



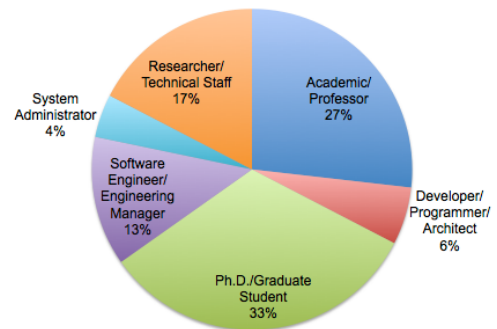
2015 USENIX Annual Technical Conference Sponsorship and Exhibiting Opportunities

Present your company and products at the premier forum for advanced professionals from academic and industrial backgrounds. The 2015 USENIX Annual Technical Conference presents the best of current research and practice, emphasizing innovation and quantified experience. To learn more about USENIX ATC '15, including the organizers, topics, location, and program schedule, visit the conference Web site at www.usenix.org/conference/atc15, or contact us at sponsorship@usenix.org. Expected attendance: 225.

ATC '15 will be co-located with two workshops on July 6-7: Hot Topics in Cloud Computing (HotCloud '15) and Hot Topics in Storage and File Systems (HotStorage '15). The total lineup will include refereed papers, invited talks, reception and poster sessions, Birds-of-a-Feather (BoF) sessions, the hallway track, vendor exhibits, and more.

ATC attendees (see figure to right) are:

- Seasoned technologists from large companies and universities who are at the center of their organization's research, development, and operations
- Programmers, developers, and leaders in open source computing systems, including Linux, *BSD, Solaris, and X11-based graphical environments
- Motivated professionals who come for refereed programs developed and delivered by well-known, respected peers
- Technical staff, managers, and researchers from large, heterogeneous, highly networked environments who 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
- Specialists and cutting-edge practitioners representing our co-located events' research areas
- Highly qualified Ph.D. and graduate students presenting their work and representing the future of advanced computing



Support ATC and/or choose a package that exposes your company to the select workshop participants of your choice:

USENIX ATC '15 Sponsorship Opportunities (details, plus additional options, on following pages):

SPONSORSHIP OPPORTUNITIES	# Conference passes	Logo + link on ATC Web site	Logo on conference signage	Attendee packet insert option	Tabletop exhibit space option	Workshop benefits: Hot Cloud / HotStorage
BRONZE (\$5,000)	1	Yes	Yes	No	If Available	No
SILVER (\$10,000)	2	Yes	Yes	Yes	Yes	1 workshop sponsorship with 1 workshop pass, plus logo on workshop Web site and signage
GOLD (\$15,000-\$20,000)	3-4	Yes	Yes	Yes	Yes	2 workshop sponsorships with 2 workshop passes, plus logo on workshops' Web sites and signage

USENIX ATC '15 Sponsorship/Exhibiting Opportunities



Reception Sponsor (Exclusive) \$50,000

- Company logo featured in marketing materials, on reception signage, and at all conference workshops
- Company logo and link prominently displayed on conference Web site
- 15-minute opportunity to address attendees during reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at reception
- Option to distribute company collateral in attendee packets
- Option to staff a 6' tabletop during the conference
- Company name, URL, and description in the mobile conference app
- 8 conference passes
- 10 reception passes

Happy Hour Sponsor (Exclusive) \$25,000

- Company logo and link prominently displayed on conference Web site
- Company logo featured on Happy Hour signage and in conference marketing materials
- 15-minute opportunity to address the attendees during the poster session / happy hour
- Opportunity to distribute one print marketing piece or one promotional item/gift at the poster session/happy hour
- Option to distribute company collateral in attendee packets
- Option to staff a 6' tabletop during the conference
- Company name, URL, and description in the mobile conference app
- 5 conference passes
- 8 reception passes

Open Access/Video Sponsor \$5,000–\$15,000

- Company logo posted on all video of conference technical sessions (free and open to public after conference), on the conference Web page, and on the USENIX YouTube channel. (Please contact sponsorship@usenix.org for images and more information.) Videos are posted indefinitely.
- Company logo featured on conference signage
- Company name, URL, and description in the mobile conference app
- Conference passes TBD (commensurate with level of support)

Lanyard Sponsor (Exclusive) SOLD

- Company logo on one side of all attendee lanyards
- Logo featured on signage in key location at conference
- Logo and link displayed on conference Web site
- Company name, URL, and description in the mobile conference app
- 1 conference pass

