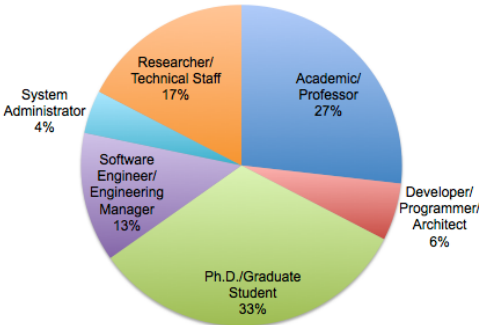




USENIX ATC '16 Sponsorship and Exhibitor Prospectus

Present your company and products at the premier forum for advanced professionals from academic and industrial backgrounds. The 2016 USENIX Annual Technical Conference presents the best of current systems research and practice, emphasizing innovation and quantified experience. To learn more about USENIX ATC '16, including the organizers, topics, location, and program schedule, visit the conference Web site at www.usenix.org/atc16, or contact us at sponsorship@usenix.org. Expected attendance: 225.

ATC '16 will be co-located with two workshops on June 20–21: Hot Topics in Cloud Computing (HotCloud '16) and Hot Topics in Storage and File Systems (HotStorage '16). 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
- Motivated professionals who come for refereed programs developed and delivered by well-known, respected peers
- Innovators who are committed to developing and implementing the newest tools and technologies available
- Highly qualified Ph.D. and graduate students presenting their work and representing the future of advanced computing

USENIX ATC '16 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 pass
GOLD (\$15,000–\$20,000)	3–4	Yes	Yes	Yes	Yes	2 workshop passes

All sponsorship packages from Bronze through Platinum include the following benefits:

- Company logo posted on conference Web site and on conference signage
- Option to staff a 6’ tabletop during the conference (if available)
 - 6’ x 3’ table, two chairs, access to electrical and the conference wireless network, 3 exhibitor badges (which grant access to the hallway track, exhibits area, and evening vendor BoFs)
- Company name, URL, and description included in the mobile conference app
- At least one conference pass* (commensurate with support)—please see benefits below for each specific support level

USENIX ATC '16 Sponsor/Exhibitor Agreement



Platinum Reception Sponsor (Exclusive)

\$50,000

- 8 conference passes*
- ADDITIONAL BENEFITS:
 - 5-minute opportunity to address attendees during reception
 - Opportunity to distribute either one print marketing piece or one small promotional item at reception (Wed., June 22)
 - Option to distribute company collateral in attendee packets

Diamond Happy Hour Sponsor (Exclusive)

\$25,000

- 5 conference passes*
- ADDITIONAL BENEFITS:
 - 5-minute opportunity to address attendees during happy hour / poster session
 - Opportunity to distribute either one print marketing piece or one promotional item at happy hour (Thur., June 23)
 - Option to distribute company collateral in attendee packets

Gold Sponsor

\$15,000–\$20,000

- 3–4 conference passes* (TBD—commensurate with support)
- ADDITIONAL BENEFITS:
 - 2 workshop passes**
 - Option to distribute company collateral in attendee packets

Silver Sponsor

\$10,000

- 2 conference passes*
- ADDITIONAL BENEFITS:
 - 1 workshop pass**
 - Option to distribute company collateral in attendee packets

Bronze Sponsor

\$5,000

- 1 conference pass*

Open Access Video Sponsor

\$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
- 3 conference passes*

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

** Workshop passes give you access to both HotCloud and HotStorage. The workshops' sessions are concurrent, but you have the flexibility to pick and choose among them.

Other A La Carte Sponsorship and/or Exhibiting Opportunities (contact us to discuss details):

- ~~Lanyard Sponsor~~ **SOLD**
- Attendee Packet Inserts
- Wireless Network Sponsor
- Coffee Break Sponsor
- Branded Conference Giveaway Sponsor (item TBD)
- Vendor BoF (1-hour evening session (room cap. 50+), plus beer, wine, soft drinks for 35 people)
- Tabletop Exhibit Space (limited availability)

USENIX ATC '16 Sponsor/Exhibitor Agreement



Complete both pages of this agreement, and return via email or fax to the Sponsorship Dept. (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"/> Platinum Reception Sponsor	\$50,000	+\$5,000	-\$5,000	\$
<input type="checkbox"/> Diamond Happy Hour Sponsor	\$25,000	+\$5,000	-\$2,500	\$
<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"/> Open Access Video Sponsor	\$15,000	+\$5,000	-\$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)	\$3,500	+\$5,000	-\$350	\$
<input type="checkbox"/> Tabletop Exhibitor	\$3,500, but contact us first to determine availability.	–	–	
<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.

USENIX ATC '16 Sponsor/Exhibitor Agreement



PRIMARY CONTACT INFORMATION FOR THIS EVENT

Name _____
Title _____
Company/Institution _____
Street Address _____
Mailstop/Suite/Department (specify) _____
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 a secure DocuSign form at <https://goo.gl/MVZBmN> 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.

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 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.

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 to persons conducting or otherwise participating in the sponsored event, 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 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

We, the respective authorized representatives of the sponsor/exhibitor named above and USENIX Association, accept all of the above terms and conditions.

AUTHORIZED REPRESENTATIVE FOR SPONSOR/EXHIBITOR:

(print) _____

(sign) _____ Date: _____

AUTHORIZED SIGNATURE FOR USENIX ASSOCIATION:

(print) _____

(sign) _____ Date: _____

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