Dear USENIX '03 Exhibitor,

Thank you for exhibiting at the 2003 USENIX Annual Technical Conference & Exhibition, June 9 – 14, 2003 at the San Antonio Marriott Rivercenter in San Antonio, Texas. The event is sponsored by USENIX, the Advanced Computing Systems Association and the official conference web site is http://www.usenix.org/events/usenix03. This letter contains a lot of important information regarding your tabletop exhibit, so please review it carefully and contact me if you have any questions.

CONFERENCE & EXHIBITION DATES
Tutorials   June 9 – 11, 2003
Technical Sessions   June 12 – 14, 2003
Tabletop Exhibition   June 12 – 13, 2003

USENIX '03 HEADQUARTERS HOTEL
San Antonio Marriott Rivercenter
101 Bowie Street
San Antonio, TX 78205
Phone: 210-223-1000
(Please see Shipping Information below for specific shipping address information)

EXHIBITION LOCATION AND SCHEDULE
The USENIX '03 exhibition will be located in the hotel's Grand Ballrooms H - L.
* Wednesday, June 11
  - Exhibitor Registration   6:00pm - 8:00pm
  - Move In / Set Up   6:00pm - 8:00pm
* Thursday, June 12
  - Set Up   8:00am - 12:00pm
  - Exhibits Open   12:00pm - 7:00pm
  - Happy Hour on Show Floor   5:30pm - 6:30pm
* Friday, June 13
  - Exhibits Open   10:00am - 4:00pm
  - Tear down / Move Out   4:00pm - 8:00pm

REGISTRATION
To register your on-site booth staff please go to http://www.usenix.org/events/usenix03/exhibition.html.

SHOW FLOOR ACTIVITIES
In effort to keep the show floor bustling, USENIX has scheduled the following activities.
Happy Hour: Thursday, June 12 from 5:30–6:30pm
Breaks: All breaks served during the conference when the Expo is open will be served on the show floor.

TABLETOP EXHIBIT & SHIPPING INFORMATION
* Exhibitor Service Kit
  The official service vendors for Annual Tech and their order forms are available online at http://www.usenix.org/events/usenix03/kit.html

- Tabletop Exhibit Information
  Display height limit is 4' in the front four feet and 8' in the back four feet of the booth. Please note that the ballroom is carpeted so you do not need to rent carpet. You will be provided with one 6 foot draped table, two chairs, ID sign, wastebasket and one electrical outlet.
- Shipping Material Information
  There will be no advance shipping available for this event. All shipments will be sent directly to the hotel. You may have your shipment arrive only five days prior to the event.
  SHIPMENTS RECEIVED AT THE HOTEL BEFORE JUNE 6TH ARE AT RISK OF BEING RETURNED TO SENDER!
  Please address your boxes as follows:
  > Marriott Rivercenter
  > C/o USENIX Annual Tech Conference
  > Attn: Your Company Name and Contact Name
  > 101 Bowie Street
  > San Antonio Texas 78205

  Shipping forms and handling rates are on-line in the service manual. Please fill these out to ensure your packages are delivered to your booth in a timely fashion.

IMPORTANT DEADLINES
Please make note of the following deadlines. By following them, you will make your process of exhibiting easier, cheaper and more successful!
Wednesday, April 23:
- Advertisement for the On-site Directory if included with your sponsorship package is due.
- Deadline for free company description in the On-site Directory. Email a 50-word company description to Marci Chase at marci@usenix.org.

Friday, May 16:
- Early Bird registration deadline date
  - Save up to $100 when registering additional staff for the USENIX Annual Conference.
  - Register for your company's one FREE registration to the technical sessions; use registration instructions, found on next page under item #6.
  - Register all attending booth staff at:
    http://www.usenix.org/events/usenix03/exhibition.html.
- Hotel Cut Off: Last day to receive hotel rate discount. Book by calling (800) 648-4462, please be sure to state that you are with the USENIX Annual Tech conference.

Friday, May 9:
- Payment **must** be received.

Friday, June 6:
- Shipments permitted to be received at Marriott Rivercenter.
- Bag inserts arrive at hotel, addressed to show management. For special shipping information, please contact Marci Chase, Conference Manager at marci@usenix.org.

