Sponsor and Exhibitor Prospectus
Join the leading storage systems researchers and practitioners at the premier research forum on innovative design, implementation and uses in the areas of file systems and storage.

The FAST conference takes place every February in the South Bay, and brings together storage professionals from industry and academia in a vendor-neutral environment. Results will be presented from the best of current research and practice, emphasizing both innovation and quantified experience. To learn more about FAST, including past organizers, topics, location, and program schedules, see www.usenix.org/conference/fast13.

FAST is attended by the top researchers and practitioners from academia and industry, as well as a large percentage of highly qualified Ph.D. students. Your sponsorship gives you access to this select cross section of the storage community via:

- Vendor Birds of a Feather sessions
- Tabletop exhibit space
- Logo and branding opportunities
- Recruiting
- Networking

### 2013 Attendee Profile:

- Developer/Programmer/Architect 36%
- Academic/Researcher 26%
- Student 15%
- Technical Manager 10%
- System Engineer 4%
- Other 5%
- System/Network Administrator 1%
- Consultant 3%

### FAST ’13: Purchasing Role

- Recommend 28%
- Final 14%
- Influence 19%
- No Role 28%
- Specify 11%

Paid Attendance in 2011: 463 • Paid Attendance in 2012: 503 • Paid Attendance in 2013: 467

See following pages for opportunities to present your company and products to this premier audience from the storage community. Please note display space is very limited and reserved for key sponsors, however some a la carte spots will be available.

Please contact Camille Mulligan for more information: sponsorship@usenix.org or (510) 528-8649 ext. 17
FAST attendees come from corporations, major universities, and organizations including:

- Amazon.com
- AMCC
- Apple
- Argonne National Laboratory
- BlueArc Corp
- Carnegie Mellon University
- Cisco
- Cray
- CSC Scientific Computing
- Daegu University
- Data Domain
- Dell, Inc
- EMC
- Environment Canada
- eweeek.com
- Facebook
- Federal Reserve Board
- Fujitsu
- Google
- Hanyang University, South Korea
- Harvey Mudd College
- Hewlett Packard
- Hitachi
- IBM
- Imperial College London
- Intel
- Johns Hopkins University
- Juniper Networks
- Lawrence Berkeley National Labs
- Los Alamos National Labs
- LSI Corp
- Microsoft, Microsoft Research
- NEC
- NetApp
- NTT
- Oak Ridge National Labs
- Oregon State University
- Oracle
- Panasonic
- PermaBit Technology
- Pixar Studios
- Qualcomm
- Rackable
- Red Hat
- Riverbed Technology
- Seagate
- SGI
- PDSI/Carnegie Mellon
- Rackspace
- Stanford Linear Accelerator Center
- Stony Brook University
- Symantec
- Teradactyl
- Tokyo Institute of Technology
- Toshiba
- University of California, many sites
- University of Ioannina, Greece
- University of Massachusetts
- University of Michigan
- University of Notre Dame
- University of Rochester
- University of Texas
- University of Tokyo
- University of Wisconsin
- Vanderbilt University
- VMware
- Xen.org
- Yahoo!
- And many others

Selected past FAST Conference Sponsors

![Brand Logos]
## FAST ’14 Sponsorship Opportunities

### Platinum Reception Sponsor
- Sponsorship of the Poster Session / Happy Hour Reception (subject to availability)
- 15-minute opportunity to address the attendees during the reception
- Company logo featured on signage at the conference and at the Poster Session Reception
- 1 Hour evening Vendor Birds of a Feather session, with beer, wine, and refreshments for 30 people (after Reception)
- Company logo and link displayed on the conference Web site and company name in Conference Directory
- Opportunity to distribute one print marketing piece or one promotional item/gift at conference
- Tabletop exhibit during peak conference attendance days, with premium placement in the conference lobby area
- One full page, B/W ad in \textit{login} (the USENIX magazine), on a space-available basis ($1700 value) during supporting membership
- One-time use of the FAST postal mailing list (Mail piece must be approved by USENIX office.)
- 5 conference passes*
- $5,000 USENIX Supporter status, with all benefits outlined at https://www.usenix.org/supporter-program

### Poster Session Happy Hour
- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the reception
- 15-minute opportunity to address the attendees during happy hour
- Tabletop exhibit during peak conference attendance days, with premium placement in the conference lobby area
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name in the Conference Directory
- 4 conference passes*

### Lunch Sponsor (1 available)
- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the lunch venue
- 15-minute opportunity to address the attendees during the luncheon
- Tabletop located at entrance to Luncheon, and in lobby during days of peak attendance
- Opportunity to distribute one print marketing piece or one promotional item/gift at conference
- Company name in the Conference Directory
- 3 conference passes*

