



# FAST 2003

## SPONSORSHIP OPPORTUNITIES

Conference: March 31 – April 1, 2003

Cathedral Hill Hotel • San Francisco, CA

### REACH 250 LEADING STORAGE SYSTEMS PRACTITIONERS

File and storage systems are the foundation of the Information Age. FAST brings together the top storage systems researchers and practitioners to explore new directions in the design, implementation, evaluation, and uses of storage systems. The conference will consist of two and a half days of technical presentations, including refereed papers, invited talks, work-in-progress and opinion sessions, and an introductory keynote address. This will be the second FAST conference; the first FAST in January 2002 was an exciting and well-attended event, establishing FAST as the premier forum for storage-related research.

### MAXIMIZE YOUR IMPACT

As an organization who is seeking to maintain its status as a cutting-edge developer of innovative technology, FAST 2003 offers you the opportunity to gain focused exposure with a captive audience that is 100% qualified. Start the buzz about your products and services amongst the leading practitioners in the storage community, become a FAST 2003 Conference Sponsor.

### SPEAKING OPPORTUNITIES AVAILABLE AT THE CONFERENCE

It's the quality of the conference program that makes the sponsorship opportunities at FAST so unique. The 2003 program is put together by a volunteer committee of experts and leaders from the community, which referees all submissions and personally invites the speakers.

We do offer our premiere event sponsors the opportunity to address the FAST audience during their events. Please see the sponsorship opportunities for more information.

There are also limited opportunities for our sponsors to host Birds-of-a-Feather sessions and Hospitality Suites. These may be scheduled in advance by contacting Iris Tessler, Conference & Exhibits Manager at [iris@usenix.org](mailto:iris@usenix.org), or 510.528.8649 x21.

**START THE BUZZ  
– RESERVE YOUR  
SPONSORSHIP  
TODAY**

CAT ALLMAN  
Sales & Marketing Director

Tel: 510.528.8649 X32  
Fax: 510.548.5738  
Cell: 415.860.9126  
[cat@usenix.org](mailto:cat@usenix.org)

# FAST 2003 SPONSORSHIP OPPORTUNITIES

## **STUDENT STIPEND SPONSOR**

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As the student stipend sponsor, you will have the opportunity to sponsor funding for students to attend FAST 2003. Each student will receive up to \$1,000 to cover the cost of travel, hotel expenses, and registration fees, according to need. All student applicants are reviewed and selected by the USENIX committee.

### **Sponsor Twenty Students**

#### Marketing and Branding:

- Company logo and sponsorship category prominently displayed in marketing and promotional materials for FAST 2003.
- Company name and URLs will be included on all email marketing campaigns where sponsorships are mentioned.
- Company logo and link prominently displayed on the FAST web sites.
- Logo and company background (100 words) listed on the Conference web site

#### Onsite Benefits:

- Company logo featured on key conference signage (premier placement).
- Company logo featured on ribbon attached to student stipend attendee badges.
- One-piece sponsor collateral material up to 10 stapled pages inserted in conference attendee registration package
- Logo and company backgrounder (100 words) to be included in onsite conference collateral.
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#### FAST 2003 Conference Passes:

- 5 conference passes for your use. (Value: \$4,275 Conference passes include access to the technical sessions, lunch, and reception.
- An additional 10 passes to the conference reception.

### **Sponsor Ten Students**

#### Marketing and Branding:

- Company logo and sponsorship category displayed in marketing and promotional materials for FAST.
- Company name and URLs will be included on all email marketing campaigns where sponsorships are mentioned.
- Company logo and link displayed on the FAST web site.
- Logo and company background (75 words) listed on the Conference web site

#### Onsite Benefits:

- 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.
- Opportunity to host an evening Birds-of-a-Feather Session or Hospitality Suite.

#### FAST 2003 Conference Passes:

- 3 conference passes for your use. (Value: \$2,565) Conference passes include access to the technical sessions, lunch, and reception.
- An additional 5 passes to the conference reception.

### **Sponsor Five Students**

#### Marketing and Branding:

- Company logo and sponsorship category displayed in marketing and promotional materials for FAST .
- Company name and URLs will be included on all email marketing campaigns where sponsorships are mentioned.
- Company logo and link displayed on the FAST web site.
- Name and company background (50 words) listed on the Conference web site

#### Onsite Benefits:

- Company logo featured on ribbon attached to student stipend attendee badges.
- Logo and company backgrounder (50 words) to be included in onsite conference collateral.