EXHIBITOR PARTICIPATION OPPORTUNITIES
To get the most out of your booth, we encourage you to participate in the following opportunities.

1) Link your home page to the USENIX '03 Conference Web Site
Link the 2003 USENIX Annual Conference URL on your web site, alongside an invitation to come visit your booth in the exhibit hall. A "button" logo for the conference is available at http://www.usenix.org/events/usenix03/button.html. Copy the button onto your web site. Then, link the button to the conference web site: http://www.usenix.org/events/usenix03. Your site visitors will be able to click the button to learn more about the Conference and Exhibition.

2) Plan a Hospitality Suite or Provide Hospitality on the Show Floor
Attendees love evening Hospitality Suites and for that you get their special attention. You may either rent a suite from the hotel, or possibly some meeting space, if available. If you wish to sponsor a hospitality suite, please contact Marci Chase at marci@usenix.org.

Another option for extra attention is you may provide snacks or drinks on the show floor. This really draws folks to your booth and there is no fee to pay to USENIX. All catering must be ordered through the hotel, no outside food or beverage is allowed. If you would like to have food at your booth, you should contact the hotel directly to place your order.

3) Be at the USENIX Six Flags Event, Saturday June 14th from 3:45pm – 9:30pm.
This is a great chance to mingle with conference attendees. Your booth staff will be provided with up to four tickets to the event. Additional tickets to the park may be purchased at a discount on-site at the conference. Shuttle bus transportation will be provided.

4) Invite and Register your Customers and Prospects
As a special benefit as an exhibitor you have the option for unlimited Exhibit Hall Registration for your customers and prospects. To register someone for the pass, please go to
http://www.usenix.org/events/usenix03/registration/showforms.html. You may also forward on this link so that someone may register himself or herself.

5) Sponsor a Vendor BoF (Birds of a Feather)
USENIX conferences are put together by a volunteer committee which reviews the submissions and invites the speakers. At this time, the formal program is set. However, it is possible to lead a Vendor BoF. BoFs are informal, highly interactive and always popular gatherings of attendees interested in a particular topic. BoFs may feature presentations or demonstrations followed by discussion and sharing of strategies.   Please note the following conditions:
• BoFs are scheduled for one hour each on Wednesday, Thursday and Friday evenings starting after 7:00pm.
• BoFs are provided with some catering. If you wish to sponsor a Vendor BoF, please contact Cat Allman, Sales and Marketing Director, at cat@usenix.org.
• USENIX publicizes the BoFs if they are scheduled in advance. The schedule of BoFs is posted on the BoF bulletin board in the conference registration area.
In booking a BoF, please give Cat the title of the BoF, a brief description, along with the name, title, company and email address of the facilitator. We will provide you with an overhead projector with screen at no cost and some basic catering. Any other equipment desired for the BoF will be at the facilitator or company's expense.

6) Attend the Tutorials and Technical Sessions
Exhibiting at the show entitles your company to **one** FREE registration to the Technical Sessions, June 12-14 (a $645 value.) Tutorials not included. To register for your free pass, please go to:

And then complete these simple steps:
• Click on Registration Forms, then choose the "Secure Online Registration Form."
• Tick the "Technical Sessions" box"
• Select the "Complimentary Registration" option, then click the "Next" button
• Fill in all of your personal information
• Your "Approver" is selected from the drop down menu, please highlight Cat Allman
• In the code area directly to the right of the dropdown, type the code **# 8310**

- In the Category dropdown menu, please select "Exhibitor"
- In the field titled "Your Information," please input your company name
- And then you are registered, and will receive an email confirmation.

*Please note that a Premium Plus package includes **two** free registrations*.

Anyone else who would like to attend the USENIX Annual Conference or anyone wanting to attend the Tutorial Program (June 9 – 11) may register using the regular online registration form. http://www.usenix.org/events/usenix03/registration/. There are no additional discounts due to exhibiting. **Register before May 16 to save up to $100**.

Thank you for your support of the 2003 USENIX Annual Technical Conference in San Antonio Texas! If you have any questions, please contact me via email at marci@usenix.org or by calling me at (510) 528-8649 x21.

Thank you,

Marci L. Chase
Conference Manager
USENIX Association