

# LISA'09: 23rd Large Installation System Administration Conference

November 1 - 6, 2009

Baltimore Waterfront Marriott, Baltimore, MD

Exhibition: November 4-5, 2009

[www.usenix.org/events/lisa09](http://www.usenix.org/events/lisa09)

Sponsored by

**USENIX** & [sage]

## Get system administrators talking about your products and services:

For 23 years, LISA has been 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. The current economy requires quality face time with your buyers and users to compete for limited resources. Get in front of this audience and start a buzz that extends beyond attendees to their management and to the community at large.

## Participate in LISA:

- Exhibit: Sell your product, build your company profile, interact with your customer base
- Speak: Host a vendor Birds of a Feather Sessions, or Grab 15 minutes to address attendees by sponsoring the exhibit lunch, happy hour or Conference Reception
- Market: Advertise and promote your logo and brand in the on-site guide, on the attendee bags, or on the show floor. Demonstrate your product, introduce new ones, initiate Beta testing in the exhibit hall
- Sponsor: Support the student stipend program, and help keep LISA green and affordable. Many opportunities, including lunches, coffee breaks, and reception.....see following pages for more information

## New Opportunities:

- Spread your brand to a multinational audience with Live Streaming of LISA talks and tutorials
- Host the exhibit luncheon and address the lunch attendees
- Sponsor the vendor passport and show floor raffle
- Sponsor the USB flash drive containing the conference proceedings; Help us go paperless!
- Power sponsor: Keep our attendees plugged in!

### Expected Attendance: 1000+

Our attendees rate LISA #1 in technical conferences for quality of content and expertise.

"This was the best conference we exhibited at all year!"—Jacob Farmer, CTO & Founder, Cambridge Computer Services

### Our Attendees:

- 74% are systems, network, or security administrators or analysts
- 75% work with three or more operating systems, including Linux, BSD releases, Solaris, MacOS, AIX, HP-UX, UNIX, and Windows
- 52% are from companies with 1,000+ employees
- 54% are from companies with 1,000 or more workstations and servers
- 48% plan to buy or recommend a product or service they saw in the Vendor Exhibition
- Come from over 30 different countries

## LISA attendees come from:

Corporations, major universities and organizations including: Yahoo!, Xerox, Wyeth BioPharma, Walt Disney, Wachovia, USGS, UPS, United Airlines, United Nations, U.S. Dept. of Defense, The World Bank, Sony, SLAC, Sprint, Rockwell, Raytheon, Principal Financial Group, Pfizer, Perot Systems, PayPal, Oracle, Northrop Grumman, Nordstrom, Nokia, NOAA, Nationwide Insurance, Nasdaq, Microsoft, Marriott Int'l, Maersk Oil, Lockheed Martin, Lexmark, Intel, Hewlett-Packard, Hershey Foods, Google, Globo.com, Genentech, Federal Reserve Bank, FedEx, EICO, Dreamworks Animation, Ericsson, Earthlink, CSC, Comcast, Citigroup, Cisco, CNN, Chevron, CERT, Caterpillar, Cargill, Bose, Boeing, Bio-Rad Labs, Bechtel, BEA Systems, Avaya, Amazon.com, AMD, Allstate Insurance, AG Interactive, Adobe, and many more large sites.

## For more information, please contact:

Camille Mulligan, Exhibits Manager, (510) 528-8649 ext. 17 or [exhibits@usenix.org](mailto:exhibits@usenix.org).