Gold Sponsor \$15,000–\$20,000

- Company logo and link displayed on conference Web site
- Company logo featured on conference signage
- Option to distribute company collateral in attendee packets
- Option to staff a 6' tabletop during the conference
- Company name, URL, and description in the mobile conference app
- 3–4 conference passes
- 6 reception passes

Silver Sponsor \$10,000

- Logo and link displayed on conference Web site
- Company logo featured on conference signage
- Option to staff a 6' tabletop during the conference
- Option to distribute company collateral in attendee packets
- Company name, URL, and description in the mobile conference app
- 2 conference passes
- 4 reception passes

Bronze Sponsor \$5,000

- Company logo and link displayed on conference Web site
- Company logo featured on conference signage
- Company name, URL, and description in the mobile conference app
- Option to staff a 6' tabletop during the conference (subject to availability)
- 1 conference pass
- 2 reception passes

Coffee Break Sponsor \$5,000

- Company logo and link displayed on conference Web site
- Company logo featured on signage at coffee break stations
- Option to staff a cocktail round during sponsored break
- Company name, URL, and description in the mobile conference app
- 1 conference pass

Attendee Gift Sponsor (Exclusive) \$5,000

- Company logo on attendee gifts (water bottles) and conference signage
- Company logo and link displayed on conference Web site
- Company name, URL, and description in the mobile conference app
- 2 reception passes

USENIX ATC '15 Sponsorship/Exhibiting Opportunities



Conference Network Sponsor (Exclusive) \$5,000

- Company logo and link displayed on conference Web site
- Company logo featured on conference signage and at wireless access point
- Company name, URL, and description in the mobile conference app
- 2 reception passes

Tabletop Exhibit Space only \$3,000

- Limited tabletop exhibit space will be available. Please contact sponsorship@usenix.org for availability and details.
- 6' draped table, 2 chairs, and wastebasket
- Access to wireless network (unsecure)
- Access to electrical outlet

Vendor Birds-of-a-Feather Session (1-hr.) \$3,000

- Company logo and link displayed on conference Web site
- Company logo featured on conference signage announcing your BoF and its location
- Conference room for up to 30 people for a one-hour evening session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name, URL, and description in the mobile conference app
- 1 conference pass

Attendee Packet Insert \$1,000–\$1,500

- Pricing depends on whether insert is paper or a 3-D object.

Other Opportunities

- Additional branding and outreach opportunities are available. We are happy to work with you to reach your outreach goals at ATC '15. Please contact sponsorship@usenix.org.

USENIX ATC '15 Sponsor/Exhibitor Agreement



Please check off the sponsorship and/or exhibiting opportunities of your choice. Want to become a USENIX Supporter? Please add that cost (\$5,000) and deduct the Supporter discount (10%) from your total, as detailed in the table below. Complete both pages of this agreement, and return via email or fax to Camille Mulligan (sponsorship@usenix.org, 510.548.5738) to secure your sponsorship and/or exhibit space.

SPONSORSHIP/EXHIBITING SELECTIONS	BASE PRICE	BECOME A USENIX SUPPORTER (OPTIONAL)	DISCOUNT FOR CURRENT USENIX CORPORATE SUPPORTERS (10%)	TOTAL SPONSORSHIP/EXHIBITING COSTS
<input type="checkbox"/> Gold Sponsor	\$15,000–\$20,000	+\$5,000	–\$1,500–\$2,000	\$
<input type="checkbox"/> Silver Sponsor	\$10,000	+\$5,000	–\$1,000	\$
<input type="checkbox"/> Bronze Sponsor	\$5,000	+\$5,000	–\$500	\$
<input type="checkbox"/> Reception Sponsor	\$50,000	+\$5,000	–\$5,000	\$
<input type="checkbox"/> Happy Hour Sponsor	\$25,000	+\$5,000	–\$2,500	\$
<input type="checkbox"/> Open Access / Video Sponsor	\$5,000–\$15,000	+\$5,000	–\$500–\$1,500	
<input type="checkbox"/> Lanyard Sponsor	SOLD	–	–	SOLD
<input type="checkbox"/> Coffee Break Sponsor	\$5,000	+\$5,000	–\$500	\$
<input type="checkbox"/> Attendee Gift Sponsor	\$5,000	+\$5,000	–\$500	\$
<input type="checkbox"/> Conference Network Sponsor	\$5,000	+\$5,000	–\$500	\$
<input type="checkbox"/> Vendor BoF Session (1-hour)	\$3,000	+\$5,000	–\$300 per session	\$
<input type="checkbox"/> Tabletop Exhibitor	\$3,000, but contact us first to determine availability.	–	–\$300	
<input type="checkbox"/> Attendee Packet Insert	flat paper: \$1,000; 3-D: \$1,500	+\$5,000	flat paper: –\$100; 3-D: –\$150	\$
WORKSHOP SUPPORT	An individual prospectus for each is also available for your review.			
<input type="checkbox"/> HotCloud	\$2,500–\$10,000	+\$5,000	–\$250–\$1,000	\$
<input type="checkbox"/> HotStorage	\$2,500–\$10,000	+\$5,000	–\$250–\$1,000	\$
TOTAL DUE =				\$

