



FAST[↑]_{'14}

12th USENIX Conference on File and Storage Technologies
February 17–20, 2014 • Santa Clara, CA
www.usenix.org/conference/fast14

Sponsor and Exhibitor Prospectus



usenix

THE ADVANCED
COMPUTING SYSTEMS
ASSOCIATION

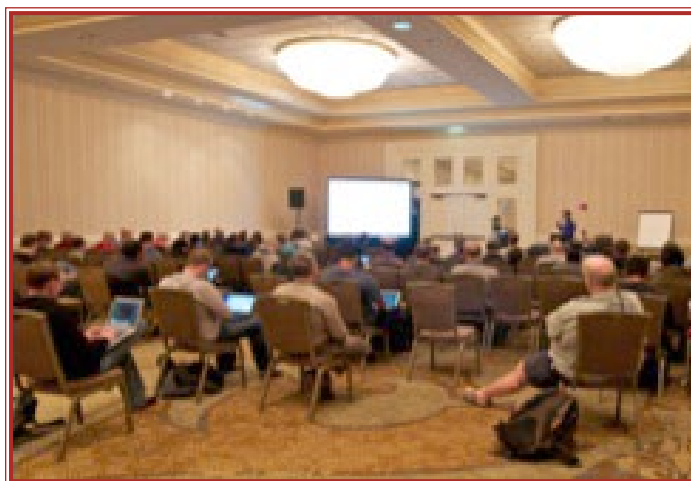
FAST '14 Sales Prospectus

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:

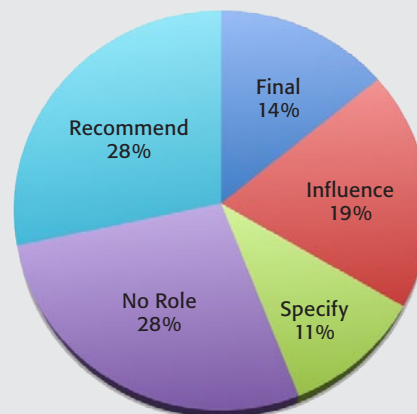
- Vendor Birds of a Feather sessions
- Tabletop exhibit space
- Logo and branding opportunities
- Recruiting
- Networking



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



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 '14 Sales Prospectus

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
- eweek.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
- Panasas
- 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



FAST '14 Sponsorship Opportunities



Platinum Reception Sponsor

\$45,000

- 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 *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

\$30,000

- Company logo and link 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 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)

\$25,000

- 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 Givaway (2 available)

\$10,000

- 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)

\$5,500

- 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

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.

FAST '14 Sales Prospectus

Sponsor USENIX Open Access

**Help USENIX bring
the best in advanced
computing to the world!**

Gain Peak Visibility for Your Company— Sponsor the FAST '14 Videos and Open Access to FAST '14 Tech Sessions!

Since 2008, USENIX has led the way in open access to information by posting all conference proceedings for free on our Web site. We also post video of technical sessions free to the world. Help us continue to offer valuable FAST '14 content.

Your linkable logo will be permanently embedded on all FAST '14 tech sessions video posted to the USENIX YouTube channel, on the FAST '14 Box Set USB drive, and to the FAST '14 Web site:

- Potential for tens of thousands of views:
- Videos contain both speaker video stream and presentation slides
- Associate your brand and logo with open access and freedom of information
- Gain access to a multinational audience and support the USENIX Open Access Policy!

