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):**

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

<table>
<thead>
<tr>
<th>SPONSORSHIP/EXHIBITING SELECTIONS</th>
<th>BASE PRICE</th>
<th>BECOME A USENIX SUPPORTER (OPTIONAL)</th>
<th>DISCOUNT FOR CURRENT USENIX CORPORATE SUPPORTERS (10%)</th>
<th>TOTAL SPONSORSHIP/ EXHIBITING COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsor</td>
<td>$15,000–$20,000</td>
<td>+$5,000</td>
<td>−$1,500–$2,000</td>
<td>$</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$10,000</td>
<td>+$5,000</td>
<td>−$1,000</td>
<td>$</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>$5,000</td>
<td>+$5,000</td>
<td>−$500</td>
<td>$</td>
</tr>
<tr>
<td>Reception Sponsor</td>
<td>$30,000</td>
<td>+$5,000</td>
<td>−$5,000</td>
<td>$</td>
</tr>
<tr>
<td>Happy Hour Sponsor</td>
<td>$25,000</td>
<td>+$5,000</td>
<td>−$2,500</td>
<td>$</td>
</tr>
<tr>
<td>Open Access / Video Sponsor</td>
<td>$5,000–$15,000</td>
<td>+$5,000</td>
<td>−$500–$1,500</td>
<td>$</td>
</tr>
<tr>
<td>Lanyard Sponsor</td>
<td>SOLD</td>
<td>−</td>
<td>−</td>
<td>SOLD</td>
</tr>
<tr>
<td>Coffee Break Sponsor</td>
<td>$5,000</td>
<td>+$5,000</td>
<td>−$500</td>
<td>$</td>
</tr>
<tr>
<td>Attendee Gift Sponsor</td>
<td>$5,000</td>
<td>+$5,000</td>
<td>−$500</td>
<td>$</td>
</tr>
<tr>
<td>Conference Network Sponsor</td>
<td>$5,000</td>
<td>+$5,000</td>
<td>−$500</td>
<td>$</td>
</tr>
<tr>
<td>Vendor BoF Session (1-hour)</td>
<td>$3,000</td>
<td>+$5,000</td>
<td>−$300 per session</td>
<td>$</td>
</tr>
<tr>
<td>Tabletop Exhibitor</td>
<td>$3,000, but contact us first to determine availability.</td>
<td>−</td>
<td>−$300</td>
<td>$</td>
</tr>
<tr>
<td>Attendee Packet Insert</td>
<td>flat paper: $1,000; 3-D: $1,500</td>
<td>+$5,000</td>
<td>flat paper: −$100; 3-D: −$150</td>
<td>$</td>
</tr>
</tbody>
</table>

WORKSHOP SUPPORT An individual prospectus for each is also available for your review.

| HotCloud                          | $2,500–$10,000 | +$5,000                             | −$250–$1,000                                       | $                                  |
| 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](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.
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/UE713 (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-credit-9db39a/token/a8ce022d5c

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!