2008 USENIX
Annual Technical Conference

June 22-27, 2008, Boston, MA, USA
www.usenix.org/usenix08

The USENIX Annual Technical Conference is the premier forum for advanced professionals from academic and industrial backgrounds to discuss the newest research in Systems Software. Join us as we explore the most successful advanced practices in the design, implementation, and implications of systems software, including security, mobile systems, open source software, file systems, storage technology, and more.

Insightful and useful results are presented from the best of current research and practice, emphasizing both innovation and quantified experience.

USENIX '08 will feature:
- An extensive Training Program, covering crucial topics and led by highly respected instructors
- Technical Sessions, featuring the Refereed Papers Track, Invited Talks, and a Poster Session
- Plus BoFs and more!

Our attendees are:
- 700+ seasoned technologists who are at the center of their company or institution's computer research, development, and operations
- Leaders in open source computing systems, including Linux, *BSD, and X11-based graphical environments
- Motivated professionals that come to USENIX Annual Tech for the intensive training and refereed programs developed and delivered by well-known, well-respected peers
- Technical staff, managers, and researchers who work in large, heterogeneous, highly networked environments; they use, re-sell, and develop for non-UNIX operating systems as well as UNIX of all flavors
- Innovators who are committed to developing and implementing the newest tools and technologies available

Make an Impact on Your Customers and Prospects
USENIX '08 provides a wide range of opportunities to increase your marketing presence before, during, and after the event. You gain focused, targeted exposure with an audience that is ready to do business. Unlike other events where only a small percentage of the attendees could be prospects for your company's services, USENIX attracts an audience that is 100% qualified. Over half our attendees work in large companies with 1,000+ employees.

Speaking Opportunities at the Conference
We offer our premiere event sponsors limited opportunities to address the USENIX '08 audience during their Vendor Birds-of-a-Feather sessions. Please see the sponsorship opportunities for more information.

To learn more about USENIX '08, including organizers, topics, location, and program schedules, see www.usenix.org/usenix08.

The USENIX Association seeks corporate support of our conferences. There are a variety of ways to participate as a sponsor, and we welcome the opportunity to discuss which option is best for you. Please see the sponsorship opportunities on the following pages for examples of some of the ways you can participate.

Please contact Camille Mulligan, to discuss a custom package: sponsorship@usenix.org or (510) 528-8649 ext. 17.

2007 Attendee Profile

PRIMARY JOB FUNCTION		Technical Manager	6%
System/Network Administrator	28%	Other	2%
Developer/Programmer/Architect	20%	System Engineer	10%
Academic/Researcher	15%	Consultant	5%
Student	12%	Security Admin/Engineer/Analyst	2%

USENIX '08 Sponsorship Opportunities

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 Sponsor $20,000

- 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
- 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 name, 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 Sponsor $10,000

- Company logo featured in marketing materials for the conference (schedule permitting)
- 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 name, 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 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

Reception Sponsor–Exclusive Opportunity $25,000

- 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
- Company logo featured on signage at the reception
- 15-minute opportunity to address the attendees
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name, URL, and description (50 words) in the conference on-site guide
- 4 conference passes for your use*
- 10 additional passes to the conference reception

General Support $5,000-20,000

- Company logo and link displayed on the conference Web site
- Company name, URL, and description (20-50 words) in the conference on-site guide
- 1-4 conference passes for your use*
- Additional benefits commensurate with support level

Contact sponsorship@usenix.org for more information

Tabletop Exhibit Space–Limited Availability   **$3,000**
- One 6' skirted table in conference lobby area during peak conference attendance days
- Company logo and link displayed on the event Web site
- Company name, URL, and description (20 words) in the event on-site guide

Coffee Breaks Sponsor   **$5,000**
- 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 (20 words) in the conference on-site guide
- 1 conference pass for your use*

Conference Bag Support–Exclusive Opportunity   **RESERVED**
- Company logo and link displayed on the conference Web site
- Company logo on attendee bags distributed at registration
- Company name, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use*