The USENIX Association is a nonprofit corporation that is tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Please check with your tax advisor to determine whether any portion of your sponsorship would be tax deductible.

USENIX Supporter Program

USENIX welcomes support for its programs from appropriate businesses through our Supporter Program. This program offers premier promotional benefits for your enterprise, along with outstanding educational benefits for your employees. USENIX Supporter benefits are customizable to meet the needs of each sponsor. Visit <https://www.usenix.org/supporter-program> for details.

Payment and Logistics

Full payment is due 30 days after written approval of this agreement by USENIX, or 30 days prior to the event, whichever comes first. Other payment terms available on request. 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 interested sponsor. Sponsorship and exhibiting fees are nonrefundable and nontransferable. Your company will not be included in the program or preliminary promotional opportunities before receipt of this agreement and payment. Optional benefits that are not requested by sponsor are deemed to be refused. This agreement will be considered binding when it has been accepted and countersigned by a representative of the USENIX Association.

USENIX ATC '15 Sponsor/Exhibitor Agreement



PRIMARY CONTACT INFORMATION FOR THIS EVENT

Name _____
Title _____
Company/Institution _____
Street Address _____
Mailstop/Suite/Department (circle one) _____
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 (PO) number enclosed: _____
- Electronic Funds Transfer
(Please email sponsorship@usenix.org for details.)
- Credit card payment
USENIX prefers payment by check or EFT. If you would still like to pay via credit card, please visit <http://goo.gl/IUET3J> (see unshortened URL below**) to securely transmit your credit card information and to authorize USENIX via electronic signature to charge the card for your sponsorship/exhibit payment. You may also call in your credit card payment information Monday through Friday, from 9 am to 5 pm Pacific time: 510.528.8649. However, please do not leave any credit card information on voicemail.

** <https://rightsignature.com/forms/2015sponsor-credi-9db39a/token/a8ceba22d5c>

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: \$ _____

Terms

All benefits are available schedule permitting. Each exhibit space and each one-hour vendor presentation / BoF session is for one company or organization only. 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 of the Sponsor/Exhibitor rather than the invitee of USENIX. The Sponsor/Exhibitor understands that neither USENIX 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. USENIX shall not be liable for any injury or damage whatsoever to property of the Sponsor/Exhibitor, Sponsor/Exhibitor personnel or its invitees or guests, or to persons conducting or otherwise participating in the sponsored event.

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 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 USENIX, 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.

With respect to any claims or disputes between the USENIX Association and Sponsor/Exhibitor, this agreement will be governed and interpreted according to California law without reference to its conflict of law provisions. All claims and disputes hereunder will be resolved in the state or federal courts located in Alameda County, California, and by submitting this agreement to USENIX, Sponsor/Exhibitor hereby irrevocably consents to the exclusive jurisdictions of those courts.

Acceptance of Terms

I, the authorized representative of the sponsor named above, accept all of the above terms and conditions.

AUTHORIZED REPRESENTATIVE FOR SPONSOR/EXHIBITOR:

(print) _____

(sign) _____ Date: _____

AUTHORIZED SIGNATURE FOR USENIX ASSOCIATION:

(print) Camille Mulligan _____

(sign) _____ Date: _____

Please sign and return both pages of this agreement via email or fax to Camille Mulligan (sponsorship@usenix.org, 510.548.5738) to secure your sponsorship or exhibit space. Thank you!