lunch Sponsor $15,000

Includes:

- Company logo and sponsorship category prominently displayed in marketing materials for the event.
- Company logo and link prominently displayed on the event Web site.
- Company logo featured on signage at the lunch venue.
- Company logo and sponsorship category listed in the event onsite guide.
- 15 minute opportunity to introduce company and thank attendees for participating.
- 2 conference passes for your use.*
- 5 passes to the conference reception.

Coffee Break Sponsor $8,000

Includes:

- Company logo and sponsorship category prominently displayed in marketing for the event.
- Company logo and link prominently displayed on the event Web site.
- Company logo, description and sponsorship category listed in the event onsite guide.
- Company logo on signage at the coffee break stations.
- 2 conference pass for your use.*

Conference passes include access to the technical sessions, vendor exhibit, BoFs, and reception.

USENIX

LISA 2005
December 7-8, 2005, San Diego, CA, USA

Conference Bag Support – Exclusive opportunity $12,000
Includes:
- Company logo and sponsorship category prominently displayed in marketing for the event.
- Company logo and link prominently displayed on the event Web site.
- Company logo, description, and sponsorship category listed in the event onsite guide.
- Company logo on attendee bags distributed at registration.
- 2 conference passes for your use.*

Terminal Room/Wireless Access Support $5,000
Includes:
- Company and sponsorship category displayed in marketing for the event.
- Company logo and link prominently displayed on the event Web site.
- Company logo and sponsorship category listed in the event onsite guide.
- Your site set as the home page on all terminals.
- Your logo as the screen saver on all terminals.
- Your literature distributed in the terminal room.
- Signage with your logo in public area announcing your generous support.
- 2 conference passes for your use.*

Show Bag Inserts - flat paper $2,750
Includes:
- Company name and link displayed on the event Web site.
- Your materials will be handed to every attendee at registration.
- Inserts to be supplied by the sponsor, can be up to 10 pages.

Show Bag Inserts - 3D: $3,300
Includes:
- Company name and link displayed on the event Web site.
- Your materials will be handed to every attendee at registration.
- Inserts to be supplied by the sponsor.

Advertising in the On-site Program
Full Page black/white ad: $1,600
Half page black/white ad: $ 800
Includes:
- Company name and link displayed on the event Web site.
- Your materials will be handed to every attendee at registration.

Conference passes include access to the technical sessions, vendor exhibit, BoFs, and reception.

LISA '05 Sponsorship and Exhibit Agreement

My company is a USENIX Supporting Member: ____yes ____no

Please check off the sponsorship(s) of your choice by conference, and total the form, using the discounted Supporting Member and/or returning Exhibitor/Sponsor price if applicable. Then just fill out the form and fax it back to us to secure your sponsorship or exhibit space.

Sponsorship	Cost	Supporting Member* Cost	Returning Exhibitor or Sponsor Cost	Total	
Premium Exhibit space (per 10x10)	$5,000	$4,200	$4,500		
Exhibit space (per 10x10)	$3,300	$3,000	$3,000		
Gold Stipend Program	$20,000	18,000	$18,000		
Silver Stipend Program	$10,000	$9,000	$9,000		
Bronze Stipend Program	$5,000	$4,500	$4,500		
Platinum Reception	$20,000	$17,500	$18,500		
Lunch	$15,000	$13,500	$14,000		
Coffee Breaks	$8,000	$7,000	$7,250		
Terminal Room/ Wireless Net	$5,000	$4,500	$4,500		
Conference Bag	$12,000	$8,000	$10,000		
Vendor Presentation/Birds-of-a-Feather Session	$5,000	$4,500	$4,500		
Attendee Packet Insert: flat paper	$2,750	$2,000	$2,250		
Attendee Packet Insert: 3D	$3,300	$2,500	$3,000		
On Site Program: Full page Ad	$2,000	$1,350	$1,600		
On Site Program: 1/2 page Ad	$ 1,000	$ 750	$ 800		
				Subtotal	
Join as a Supporting Member now and save on your sponsorship.					
Supporting Membership in USENIX			$2,500		
Supporting Membership in USENIX **and** SAGE			$3,500		
*Some sponsorships include Supporting Membership – please consider this when calculating payment due.				**TOTAL**	

The USENIX Association is a registered 501(c)3 non-profit corporation and sponsorships may qualify as a tax deductible contribution. Please check with your tax advisor to determine whether your sponsorship would be fully or partially tax deductible.

PAYMENT AND LOGISTICS:

Fee is due in two equal payments, the first of which is due 30 days after approval of this agreement; the final payment is due 60 days prior to the event.

In the event payment is received after the first payment due date USENIX reserves the right to release the sponsored/hosted event or sponsorship to another sponsor. Sponsor fees are non-refundable and non-transferable. Failure to submit payment does not release the applicant from liability.

LISA 2005
December 7-8, 2005, San Diego, CA, USA

WE CANNOT INCLUDE YOUR COMPANY IN THE PROGRAM OR PRELIMINARY PROMOTIONAL OPPORTUNITIES WITHOUT **RECEIPT OF THIS AGREEMENT** AND **PAYMENT**. THE AGREEMENT WILL BE CONSIDERED BINDING WHEN IT HAS BEEN ACCEPTED AND SIGNED BY THE USENIX ASSOCIATION.

<u>**MAKE ALL CHECKS PAYABLE TO**</u>: USENIX Association. Federal Tax ID #13-305503

Please sign and **return *both page*s *5 and 6* of this form** by fax or mail to:
USENIX Association, Attn: Cat Allman, 2560 Ninth Street, Suite 215, Berkeley, CA 94710
Telephone: 1-510-528-8649   FAX: 1-510-548-5738

Space # _____   _____   _____
                 1ˢᵗ choice   **2ⁿᵈ choice**   **3ʳᵈ choice**

Accepted by (incl. all terms): Authorized Signature_____

Name (Please print)_____Title_____

Company Name _____Today's Date_____

Address_____City_____State_____Zip_____

Phone_____FAX_____Email_____

Primary Event Contact:

Name (Please print)_____Title_____

Address_____City_____State_____Zip_____

Phone_____FAX_____Email_____

_____
Accepted by USENIX Association   **Date**

You may charge this amount to a credit card.

Charge ( ) Visa ( ) MasterCard ( ) American Express Card

ACCT NO._____EXPIRATION DATE _____

_____/_____
     Cardholder sign here   Please print name here

Additional Terms: All benefits are available schedule permitting. Prices and benefits subject to change without notice.
USENIX Association shall not be liable for failure to perform its obligations under this agreement as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the Sponsor/Exhibitor's activity is deemed to be the invitee or licensee of the Sponsor/Exhibitor rather than the invitee or licensee of USENIX. USENIX shall not be liable for any injury whatsoever to property of the Sponsor/Exhibitor or to persons conducting or otherwise participating in the conduct of the seminar or to invitees or guests of the Sponsor/Exhibitor. Sponsor/Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference facility. Sponsor/Exhibitor assumes full responsibility and liability for the acts or omissions of its agents, employees, or independent contractors whether acting within or without the scope of their authority.

The Sponsor/Exhibitor understands that neither the Group nor the Hotel maintains insurance covering the Sponsor/Exhibitor's property and it is the sole responsibility of the Sponsor/Exhibitor to obtain such insurance. *Hold Harmless*: The Sponsor/Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Sponsor/Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages, and claims.