Building on the successes of the sold out SREcon events in Santa Clara, California, SREcon 15 Europe launched last year (and also promptly sold out). We are looking forward to SREcon 16 Europe, with a venue change to the DoubleTree on Burlington Road in Dublin. Over three days, the conference will focus on site reliability and production at scale, and will gather engineering practitioners from multiple areas of enterprise to discuss and resolve challenges related to system efficiency, speed, performance, and reliability. Target attendees are a global audience of site reliability engineers, production engineers and developers, and their management from Europe, Asia, and North America.

**Attendance**

| SREcon 16 Europe: (expected) 250+ | SREcon 16 USA: 400+ (sold out before Early Bird deadline) |
| SREcon 15 Europe: 200 (inaugural, sold out) | SREcon 15 USA: 360 (sold out) |
| SREcon 14 USA: 275 (inaugural, sold out) |

**Sponsorship Opportunities**

**Gold Reception Sponsor (RESERVED):**
- Exclusive conference reception sponsor
- Tabletop exhibit space in central location
- 4 conference passes
- Company logo/link displayed on conference Web site
- Company logo featured on conference signage
- Company name/logo featured on conference marketing
- Option to distribute branded item at registration

**Gold Sponsor ($15,000 (approx. €13,200))**
(4 AVAILABLE):
- Exclusive sponsorship of one of three conference luncheons or of the Happy Hour (Tuesday, 12 July)
- Tabletop exhibit space in central location
- 3 conference passes
- Company logo/link displayed on conference Web site
- Company logo featured on conference signage
- Company name/logo featured on conference marketing
- Option to distribute branded item at registration

**Silver Sponsor ($10,000 (approx. €8,800)):**
- Tabletop exhibit space in central location
- 2 conference passes
- Company logo/link displayed on conference Web site
- Company logo featured on conference signage
- Company name/logo featured on conference marketing
- Option to distribute branded item at registration

**Bronze Sponsor ($5,000 (approx. €4,400)):**
- 1 conference pass
- Company logo/link displayed on conference Web site
- Company logo featured on conference signage
- Company name/logo featured on conference marketing
- Option to distribute branded item at registration

- Add Grants for Women program support ($5,000 and up (approx. €4,400)):
  Current sponsors may add support for our Grants for Women Program to encourage applicants who identify as female to attend.

**Sponsorship Agreement**

Select sponsorship and email (sponsorship@usenix.org) both of these pages back to us to secure your sponsorship.

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$10,000</td>
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<tr>
<td>Gold Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Grants for Women program support</td>
<td>$</td>
</tr>
</tbody>
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**SREcon 15 Bay Area Attendees**

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developers</td>
<td>31%</td>
</tr>
<tr>
<td>Consultants</td>
<td>25%</td>
</tr>
<tr>
<td>Architects</td>
<td>12%</td>
</tr>
<tr>
<td>Executives</td>
<td>10%</td>
</tr>
<tr>
<td>Analysts</td>
<td>7%</td>
</tr>
<tr>
<td>Managers</td>
<td>5%</td>
</tr>
<tr>
<td>Engineers</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

**TOTAL DUE:** $
SREcon16 Europe Sponsorship Agreement (continued)

Please sign and return both pages of this form by email to: sponsorship@usenix.org.

PRIMARY SPONSOR CONTACT INFORMATION FOR THIS EVENT

Name ____________________________________________________________
Title ________________________________________________________________________
Company/Institution ______________________________________________________
Billing Street Address ______________________________________________________
Mailstop/Suite/Department ________________________________________________
City/Town ___________________________________________________________________
State/Province __________________ Zip/Postal Code ____________________________
Country ____________________________________________________________________
Phone Number __________________________________________________________________
Email Address __________________________________________________________________

PAYMENT METHOD
USENIX will invoice the primary Sponsor/Exhibitor contact unless otherwise directed below. Please check all applicable boxes:

☐ Purchase order (P.O.) to be issued; please wait to invoice us until you receive our P.O.
☐ Please reference P.O. number ___________________________________________
☐ Please send our invoice to:
  (name) ____________________________________________________________
  (email address) ______________________________________________________

☐ We would like to pay now via credit card.
USENIX prefers payment by check or EFT. If you would still like to pay via credit card and prefer not to wait for the invoice, please visit our DocuSign form at https://goo.gl/MVZBmN to 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. This credit card remittance information will also be detailed on the invoice.

Outside the U.S.A.? Payment must be made in U.S. dollars by check drawn on a U.S. bank, International Postal Money Order, or credit card.

TERMS

1. All benefits are available schedule permitting. Each exhibit space and/or sponsored event is for one company or organization only, unless otherwise approved by USENIX. The 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 participating in Sponsor/Exhibitor’s activity is deemed to be the invitee of Sponsor/Exhibitor rather than the invitee of USENIX.

2. Sponsor/Exhibitor understands that neither USENIX nor the Hotel maintains insurance covering Sponsor/Exhibitor’s property and it is the sole responsibility of Sponsor/Exhibitor to obtain such insurance. USENIX shall not be liable for any injury or damage whatsoever to the property of Sponsor/Exhibitor, Sponsor/Exhibitor personnel, or to persons conducting or otherwise participating in the sponsored event, or to invitees or guests of Sponsor/Exhibitor. Sponsor/Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference facility and may request review of the relevant clauses of such existing agreements and regulations.

3. 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. Sponsor/Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Sponsor/Exhibitor’s activities on the Hotel premises. Each party to this agreement (Sponsor/Exhibitor and USENIX) shall, to the extent not covered by the indemnified party’s insurance, indemnify, defend, and hold harmless the other party and its respective owners, officers, directors, agents, employees, and independent contractors from and against any and all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorneys’ fees (collectively, “claims”) arising out of, or solely caused by, the indemnifying party’s willful misconduct or gross negligence in connection with the provision and use of the Hotel as contemplated by this Agreement. This paragraph shall not waive any statutory limitations of liability available to either party, nor shall it waive any defenses either party may have with respect to any claim.

4. 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.

5. By signing this Agreement, Sponsor/Exhibitor promises that all Sponsor/Exhibitor’s personnel, invitees, and guests will read the USENIX Event Code of Conduct (available at www.usenix.org/conferences/coC).

6. This Agreement will be considered binding when it has been signed by an authorized representative for Sponsor/Exhibitor and accepted and countersigned by an authorized representative of The USENIX Association. This Agreement represents the full and entire agreement between Sponsor/Exhibitor and USENIX. Any changes, additions, stipulations, or deletions, including corrective lining out by either party to this Agreement will not be considered agreed to or binding on the other unless such modifications have been initialed or otherwise approved in writing by the other. No statement, representation, promise, or condition not contained in this Agreement shall modify or affect in any manner whatsoever the terms thereof.

ACCEPTANCE OF TERMS

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

AUTHORIZED SIGNATURE FOR SPONSOR/EXHIBITOR:

(sign) __________________________ Date: __________________________
(print) ____________________________

AUTHORIZED SIGNATURE FOR THE USENIX ASSOCIATION:

(sign) __________________________ Date: __________________________
(print) ____________________________

Contact sponsorship@usenix.org for more information.