Conference Network Support–Exclusive Opportunity   **$5,000**
- Company logo and link displayed on the conference Web site
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company name, URL, and description (20 words) in the conference on-site guide
- 1 conference pass for your use*

Vendor Birds-of-a-Feather (BoF) Sessions   **$2,000 per session**
- Company logo and link displayed on the conference Web site
- Company logo featured on signage in a public area announcing your BoF and its location
- Conference room for up to 30 people for your one-hour session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name in the conference on-site guide
- 1 conference pass for your use*

Attendee Bag Inserts   **flat paper: $1,000; 3-D: $1,500**
- Company name and link displayed on the conference Web site
- Company materials inserted in each attendee registration packet (inserts supplied by the sponsor; flat insert can be up to 10 stapled pages)

Advertising in the Conference On-site Guide   **full page ad: $1,000; half page ad: $600**
- Company ad printed in black-and-white in the conference on-site guide, inserted in every attendee registration packet

* Conference passes include access to the technical sessions, lunch, and evening activities, including reception

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USENIX '08 Sponsorship Agreement

Please check off the sponsorship(s) of your choice. Should you choose to become a USENIX Corporate Supporter, please add that cost and deduct the discount from your total. Then complete page 5 and fax both 5 & 6 back to us at (510) 548-5738 to secure your sponsorship.

SPONSORSHIP	BASE PRICE	BECOME A USENIX CORPORATE SUPPORTER (OPTIONAL)	DISCOUNT FOR CURRENT USENIX CORPORATE SUPPORTERS	TOTAL SPONSORSHIP COSTS
❏ Gold Student Grant Sponsor	$20,000	included	−$1,500	$
❏ Silver Student Grant Sponsor	$10,000	+$5,000	−$1,000	$
❏ Bronze Student Grant Sponsor	$5,000	+$5,000	−$500	$
❏ Reception Sponsor	$25,000	included	−$2,000	$
❏ Coffee Breaks Sponsor	$5,000	+$5,000	−$500	$
❏ Conference Bag Support	$5,000	+$5,000	−$500	$
❏ Conference Network Support	$5,000	+$5,000	−$500	$
❏ Vendor BoF Session	$2,000 per session	+$5,000	−$200 per session	$
❏ General Support	$5,000-20,000	+$5,000	−$500	$
❏ Tabletop Exhibit Space	$3,000	+$5,000	−$300	$
❏ Attendee Bag Insert	flat paper: $1,000; 3-D: $1,500	+$5,000	flat paper: −$100; 3-D: −$150	$
❏ Advertising in On-site Guide	full page: $1,000; half page: $600	+$5,000	full page: −$100; half page: −$60	$
			TOTAL DUE	$

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.

USENIX Corporate Supporter Program
USENIX welcomes support for its programs by appropriate businesses through our Corporate Supporter Program. This program offers our 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. There are three levels of sponsorship in the program. See www.usenix.org/membership/supporter.html for details.

Payment and Logistics
Full payment is due 30 days after approval of this agreement.

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 preliminary 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.

All benefits are available schedule permitting. Prices and benefits subject to change without notice.

Please sign and return page 4 & 5 of this form by mail or fax to:
USENIX Association   2560 Ninth Street   Suite 215, Berkeley, CA 94710 USA   Fax: (510) 548-5738

PRIMARY SPONSOR CONTACT INFORMATION FOR THIS EVENT

Name_____

Title _____

Company/Institution_____

Street Address _____

Mailstop/Suite/Department_____

City/Town _____

State/Province _____ Zip/Postal Code _____

Country_____

Phone Number _____

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: $ _____

CREDIT CARD DETAILS

Account Number _____

Expiration Date _____ Card Security Code*

_____

Signature of Cardholder_____
* This code is usually the last 3 digits of the number found on the back of your card in the signature box. For American Express, it's the 4-digit number on the front of the card.

If the cardholder is not the primary sponsor contact, please provide the cardholder's

Name _____

Phone Number**_____

Email Address** _____
** This information will be used only to send a receipt and for questions related to billing.

Acceptance of Agreement

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): _____