#### FAST 2003 Conference Passes:

- 1 conference passes for your executives and clients. (Value: \$855) Conference passes include access to the technical sessions, lunch, and reception.
- An additional 3 passes to the conference reception.

# FAST 2003 SPONSORSHIP OPPORTUNITIES

## **RECEPTION SPONSOR** - *Exclusive opportunity*

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### Marketing and Branding:

- Company logo and sponsorship category prominently displayed in marketing and promotional materials for FAST.
- Company logo and URLs will be included on all email marketing campaigns.
- Company logo and link prominently displayed on the FAST web site.

### Onsite Benefits:

- Company logo, headquarters information and sponsorship category featured in Sponsor section of the FAST onsite guide.
- Company logo featured on conference signage at the reception.
- 15 minute opportunity to introduce company and thank attendees for participating
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception. All items are subject to approval by USENIX.
- Opportunity to host an evening Birds-of-a-Feather Session or Hospitality Suite.

### FAST 2003 Conference Passes:

- 4 conference passes for your use. (Value: \$3,420)  
Conference passes include access to the technical sessions, lunch, and reception.
- An additional 10 passes to the conference reception.

## **LUNCH SPONSOR** - *Exclusive opportunity*

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### Marketing and Branding:

- Company logo and sponsorship category prominently displayed in marketing and promotional materials for FAST.
- Company logo and link prominently displayed on the FAST web site.
- Company logo, headquarters information, and sponsorship category featured in Sponsor section of FAST onsite guide.

### Onsite Benefits:

- Company logo featured on signage at the lunch venue.
- 15 minute opportunity to introduce company and thank attendees for participating
- Opportunity to host an evening Birds-of-a-Feather Session or Hospitality Suite.

### FAST 2003 Conference Passes:

- 2 conference passes for your use. (Value: \$1710)  
Conference passes include access to the technical sessions, lunch, and reception.
- An additional 5 passes to the conference reception.

## **HAPPY HOUR SPONSOR**

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### Marketing and Branding:

- Company logo and sponsorship category prominently displayed in marketing and promotional materials for FAST.
- Company logo and link prominently displayed on the FAST web site.
- Company logo, headquarters information, and sponsorship category featured in Sponsor section of the FAST onsite guide.

### Onsite Benefits:

- Company logo on signage at Happy Hour.

### FAST 2003 Conference Passes:

- 2 conference passes for your use. (Value: \$1710)  
Conference passes include access to the technical sessions, lunch, and reception.

# FAST 2003 SPONSORSHIP OPPORTUNITIES

## **CONFERENCE BAG SPONSOR - *Exclusive opportunity***

**\$5,000**

### Marketing and Branding:

- Company name and sponsorship category prominently displayed in marketing and promotional materials for FAST.
- Company name and link prominently displayed on the FAST web site.
- Company logo, headquarters information, and sponsorship category featured in Sponsor section of the FAST onsite guide.

### Onsite Benefits:

- Company logo on attendee bags distributed at conference.

### FAST 2003 Conference Passes:

- 2 conference passes for your use. (Value: \$1710)  
Conference passes include access to the technical sessions, lunch, and reception.

## **LANYARD SPONSOR - *Exclusive opportunity***

**\$3,000**

### Marketing and Branding:

- Company name and sponsorship category prominently displayed in marketing and promotional materials for FAST.
- Company name and link prominently displayed on the FAST web site.
- Company logo, headquarters information, and sponsorship category featured in Sponsor section of the FAST onsite guide.

### Onsite Benefits:

- Company logo on badge lanyards.

### FAST 2003 Conference Passes:

- 2 conference passes for your use. (Value: \$1710)  
Conference passes include access to the technical sessions, lunch, and reception.

## **ADVERTISING IN CONFERENCE DIRECTORY**

Full page, two color ad – premium placement, front or back cover: \$1200

Full page, two color ad: \$1000

Half page, two color ad: \$500

**FOR MORE  
INFORMATION  
ON SPONSORING  
EVENTS AT  
USENIX,  
CONTACT:**

Cat Allman  
Sales & Marketing  
Director

Tel: 510.528.8649 X32  
Fax: 510.548.5738  
Cell: 415.860.9126  
cat@usenix.org