## LISA '09 Sponsorship and Exhibiting Opportunities

### Vendor BoF and Premium Exhibit Space Package

**\$8,500**

One Premium 10'x10' Exhibit Space, which includes:

- 10'x10' booth\*\* in a carpeted ballroom, with 8' pipe and drape back wall and 3' side rails
- One 6' skirted table, two chairs, and a wastebasket
- Booth identity sign (7"x44" black-and-white sign with company name and booth number)
- One electrical outlet (500 watt) in booth
- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide
- One attendee bag insert
- Guaranteed Placement on all Vendor Passports distributed to all attendees in conference bag
- 3 conference passes for your use\*
- Unlimited Vendor Exhibition passes for staff and customers
- 4 additional passes to the conference reception

One Vendor Birds of a Feather Evening Session<sup>†</sup>, which includes:

- Your Vendor BoF date, time, topic, and description listed on conference Web site
- Company logo featured on signage in a public area announcing your BoF and its location
- Conference room for up to 75 people for your one-hour evening session
- Refreshments including beer, wine, sodas, and dry snacks for 50 people
- Listing as a sponsor of a Vendor BoF in the conference on-site guide
- Half-page company ad printed in black-and-white in the conference on-site guide

### Premium Exhibit Space

**\$5,695**

- 10'x10' booth\*\* in a carpeted ballroom, with 8' pipe and drape back wall and 3' side rails
- One 6' skirted table, two chairs, and a wastebasket
- Booth identity sign (7"x44" black-and-white sign with company name and booth number)
- One electrical outlet (500 watt) in booth
- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide
- Quarter-page company ad printed in black-and-white in the conference on-site guide
- Guaranteed Placement on all Vendor Passports distributed to all attendees in conference bag
- One attendee bag insert
- 2 conference passes for your use\*
- Unlimited Vendor Exhibition passes for staff and customers
- 4 additional passes to the conference reception

### Exhibit Space Only

**\$3,495**

- 10'x10' booth\*\* in a carpeted ballroom, with 8' pipe and drape back wall and 3' side rails
- One 6' skirted table, two chairs, and a wastebasket
- Booth identity sign (7"x44" black-and-white sign with company name and booth number)
- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide
- Placement on one or more Vendor Passports distributed to all attendees in conference bag, space permitting
- 1 conference pass for your use\*
- Unlimited Vendor Exhibition passes for staff and customers

\*\* Each 10'x10' exhibit space is for one company or organization only—the space may not be shared without written approval from show management prior to September 1, 2009. <sup>†</sup> Each 1-hour session is for one company or organization only—the time may not be shared without written approval from show management prior to September 1, 2009.

## LISA '09 Sponsorship and Exhibiting Opportunities (continued)

### Platinum Reception Sponsor—Exclusive Opportunity

**\$50,000**

- Company logo featured in marketing materials for the conference (schedule permitting)
- Company logo and link prominently displayed on the conference Web site
- \$5,000 USENIX Corporate Supporter status, with all benefits outlined at [www.usenix.org/membership/supporter.html](http://www.usenix.org/membership/supporter.html)
- 10'x20' Premium Exhibit Space at the Vendor Exhibition, which includes:
  - 10'x20' booth in a carpeted ballroom, with 8' pipe and drape back wall and 3' side rails
  - One 6' skirted table, two chairs, and a wastebasket
  - Booth identity sign (7"x44" black-and-white sign with company name and booth number)
  - One electrical outlet (500 watt) in booth
- Company logo featured on signage at the reception
- 15-minute opportunity to address the attendees at the reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company logo, URL, and description (100 words) in the conference on-site guide
- Full page b/w ad in the conference on-site guide
- 8 conference passes for your use\*
- 10 additional passes to the conference reception

### **NEW** Live Streaming Sponsorship (exclusive)

**\$15,000**

- Company logo on Live Streaming video screen, linked to your URL, posted as long as streaming site is active (multiple years)
- Company name and/or logo listed in all USENIX and Linux Pro Magazine communications to promote LIVE Streaming event, including e-mails, print and online ads, web sites and event coverage, extending past the event for as long as Live Streaming is posted
- 10'x10' Premium Exhibit Space at the Vendor Exhibition (see benefits above)
- Company logo on the conference web page, listed as sponsor of Live Streaming Video, and on conference signage

### Exhibit Luncheon Sponsor

**\$15,000**

- 15-minute opportunity to address the attendees at the Exhibition luncheon
- 10'x10' Premium Exhibit Space at the Vendor Exhibition, which includes:
  - 10'x10' booth in a carpeted ballroom, with 8' pipe and drape back wall and 3' side rails
  - One 6' skirted table, two chairs, and a wastebasket
  - Booth identity sign (7"x44" black-and-white sign with company name and booth number)
  - One electrical outlet (500 watt) in booth
- Company logo featured on signage at the luncheon venue
- Company logo and link displayed on the conference Web site
- Company logo, URL, and description (75 words) in the conference on-site guide
- 5 conference passes for your use\*
- 8 additional passes to the conference reception.