### Conference Giveaway (2 available)
- Company logo and link displayed on the conference Web site
- Company logo on attendee giveaway (bags, T-shirt, or TBD) distributed at registration
- Company name in the Conference Directory
- Company materials included in attendee packet, or on USB Flash Drive alongside conference proceedings
- 2 conference passes*

### Coffee Breaks Sponsor (2 available)
- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the coffee break stations
- Opportunity to staff cocktail round in break area during sponsored breaks
- Company name in the Conference Directory

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<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Reception Sponsor</td>
<td>$45,000</td>
</tr>
<tr>
<td>Poster Session Happy Hour</td>
<td>$30,000</td>
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<tr>
<td>Lunch Sponsor (1 available)</td>
<td>$25,000</td>
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<tr>
<td>Conference Giveaway (2 available)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Coffee Breaks Sponsor (2 available)</td>
<td>$5,500</td>
</tr>
</tbody>
</table>
# FAST ’14 Sponsorship Opportunities

## Conference Wireless Network Sponsor (Exclusive Opportunity)
- $3,500
- Company logo and link displayed on the conference Web site
- Company logo featured on signage in a public area
- Company name in the Conference Directory

## Tabletop Exhibit Space
- Check for availability
- One skirted table in conference lobby area during peak conference attendance days
- Company logo featured on signage in a public area
- Company logo and link displayed on the conference Web site
- Company name in the Conference Directory

## Vendor Birds-of-a-Feather (BoF) Evening Sessions
- $3,000 per session
- Company logo and link displayed on the conference Web site
- Company logo featured on signage in a public area announcing your BoF and its location
- Conference room for up to 30 people for your one-hour evening session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name in the Conference Directory

## Video Sponsor (Exclusive Opportunity)
- $15,000
- Company logo and link permanently embedded on all video of conference technical session talks (free and open to public after conference is over). Videos are posted indefinitely to YouTube, included in the FAST Box Set and on the FAST Web site.
- Company literature distributed in a public area or in attendee packet
- Company logo featured on signage in a public area
- Company logo in the Conference Directory
- Video Interview with your company, posted to conference Web site
- Company ad block on USENIX Newsletter (2x)
- 2 conference passes*

## Open Access Sponsor (Exclusive Opportunity)
- $15,000
- Company logo and link posted on all video of conference technical session talks (free and open to public after conference is over). Talks, proceedings and MP3 are posted indefinitely.
- Company literature distributed in a public area or in attendee packet
- Company logo featured on signage in a public area
- Company logo in the Conference Directory
- Company Ad block on USENIX Newsletter (2x)
- Company Ad on FAST Web site (subject to availability)
- 2 conference passes*

## Lanyard Sponsor
- $6,500
- Company name and logo displayed on badge lanyard distributed to each attendee
- Company logo and link displayed on the conference Web site
- Company name listed as sponsor in the Conference Directory
- Company name and logo listed as on conference signage
- 1 conference pass*
FAST ’14 Sponsorship Opportunities

Student Grant Program Sponsor  $5,000–$20,000
By sponsoring the USENIX Student Grant program, you support the future of the industry by helping the next generation of practitioners, developers, and researchers participate in these important events. All student applicants are reviewed and selected by the USENIX Association.

Gold Student Grant Sponsor  $20,000
- Company logo and link prominently displayed on the conference Web site
- $5,000 USENIX Supporter status, with all benefits outlined at https://www.usenix.org/supporter-program
- Company logo featured on key conference signage
- Tabletop in lobby during peak attendance days
- One-piece sponsor collateral material of up to 10 stapled pages inserted in every attendee registration packet
- Company name in the Conference Directory
- 3 conference passes*

Silver Student Grant Sponsor  $10,000
- Company logo and link displayed on the conference Web site
- Company logo featured on key conference signage
- Tabletop in lobby during peak attendance days
- One-piece sponsor collateral material of up to 5 stapled pages inserted in every attendee registration packet
- Company name in the Conference Directory
- 2 conference passes*

Bronze Student Grant Sponsor  $5,000
- Company logo and link displayed on the conference Web site
- Company logo featured on key conference signage
- Company name in the Conference Directory

General Support  $5,000-$20,000
- Company logo and link displayed on the conference Web site
- Company logo featured on key conference signage
- One-piece sponsor collateral material of up to 5 stapled pages inserted in every attendee registration packet
- Company name in the Conference Directory
- 1-4 Conference passes, commensurate with level of support*

*Conference passes include access to the technical sessions, lunch, and evening activities, including reception.
Unioning of the Buffer Cache and Journaling Layers with Non-volatile Memory

