

LISA'07

21st Large Installation System Administration Conference

Sponsored by
USENIX [sage]

November 11–16, 2007, Hyatt Regency Dallas, Dallas, TX, USA
Exhibition: November 14–15, 2007, Marsalis Hall, Hyatt Regency Dallas
www.usenix.org/lisa07

LISA is one of the oldest and largest conferences exclusively for system administrators.

Our comprehensive program puts today's system, network, and security administrators in front of the latest technologies, tools, and techniques—timely and practical information 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 start a buzz that extends beyond attendees to their management and to the community at large.

When you exhibit at LISA you sell your product, build your company profile, interact with your customer base, and support the convergence of a broad array of minds and talents.

Expected Attendance: 1200

LISA '06 (December, Washington, D.C.): 1170
LISA '05 (December, San Diego, CA): 1298
LISA '04 (November, Atlanta, GA): 1206
LISA '03 (October, San Diego, CA): 1204

"This was the best conference we exhibited at all year!"

—Jacob Farmer, CTO & Founder, Cambridge Computer Services

Our Attendees:

- 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 1,000+ employees
- 54% are from companies with 1,000 or more workstations and servers
- 45% plan to buy or recommend a product or service they saw in the Vendor Exhibition

LISA attendees come from:

Corporations 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.

Participate in LISA '07

The USENIX Association offers a variety of ways to participate as a sponsor, including the option of speaking to the attendees 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.

For more information, please contact:

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

The USENIX Association holds a variety of conferences and symposia on advanced computing systems topics throughout the year. To learn more about USENIX and our 2007 conference schedule, including organizers, topics, locations, and program schedules, please see <http://www.usenix.org/events>.

LISA '07 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
- 3 conference passes for your use*
- Unlimited Vendor Exhibition passes for staff and customers
- 4 additional passes to the conference reception

One Vendor Presentation/BoF Session†, 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 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
- 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
- 1 conference pass for your use*
- Unlimited Vendor Exhibition passes for staff and customers

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

** 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 15, 2007.

† 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 15, 2007.

LISA '07 Sponsorship and Exhibiting Opportunities (continued)

Vendor Presentation/BoF Session

\$5,000 each

Each session[†] 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 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*

Vendor Breakfast Presentation

\$2,500 each—3 available

Exclusive opportunity for exhibitors! Each one-hour session[†] begins at 7:30 a.m. and includes:

- Your Vendor Breakfast date, time, topic, and description listed on conference Web site
- Company logo featured on signage in a public area announcing your presentation and its location
- Conference room for up to 75 people for your one-hour session
- Continental breakfast for 50 people
- Quarter-page company ad printed in black-and-white in the conference on-site guide
- 1 conference pass for your use*

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
- 10'x10' booth at the Vendor Exhibition
- 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.

[†] 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 15, 2007.

LISA '07 Sponsorship and Exhibiting Opportunities (continued)

Platinum Reception Sponsor—Exclusive Opportunity **\$30,000**

- 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
- 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 (50 words) in the conference on-site guide
- 4 conference passes for your use*
- 10 additional passes to the conference reception

Luncheon Sponsor **\$15,000**

- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the luncheon venue
- 15-minute opportunity to address the attendees at the luncheon
- Company logo, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use*
- 5 additional passes to the conference reception

Coffee Breaks Sponsor **\$8,000**

- 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 (50 words) in the conference on-site guide
- 2 conference passes for your use*

Conference Bag Support—Exclusive Opportunity **\$12,000**

- Company logo and link displayed on the conference Web site
- Company logo on attendee bags distributed at registration
- Company logo, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use*

Conference Network Support **\$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 (50 words) in the conference on-site guide
- 2 conference passes for your use*

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

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

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

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LISA '07 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.) Then complete p. 6 and fax pp. 5–6 back to Camille Mulligan, Exhibits Manager, at (510) 548-5738 to secure your sponsorship or exhibit space.

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 www.usenix.org/membership/supporter.html for details. Note that some sponsorships include Corporate Supporter status. Check here and apply \$5,000 fee in TOTAL COSTS section below

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 Session	\$5,000 per session	\$4,600 per session	\$4,500 per session	\$
<input type="checkbox"/> Vendor Breakfast Presentation	\$2,500 per presentation	\$2,300 per presentation	\$2,250 per session	\$
<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*	\$30,000	\$27,600	\$27,000	\$
<input type="checkbox"/> Luncheon Sponsor	\$15,000	\$13,800	\$13,500	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$8,000	\$7,360	\$7,200	\$
<input type="checkbox"/> Conference Bag Support	\$12,000	\$11,040	\$10,800	\$
<input type="checkbox"/> Conference Network Support	\$5,000	\$4,600	\$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	\$
TOTAL COSTS	Total Sponsorship/Exhibiting Costs			\$
	New Corporate Supporter? Add \$5,000 (N/A to Gold Student Grant or Platinum Reception Sponsors*)			\$
	TOTAL DUE			\$

* 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. If you would like to have the option of paying in two installments, please contact 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 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.**

LISA '07 Sponsorship and Exhibiting Agreement (continued)

Please sign and return both pages of this form by mail or fax to: Camille Mulligan, Exhibits Manager, 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)
- Invoice Me: P.O./Reference Number _____
- 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 will be used only for questions related to billing and to send a receipt.

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 15, 2007.

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): _____