### **NEW** Power Sponsor

**\$10,000**

- Exclusive sponsor of LISA electrical power-keep the plugs coming!
- 10'x10' Premium Exhibit Package at the Vendor Exhibition (see benefits above)
- Company logo featured on signage in key location at conference, and on a banner in the laptop lounge
- Company literature distributed in a public area and in attendee bags
- Company logo and link displayed on the conference Web site
- Half-page company ad printed in black-and-white in the conference on-site guide
- Company name, URL, and description (75 words) in the conference on-site guide
- 4 conference passes for your use\*

## LISA '09 Sponsorship and Exhibiting Opportunities (continued)

### **NEW USB Flashdrive Sponsor**

**\$10,000**

- Exclusive: company logo on one side of reusable USB Flash Drives distributed to all attendees in conference bag
- Placement of your company literature on the flash drive, along with conference proceedings
- 10'x10' Premium Exhibitor Package at the Vendor Exhibition (see benefits above)
- Company logo featured on signage in key location at conference, and special mention as a 'Green Sponsor' of LISA
- Company logo and link displayed on the conference Web site
- Half page company ad printed in black-and-white in the conference on-site guide (deadline permitting)
- Company name, URL, and description (75 words) in the conference on-site guide (deadline permitting)
- 4 conference passes for your use\*

### **Conference Bag Support—Exclusive Opportunity**

**reserved**

- Company logo on all attendee bags distributed at registration
- Company logo and link displayed on the conference Web site
- Half page company ad printed in black-and-white in the conference on-site guide
- Company name, URL, and description (75 words) in the conference on-site guide
- 4 conference passes for your use\*

### **Coffee Breaks Sponsor**

**\$8,000**

- 10x10 regular exhibitor booth on the show floor
- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the coffee break stations
- Company name, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use\*

### **Vendor Birds of a Feather Evening Session**

**\$5,000 each**

Each evening session<sup>†</sup> includes:

- Company logo and link displayed on the conference Web site
- Your Vendor BoF date, time, topic, and description listed on conference Web site
- Company logo featured on signage in a public area announcing your BoF and its location
- Conference room for up to 75 people for your one-hour evening session
- Refreshments including beer, wine, sodas, and dry snacks for 50 people
- Company name, URL, and description (50 words) in the conference on-site guide
- Half-page company ad printed in black-and-white in the conference on-site guide
- 1 conference pass for your use\*

### **Conference Wireless Network Support**

**reserved**

- Company logo and link displayed on the conference Web site
- Company literature distributed in a public area or in attendee bags
- Company logo featured on signage in key location at conference
- Half-page company ad printed in black-and-white in the conference on-site guide
- Company name, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use\*

### **Conference Lanyards**

**reserved**

- Company logo imprinted on badge lanyards distributed to all attendees
- Company logo and link displayed on the conference Web site
- Company logo featured on signage in a public area
- Company name, URL, and description (50 words) in the conference on-site guide

## LISA '09 Sponsorship and Exhibiting Opportunities (continued)

### **NEW Exhibit Vendor Passport (exclusive)**

**\$5,000**

- Company logo imprinted as sponsor on all vendor passports, distributed in attendee bags w/one piece collateral material
- Company logo and link displayed on the conference Web site and on conference signage
- Opportunity to address attendees for 10 minutes from expo stage during raffle and make raffle prize presentation
- Opportunity to give away one item from your company at raffle

### **Attendee Bag Inserts**

**flat paper: \$2,750; 3-D: \$3,300**

- Company materials inserted in every attendee registration packet (inserts supplied by the sponsor; flat insert can be up to 10 pages)