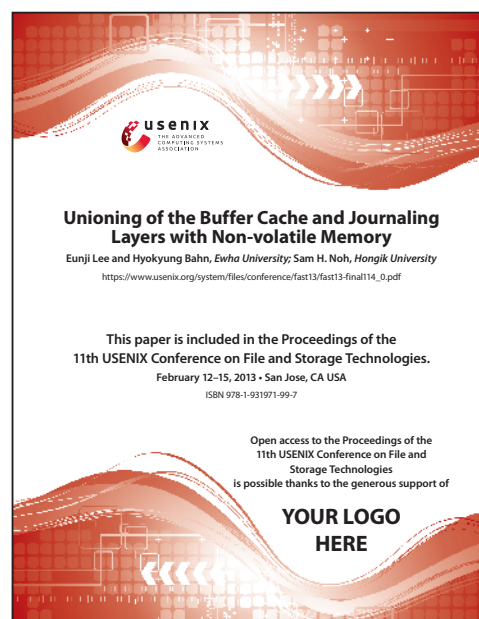
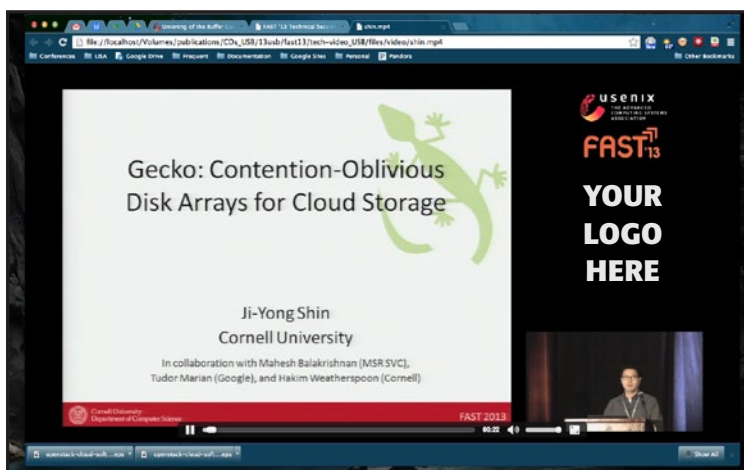
**USENIX YouTube Channel
Video Views: 166,000+ and
growing (does not include
conference Web site views)**

**“Fork Yeah! The Rise and
Development of Illumos” by
Bryan Cantrill: 35,696 views +
1,800 subscribers**

FAST '14 Video and Proceedings Open Access Sponsor

\$15,000

- Your company logo permanently embedded adjacent to speaker video and slides posted on FAST '14 Web site and USENIX YouTube channel
- Complimentary Box Set USB drive of FAST '14 Video and MP3 audio
- Video interview with your company representative on the FAST '14 Web site
- Collateral in conference bag or on USB drive and downloadable proceedings archive
- Interview posted on USENIX social sites media and blogs
- Premium placement of logo and link on FAST '14 Web site
- Premium placement of logo on conference signage
- 5 passes to FAST '14 technical sessions (does not include tutorials and workshops)
- 8 reception tickets
- Logo on front page of FAST '14 proceedings (downloadable PDF, PDF on all conference USB drives and downloadable proceedings archive)
- Logo on title page of individual conference papers (downloadable PDF, PDF on all conference USB drives and downloadable proceedings archive)
- Logo on conference mobile app as Open Access Sponsor
- Logo and link on FAST '14 Web site as exclusive sponsor of FAST '14 open access
- Logo and link on USENIX Web site as a supporter of open access to USENIX content during calendar year of FAST '14



FAST '14 Sponsorship Agreement



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

SPONSORSHIP	BASE PRICE	BECOME A USENIX SUPPORTER (OPTIONAL)	DISCOUNT FOR CURRENT USENIX SUPPORTERS	TOTAL SPONSORSHIP COSTS
<input type="checkbox"/> Platinum Reception Sponsor	\$45,000	<i>included</i>	-\$4,500	\$
<input type="checkbox"/> Gold Student Grant Sponsor	\$20,000	<i>included</i>	-\$2,000	\$
<input type="checkbox"/> Silver Student Grant Sponsor	\$10,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> Bronze Student Grant Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Poster Session Reception	\$30,000	<i>included</i>	-\$3,000	\$
<input type="checkbox"/> Open Access Sponsor	\$15,000	+\$5,000	-\$1,500	\$
<input type="checkbox"/> Lunch Sponsor	\$25,000	+\$5,000	-\$2,500	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$5,500	+\$5,000	-\$550	\$
<input type="checkbox"/> Video Sponsor	\$15,000	+5,000	-\$1,500	\$
<input type="checkbox"/> Conference giveaway	\$10,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> Conference Wireless Sponsor	\$3,500	+\$5,000	-\$350	\$
<input type="checkbox"/> Lobby Tabletop	\$3,000 (as available)	+\$5,000	-\$300	\$
<input type="checkbox"/> Lanyard sponsor	\$6,500	+5,000	-\$650	\$
<input type="checkbox"/> Vendor BoF Session	\$3,000 per session	+\$5,000	-\$300 per session	\$
<input type="checkbox"/> General Support	\$5,000-20,000	+\$5,000	-10%	\$
<input type="checkbox"/> Other_____	\$			
Total				

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 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

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

USENIX ATC '14: 2014 USENIX Annual Technical Conference

HotCloud '14: 6th USENIX Workshop on Hot Topics in Cloud Computing

WiAC '14: 2014 USENIX Women in Advanced Computing Summit

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

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