Eunji Lee and Hyokyung Bahn, Ewha University; Sam H. Noh, Hongik University

This paper is included in the Proceedings of the 11th USENIX Conference on File and Storage Technologies. February 12–15, 2013 • San Jose, CA USA


Open access to the Proceedings of the 11th USENIX Conference on File and Storage Technologies is possible thanks to the generous support of YOUR LOGO HERE
Please check off the sponsorship(s) of your choice. Should you choose to become a USENIX Supporter, please add that cost and deduct the discount from your total. Then complete the following page and email or fax both of these pages back to us to secure your sponsorship. FAX (510) 548-5738 EMAIL sponsorship@usenix.org

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>BASE PRICE</th>
<th>BECOME A USENIX SUPPORTER (OPTIONAL)</th>
<th>DISCOUNT FOR CURRENT USENIX SUPPORTERS</th>
<th>TOTAL SPONSORSHIP COSTS</th>
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</thead>
<tbody>
<tr>
<td>Platinum Reception Sponsor</td>
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<tr>
<td>Gold Student Grant Sponsor</td>
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<td>Poster Session Reception</td>
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<td>Open Access Sponsor</td>
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<td>–$1,500</td>
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<td>+$5,000</td>
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<tr>
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<tr>
<td>Conference giveaway</td>
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<td>Conference Wireless Sponsor</td>
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<td>Lobby Tabletop</td>
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<tr>
<td>Lanyard sponsor</td>
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<td>+$5,000</td>
<td>–$650</td>
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<tr>
<td>Vendor BoF Session</td>
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<td>–$300 per session</td>
<td>$</td>
</tr>
<tr>
<td>General Support</td>
<td>$5,000-20,000</td>
<td>+$5,000</td>
<td>-10%</td>
<td>$</td>
</tr>
<tr>
<td>Other______________________________</td>
<td>$</td>
<td></td>
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</tbody>
</table>

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 your sponsorship would be fully or partially tax deductible.

**USENIX Supporter Program**

USENIX welcomes support for its programs by appropriate businesses through our Supporter Program. This program offers our 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. There are three levels of sponsorship in the program. See https://www.usenix.org/supporter-program for details.

**Payment and Logistics**

Full payment is due 30 days after written notice of approval of this contract by USENIX, or 30 days prior to the event, whichever comes first.

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 sponsor. Sponsor fees are nonrefundable and nontransferable.

Your company will not be included in the program or preliminary promotional opportunities before receipt of this agreement and/or payment by USENIX. The agreement will be considered binding when it has been accepted and signed by a representative of the USENIX Association. All benefits are available schedule permitting.
FAST ’14 Sponsorship Agreement

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

☐ Check or money order payable to USENIX Association
   (Federal Tax ID#13-3055038)
☐ Purchase order enclosed: P.O. Number ______________________________
☐ Electronic Funds Transfer
   (Please send email to sponsorship@usenix.org for details.)
☐ Visa
☐ MasterCard
☐ American Express
☐ Discover

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. 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 to persons conducting or otherwise participating in the sponsored event or to invitees 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

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

Authorized Signature for Sponsor:
____________________________________________  Date: ___________

Authorized Signature for USENIX Association:
____________________________________________  Date: ___________

CREDIT CARD DETAILS

Account Number ______________________________________________________
Expiration Date___________Card Security Code*__________Signature of Cardholder

* This code is usually the last 3 digits of the number found on the back of your card in the signature box. For American Express, it’s the 4-digit number on the front of the card.

If the cardholder is not the primary sponsor contact, please provide the cardholder’s information:

Name ________________________________ __  Phone Number** ____________________ Email Address** ____________________

** This information will be used only to send a receipt and for questions related to billing.
Interested in sponsoring other USENIX events?

NSDI ‘14: 11th USENIX Symposium on Networked Systems Design and Implementation
April 2–4, 2014, Seattle, WA

2014 USENIX Federated Conferences Week
HotCloud ‘14: 6th USENIX Workshop on Hot Topics in Cloud Computing
HotStorage ‘14: 6th USENIX Workshop on Hot Topics in Storage and File Systems
UCMS ‘14: 2014 USENIX Configuration Management Summit
ICAC ‘14: 11th International Conference on Autonomic Computing
June 17–20, 2014, Philadelphia, PA

USENIX Security ‘14: 23rd USENIX Security Symposium
August 20–22, 2014, San Diego, CA

OSDI ‘14: 11th USENIX Symposium on Operating Systems Design and Implementation
October 6–8, 2014, Broomfield, CO

LISA ‘14: 28th Large Installation System Administration Conference
November 9–14, 2014, Seattle, WA