### **Advertising in the Conference On-site Guide**

**full page ad: \$2,000; half page ad: \$1000**

- Company ad printed in black-and-white in the conference on-site guide, inserted in every attendee registration packet

### **Student Grant Program Sponsor**

**\$5,000–\$20,000**

By sponsoring the USENIX Student Grant 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 Grant Program Sponsor**

**\$20,000**

- Company logo and link prominently displayed on the conference Web site
- \$5,000 USENIX Corporate Supporter status, with all benefits outlined at [www.usenix.org/membership/supporter.html](http://www.usenix.org/membership/supporter.html)
- Company logo featured on key conference signage
- One-piece sponsor collateral material of up to 10 stapled pages inserted in every attendee registration packet
- Company logo, URL, and description (50 words) in the conference on-site guide
- 4 conference passes for your use\*
- 8 additional passes to the conference reception

#### **Silver Student Grant Program Sponsor**

**\$10,000**

- Company logo and link displayed on the conference Web site
- Company logo featured on key conference signage
- One-piece sponsor collateral material of up to 5 stapled pages inserted in every attendee registration packet
- Company logo, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use\*
- 4 additional passes to the conference reception

#### **Bronze Student Grant Program Sponsor**

**\$5,000**

- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide
- 1 conference pass for your use\*
- 2 additional passes to the conference reception

\* Conference passes include access to the technical sessions, vendor exhibition, and evening events, including BoFs and reception; they do not include tutorials.

## LISA '09 Sponsorship and Exhibiting Agreement

Please check off the sponsorship and/or exhibiting opportunities of your choice. If you are a returning sponsor/exhibitor or a current USENIX Corporate Supporter, please use your discounted prices. (Should you choose to become a USENIX Corporate Supporter, please add that cost to your total and deduct the appropriate discounts from your sponsorship and/ or exhibiting costs.) Please fax completed pp. 5–6 back to Camille Mulligan at (510) 548-5738 to secure your sponsorship or booth.

Become a USENIX Corporate Supporter for \$5,000 and save now on your sponsorship/exhibiting costs—and get premier promotional benefits for your enterprise, along with outstanding educational benefits for your employees. USENIX Corporate Supporter benefits are customizable to meet the needs of each sponsor. See <a href="http://www.usenix.org/membership/supporter.html">www.usenix.org/membership/supporter.html</a> for details. Note that some sponsorships include Corporate Supporter status.	<input type="checkbox"/> Check here and apply \$5,000 fee in TOTAL COSTS section below
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SPONSORSHIP/EXHIBITING OPPORTUNITIES	BASE PRICES	RETURNING SPONSORS/ EXHIBITORS: <input type="checkbox"/> Check here and use prices below	USENIX CORPORATE SUPPORTERS (CURRENT AND NEW): <input type="checkbox"/> Check here and use prices below	SPONSORSHIP/ EXHIBITING COSTS
<input type="checkbox"/> Vendor BoF/Premium Exhibit Space	\$8,500	\$7,820	\$7,650	\$
<input type="checkbox"/> Premium Exhibit Space	\$5,695	\$5,240	\$5,125	\$
<input type="checkbox"/> Exhibit Space Only	\$3,495	\$3,215	\$3,145	\$
<input type="checkbox"/> Vendor BoF Evening Session	\$5,000 per session	\$4,600 per session	\$4,500 per session	\$
<input type="checkbox"/> Power Supply Sponsor	\$10,000	\$9,200	\$9,000	\$
<input type="checkbox"/> USB Flash Drive Sponsor	\$10,000	\$9,200	\$9,000	\$
<input type="checkbox"/> Gold Student Grant Sponsor*	\$20,000	\$18,400	\$18,000	\$
<input type="checkbox"/> Silver Student Grant Sponsor	\$10,000	\$9,200	\$9,000	\$
<input type="checkbox"/> Bronze Student Grant Sponsor	\$5,000	\$4,600	\$4,500	\$
<input type="checkbox"/> Platinum Reception Sponsor*	\$50,000	\$46,500	\$45,000	\$
<input type="checkbox"/> Live Streaming Sponsor	TBD	TBD	TBD	\$
<input type="checkbox"/> Exhibition Luncheon Sponsor	\$15,000	\$14,000	\$13,500	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$8,000	\$7,400	\$7,200	\$
<input type="checkbox"/> Lanyard Support	<del>\$5,000</del>	<del>\$5,000</del>	<del>\$4,500</del>	reserved
<input type="checkbox"/> Conference Bag Sponsor	<del>\$10,000</del>	<del>\$9,200</del>	<del>\$9,000</del>	reserved
<input type="checkbox"/> Conference Wireless Sponsor	<del>\$8,000</del>	<del>\$7,400</del>	<del>\$7,200</del>	reserved
<input type="checkbox"/> Vendor Passport Sponsor	\$5,000	\$4,650	\$4,500	\$
<input type="checkbox"/> Attendee Bag Insert	flat paper: \$2,750; 3-D: \$3,300	flat paper: \$2,530; 3-D: \$3,035	flat paper: \$2,475; 3-D: \$2,970	\$
<input type="checkbox"/> Advertising in On-site Guide	full page: \$2,000; half page: \$1,000	full page: \$1,840; half page: \$920	full page: \$1,800; half page: \$900	\$
<b>TOTAL COSTS</b>	<b>Total Sponsorship/Exhibiting Costs</b>	\$		
	<b>New Corporate Supporter Add \$5,000 (N/A to Gold Student Grant or Platinum Reception Sponsors*)</b>			\$
			<b>TOTAL DUE</b>	\$

