

# SREcon16

04.07.16-04.08.16 | SANTA CLARA, CA



[www.usenix.org/conference/srecon16](http://www.usenix.org/conference/srecon16)

SREcon16 will focus on site reliability and production at scale, and will gather engineering practitioners from multiple types of work sites to discuss and resolve challenges related to system efficiency, large scale data management, incident management, and release and deployment processes.

Target attendees are site reliability engineers, production engineers and developers, and their management. Expected attendance: 350 (2015 attendance: 372. 2014 attendance: 275).

## SPONSOR OPPORTUNITIES

| BENEFITS                                                                                                 | PLATINUM<br>(2 available)     | <del>GOLD</del><br><del>(2 available)</del> | SILVER<br>(3 available)       | BRONZE<br>(6 available) | GENERAL        |
|----------------------------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------|-------------------------------|-------------------------|----------------|
| <b>Catered Event</b>                                                                                     | Happy Hour Reception          | Luncheon                                    | Breakfast or Break            |                         |                |
| <b>Branded Conference Giveaway:</b><br>At catered event, item TBD and subject to approval by USENIX.     | Exclusive for sponsored event | Exclusive for sponsored event               | Exclusive for sponsored event |                         |                |
| <b>Access to Pre-Event Attendee List (post-Early Bird deadline):</b><br>Company + title only             | ◆                             | ◆                                           | ◆                             |                         |                |
| <b>Tabletop Exhibit Space:</b><br>6' skirted (black) table, two chairs, electrical, wireless access      | ◆                             | ◆                                           | ◆                             | ◆                       |                |
| <b>Collateral in Attendee Packets (paper or 3D):</b><br>Distributed to all attendees during registration | ◆                             | ◆                                           | ◆                             | ◆                       | ◆              |
| <b>Logo + Link on Event Web Site &amp; Mobile Conference App:</b> Mobile app includes company blurb.     | ◆                             | ◆                                           | ◆                             | ◆                       | ◆              |
| <b>Logo on Conference Signage</b>                                                                        | + Happy Hour signage          | + Luncheon signage                          | + Breakfast or Break signage  | ◆                       | ◆              |
| <b>Conference Passes</b>                                                                                 | 6                             | 5                                           | 4                             | 2                       | 1              |
| <b>PACKAGE COST</b>                                                                                      | <b>\$25,000</b>               | <del><b>\$15,000</b></del>                  | <b>\$10,000</b>               | <b>\$5,500</b>          | <b>\$3,000</b> |

**Grants for Women Program Sponsorship**

**(Inquire for pricing.)**

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## SREcon16 Sponsor Benefits Detail:

### General Sponsor (\$3,000):

- Company logo and link displayed on SREcon Web site
- Company logo featured on SREcon signage
- Company name featured on event marketing
- Company materials handed out at registration\*
- One SREcon pass

### Bronze Sponsor (\$5,500) receives all the above, plus:

- Tabletop in lobby with electric
- One additional SREcon pass (two total)

### Silver Sponsor (\$10,000) receives all the above, except:

- Tabletop in premium location with lead retrieval
- Additional marketing opportunity (breakfast or breaks)
- Two additional SREcon passes (four total)

### Gold + Lunch Sponsor (\$15,000) (one of two available) receives all of the above, except with lunch as the additional marketing opportunity:

- Company logo on lunch signage and table tents
- Opportunity to distribute branded items\* during lunch
- One additional SREcon passes (five total)

### Platinum Happy Hour / Reception Sponsor (\$25,000) (one of two available) receives all of the above, except with Happy Hour as the marketing opportunity:

- Sponsor of one of two Happy Hour receptions
- Company logo on signage and Happy Hour table tents
- Option to distribute branded items\* during Happy Hour
- Opportunity to address attendees during Happy Hour
- Six SREcon passes

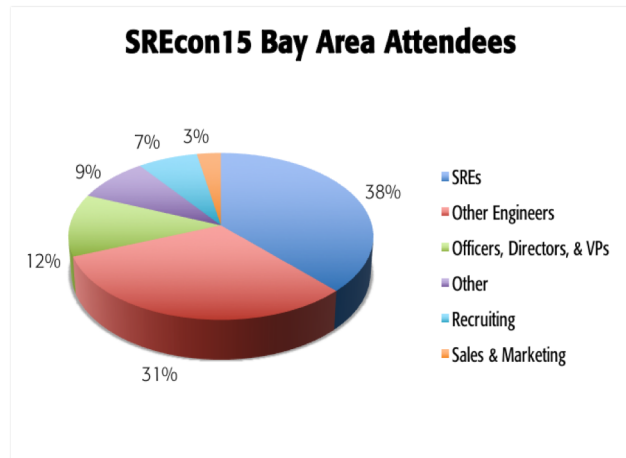
\* Branded materials for distribution must be sponsor-provided and are subject to deadline and USENIX approval.

All benefits deadline permitting. All tabletop exhibitors get up to three exhibitor badges with access to the hallway track and evening events.

## SREcon16 Agreement

Please check off the sponsorship(s) of your choice. Then complete page 2 and send both of these pages back to us by [sponsorship@usenix.org](mailto:sponsorship@usenix.org) (or by FAX (510) 548-5738) to secure your sponsorship.

| SPONSORSHIP                                                  | COST*       |
|--------------------------------------------------------------|-------------|
| <input type="checkbox"/> General Sponsor (with insert)       | \$3,000     |
| <input type="checkbox"/> Bronze Sponsor (with table)         | \$5,500     |
| <input type="checkbox"/> Silver Sponsor (with premium table) | \$10,000    |
| <input type="checkbox"/> <del>Gold/Lunch Sponsor</del>       | \$15,000    |
| <input type="checkbox"/> Platinum/Happy Hour Sponsor         | \$25,000    |
| <input type="checkbox"/> Interested in a custom sponsorship? | Contact us! |
| <b>TOTAL DUE:</b>                                            | <b>\$</b>   |



### A LA CARTE OPPORTUNITIES (please contact us for custom pricing):

- Open Access and Video Sponsor (\$15,000, logo embedded on all video)
- T-Shirt Sponsor (\$8,500, logo on sleeve)
- ~~Lanyard Sponsor (\$6,500) [reserved]~~
- Conference Wireless Sponsor (\$3,500)

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 is tax deductible.

**SREcon16 Sponsorship Agreement (continued)**

Please sign and return both pages of this form by email, mail or fax to: [sponsorship@usenix.org](mailto:sponsorship@usenix.org)  
 USENIX Association • 2560 Ninth Street, Suite 215 • Berkeley, CA 94710 • USA • Fax: 510.548.5738

**PRIMARY SPONSOR CONTACT INFORMATION FOR THIS EVENT**

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company/Institution \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 Mailstop/Suite/Department \_\_\_\_\_  
 City/Town \_\_\_\_\_  
 State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_  
 Phone Number \_\_\_\_\_  
 Fax Number \_\_\_\_\_  
 Email Address \_\_\_\_\_

**PAYMENT METHOD**

- Please invoice us.
  - Purchase order (PO) number enclosed: \_\_\_\_\_
- Check or money order payable to USENIX Association  
 (Federal Tax ID#13-3055038)
- Electronic Funds Transfer  
 (Please email [sponsorship@usenix.org](mailto: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 check this box, and we will send you a link to both securely transmit your credit card information and 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 and each 1-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.

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

AUTHORIZED SIGNATURE FOR SPONSOR:

\_\_\_\_\_ DATE: \_\_\_\_\_

AUTHORIZED SIGNATURE FOR USENIX ASSOCIATION:

\_\_\_\_\_ DATE: \_\_\_\_\_