



USENIX

**For More
Information
About
Exhibiting at
ALS 2001
and
Sponsoring
Events,
contact**

Brenda Geffner
Sponsorship Office

Tel: 818 342 6218

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brenda@bgassociates.com

5th Annual Linux Showcase

SPONSORSHIP OPPORTUNITIES

I. CONFERENCE RECEPTION PACKAGE:

This is the opportunity to meet and network with potential clients. The Conference Reception gives great exposure for your company because everyone attends, giving you ample opportunity to meet and mingle. It is recognized as the key networking event while everyone dines on great food, drinks and entertainment. ALS 2001 not only brings the most technical attendees under one roof – it also brings the top companies and executives in the Linux professional community.

■ \$30,000 4 Available

Includes:

1. 20' x 10' pipe-and-drape booth space (Can upgrade for \$3500 per 10' x 10' space)
2. 2 skirted tables, 2 chairs, 1 trash can and carpet included
3. Electricity
4. Ethernet connection
5. 7" x 44" identification sign
6. Conference Reception Official Sponsor - Logo on Welcome Banner for Conference Reception
7. One Full page two color ad in On-Site Brochure
8. Listing in program guide as a sponsor of reception event.
9. Logo on Conference Website
10. 4 Conference passes (excluding tutorials)
11. 15 tickets to conference reception
12. One time use of Post-show Conference Attendee Mailing List (emails not included)
13. Opportunity to place materials on Literature tables
14. Unlimited Show Passes to Distribute to Your Customers and Clients

II. COFFEE BREAK SPONSORSHIP PACKAGE:

The Coffee Break provides constant visibility for your company's logo throughout the day. This Coffee Break Silver Sponsorship package is a great value since it includes booth, two breaks, signage, and advertising.

■ \$15,000 4 Available Exclusive to each Coffee Break

Includes:

1. 10' x 10' pipe-and-drape booth space (Can upgrade for \$3500 per 10' x 10' space)
2. 2 skirted tables, 2 chairs, 1 trash can and carpet included
3. Electricity
4. Ethernet connection
5. 7" x 44" identification sign
6. Coffee Break Official Sponsor for one full day (2 Coffee Breaks per day) – Opportunity to hang your company's banner at coffee break for the day (banner must be pre-approved by USENIX)
7. Signage will be placed throughout the Coffee Break of sponsored day with logo and thank you
8. Logo on Conference Website
9. Opportunity to place materials on Literature tables



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SPONSORSHIP OPPORTUNITIES (CONTINUED)

III. COFFEE BREAKS:

Have every attendee see your logo by sponsoring a conference coffee break. We provide table top signs and hang your supplied banner to publicize your company and acknowledge your support of our attendees.

- \$3,000 exclusive sponsorship per break

IV. TERMINAL ROOM:

USENIX provides our conference attendees with the use of network desktops and internet connectivity during the conference. As the Terminal Room sponsor, your logo will be prominently displayed in the terminal room and your support will be acknowledged in our on-site directory.

- 30 Computers +\$250 or \$25,000

V. WIRELESS CONNECTIVITY:

USENIX attendees love wireless connectivity. Be the Conference Sponsor for wireless connectivity and receive your logo prominently displayed at the conference registration along with an acknowledgement in the on-site directory.

- \$6,000 Exclusive

VI. AISLE SIGNS:

Sponsors will get their company's logo on all the aisle signs throughout the show floor. Aisle signs will be provided by the decorator using your logo.

- \$2000

VII. HOSPITALITY SUITES: BY ARRANGEMENT

Host a hospitality suite in the evening. You do not pay a fee to USENIX, but you must make arrangements through our Conference Office. Email conference@usenix.org for more information.

ADVERTISING SPACE FOR ON-SITE DIRECTORY:

- Full Page two color ad: \$1200
- Half Page two color ad: \$600
- Full Page four color ad: \$2000 (Inside front, outside back and inside back cover only)

Sponsorship Opportunities are exclusive rights to exhibitors. To become an exhibitor please contact Dana Geffner at 831 457 0600 or dana@bgassociates.com.



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If you have an idea for another item/activity you would like to sponsor, please contact us.

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PROMOTIONAL ITEMS

(Promotional Items will be produced by USENIX, Sponsors Logo will be placed on all items and given to every conference attendee. Promotional Items are exclusive sponsorships)

LANYARDS:

Every attendee must wear a badge, and there is no better way to get your company name recognized than having it on the neck strap of each attendee. USENIX handles all badge ordering and production.

- \$15,000 - Exclusive

PENS:

USENIX conferences are educational and informative. Get your company name recognized on pens distributed with all attendee packets. The pens will continue to be useful and your logo will be visible long after the conference. USENIX handles all pen ordering and production.

- \$7,000 for each conference

NOTEPAD:

Are you always looking for paper to write things on? Well, you are not the only one. That is why having your logo on a 5x7 note pad, is a great sponsorship item and will be used at the conference and back home. USENIX handles all ordering and production.

- \$5,000 - Exclusive

POST-IT:

Small, but mighty, this item is easy to carry and is used by everyone at the conference (for phone nos. and quick notes) as well as at the office. USENIX handles all ordering and production.

- \$5,000 - Exclusive

SPORT WATER BOTTLES:

Everyone drinks water during the conference sessions, why not keep your logo with them. USENIX handles all ordering and production.

- \$6,000 (Given with Show Bag)

TOTE BAGS:

If you want to see each attendee carry your logo with them throughout the conference, sponsor our tote bags. Your logo is imprinted on high quality canvas bags and distributed to all conference attendees. Our attendees are often given many things to carry and these tote bags become an essential part of the conference experience. USENIX takes care of all bag ordering and production.

- \$20,000 Exclusive

SHOW BAG INSERTS:

- \$2,500 4 available (you supply the inserts)

SPACE ON PROCEEDING CD:

- \$250 for 5 megabits and \$50 for each megabit after
(Software ONLY, no advertising, USENIX must pre-approve)