\* These sponsorships include \$5,000 Corporate Supporter status.

The USENIX Association is a registered 501(c)(3) nonprofit corporation, so your sponsorship 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

Full payment is due 30 days after approval of this agreement, or 30 days prior to event, whichever comes first. If you would like to have the option of paying in two installments, please contact [exhibits@usenix.org](mailto:exhibits@usenix.org) to arrange this. In the event that payment is received after the due date, USENIX reserves the right to release the sponsored/ hosted event or sponsorship to another sponsor. Sponsor fees are nonrefundable and nontransferable. Failure to submit payment does not release the applicant from liability. **Your company will not be included in the program or promotional opportunities before receipt of this agreement and payment. The agreement will be considered binding when it has been accepted and signed by a representative of the USENIX Association.**

## LISA '09 Sponsorship and Exhibiting Agreement (continued)

Please sign and return both pages of this form by mail or fax to:

USENIX Association 2560 Ninth Street Suite 215, Berkeley, CA 94710 USA Fax: (510) 548-5738

**EXHIBIT SPACE PREFERENCES** 1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

### PRIMARY SPONSOR CONTACT INFORMATION FOR THIS EVENT

Name \_\_\_\_\_

City/Town \_\_\_\_\_

Title \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Company/Institution \_\_\_\_\_

Country \_\_\_\_\_

Street Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Mailstop/Suite/Department \_\_\_\_\_

Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

### PAYMENT METHOD

Check or money order payable to USENIX Association  
(Federal Tax ID#13-3055038)

Purchase order enclosed: P.O. Number \_\_\_\_\_

Electronic Funds Transfer  
(Please send email to sponsorship@usenix.org for details.)

Visa

MasterCard

American Express

Discover

**Outside the U.S.A.?** Please pay in U.S. dollars by check drawn on a U.S. bank, International Postal Money Order, or credit card.

**TOTAL DUE:** \$ \_\_\_\_\_

### Additional Terms

All benefits are available schedule permitting. Prices and benefits subject to change without notice. Each 10'x10' exhibit space and each 1-hour vendor presentation/BoF session is for one company or organization only—the time or space may not be shared without written approval from show management prior to September 1, 2009.

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.

### Acceptance of Terms

Date: \_\_\_\_\_

I, the authorized representative of the sponsor named above, accept all of the above terms and conditions.

Authorized Signature for Sponsor: \_\_\_\_\_

Authorized Signature for USENIX (for USENIX office use only): \_\_\_\_\_