2013 USENIX
Federated Conferences Week and
Annual Technical Conference

June 25-28, 2013, San Jose, CA, USA
https://www.usenix.org/conference/fcw13/

The USENIX Annual Technical Conference is being held during a weeklong round robin of workshops and conferences. ATC is the premier forum for advanced professionals from academic and industrial backgrounds to discuss the newest research in Systems Software. Join us as we explore the most successful advanced practices in the design, implementation, and implications of systems software, including security, mobile systems, open source software, file systems, storage technology, and more.

Insightful, useful results will be presented from the best of current research and practice, emphasizing innovation and quantified experience. To learn more about USENIX ATC'13, including organizers, topics, location, and program schedules, see https://www.usenix.org/conference/atc12. 2010 attendance was 521. 2011 Attendance was 412.

USENIX Federated Conferences Week '13 will feature:
- USENIX Annual Technical Sessions, featuring the Refereed Papers, Invited Talks, Reception and Poster Session
- An expanded week of workshops and conferences, including WebApps, Hot Storage and File Systems, Women in Advanced Computing (WiAC), Hot Topics in Cloud Computing, Autonomic Computing, and Hot Topics in Software Upgrades. Please see https://www.usenix.org/conference/fcw13 in early 2013 for the most recent additions
- Plus evening Birds of a Feather Sessions, the hallway track, vendor tabletops and more!

Our attendees are:
- Seasoned technologists from large companies who are at the center of their company or institution's computer research, development, and operations
- Programmers, Developers and Leaders in open source computing systems, including Linux, *BSD, Solaris and X11-based graphical environments
- Motivated professionals that come for refereed programs developed and delivered by well-known, respected peers
- Technical staff, managers, and researchers who work in large, heterogeneous, highly networked environments; they use, re-sell, and develop for non-UNIX operating systems as well as UNIX of all flavors
- Innovators who are committed to developing and implementing the newest tools and technologies available

Make an Impact on Your Customers and Prospects, Customize your exposure. Support ATC, or choose a weeklong package that exposes your company to the select workshop particpants of your choice: Your support goes directly to assist our student stipend award program, and to keep the Federated Conference Week affordable.

USENIX Federated Conference Week Sponsorship Bundle Opportunities (details on following pages)

Sponsorship level	# Full Conference passes included	Logo and link on ATC & Federated Week sites	Logo on Conference Signage	USB flashdrive content	On site collateral	Tabletop in lobby	Workshop Benefits
Bronze **$5,000**	1	Yes	Yes	No	No	No	No
Silver **$10,000**	2	Yes	Yes	Yes	Yes	Yes	1 workshop sponsorship with 1 workshop pass, collateral, logo on website and signage
Gold **$15,000**	3	Yes	Yes	Yes	Yes	Yes	Up to 3 workshops with 3 workshop passes, collateral, logo on websites and signage

Thanks for your support! Additional opportunities on the following pages.

NSDI '08 Sponsorship Agreeement

Reception Sponsor—Exclusive Opportunity $50,000

- Company logo featured in marketing materials for the conference (schedule permitting)
- Company logo and link prominently displayed on the conference Web site
- $5,000 USENIX Corporate Supporter status, with all benefits outlined at www.usenix.org/membership/supporter.html
- Company logo featured on signage at the reception and at all conference workshops
- 15-minute opportunity to address the attendees during the reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company name, URL, and description in the conference on-site guide
- 8 Full Conference Passes good for full week of events ($9,560 value)
- 10 additional passes to the conference reception

Poster Session Happy Hour Sponsor—Exclusive Opportunity $25,000

- Company logo featured in marketing materials for the conference (schedule permitting)
- Company logo and link prominently displayed on the conference Web site
- Company logo featured on signage at the reception and at all conference workshops
- 15-minute opportunity to address the attendees during the Happy Hour
- Opportunity to distribute one print marketing piece or one promotional item/gift at the poster session
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company name, URL, and description in the conference on-site guide
- 5 Full Conference Passes good for full week of events ($5,975 value)
- 8 additional passes to the conference reception

Gold Sponsor $15,000

- Company logo and link displayed on the conference Web site
- Sponsor of up to 3 workshops of your choice: see attached descriptions, with acknowledgement on signage and workshop web sites
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company logo featured on conference signage in foyer and at your selected workshops
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Company name in the conference on-site guide
- 4 Full Conference Passes good for full week of events ($4,780 value)
- 3 additional Single Day Passes, good for all workshops and events on days of choice (may be substituted for 1 Three Day Pass)
- 6 additional passes to conference reception

Silver Sponsor $10,000

- Company logo and link displayed on the conference Web site
- Sponsor of 1 workshop of your choice: see attached descriptions, with acknowledgment on workshop signage and web site
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company logo featured on conference signage in foyer and at your selected workshop
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Company name in the conference on-site guide
- 2 Full Conference Passes good for full week of events
- 1 additional Single Day Pass, good for all workshops and events on day of choice
- 4 additional passes to conference reception

Bronze Sponsor $5,000

- Company logo and link displayed on the conference Web site
- Company logo featured on conference signage in foyer
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events
- 2 additional passes to conference reception

Conference Gift Sponsor $10,000

- Company logo featured on conference give-away (bag, t-shirt or other TBD) distributed to all attendees at registration
- Company logo and link displayed on the conference Web site
- Option to distribute Company collateral on Conference USB flash drive or with attendee packets
- Company name in the conference on-site guide
- 2 Full Conference Passes good for full week of events
- 4 additional passes to conference reception

Conference Lanyard Reserved

- Exclusive: company logo on one side of all attendee lanyards
- Company logo featured on signage in key location at conference
- Company logo and link displayed on the conference Web site
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events

Video Sponsor—Exclusive Opportunity $7,000

- Company logo and link posted on all video of conference talks (free and open to public after conference is over), Please contact sponsorship@usenix.org for more information and images. Videos are posted indefinitely.
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company name, URL, and description (50 words) in the event directory
- 2 symposium passes for your use*

Coffee Breaks Sponsor $5,000

- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the coffee break stations
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events

Conference Network Support—Exclusive Opportunity $5,000

- Company logo and link displayed on the conference Web site
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company name in the conference on-site guide

Vendor Birds-of-a-Feather (BoF) Evening Sessions $2,800 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 on-site guide
- 1 Single Day Pass, good for all workshops and events on day of choice

Attendee Packet insert/Collateral materials on Flash Drive   digital or flat paper: $1,000; 3-D: $1,500

Co-Located Events at 2013 USENIX Annual Technical Conference/FCW:
http://www.usenix.org/events/ (as of October 15, 2012)

ICAC '13	**10th International Conference on Autonomic Computing:** ICAC is the leading conference on autonomic computing techniques, foundations, and applications. *Autonomic computing* refers to methods and means for automated management of performance, fault, security, and configuration with little involvement of users or administrators. Systems introducing new autonomic features are becoming increasingly prevalent, motivating research that spans a variety of areas, from computer systems, networking, software engineering, and data management to machine learning, control theory, and bio-inspired computing. ICAC brings together researchers and practitioners across these disciplines to address multiple facets of adaptation and self-management in computing systems and applications from different perspectives. Solutions are sought for clouds, grids, data centers, enterprise software, internet services, data services, smart phones, embedded systems, and sensor networks	June 26-28
HotCloud '13	**5th USENIX Workshop on Hot Topics in Cloud Computing:** HotCloud brings together researchers and practitioners from academia and industry working on cloud computing technologies. Cloud computing has evolved over the years from a basic IT infrastructure (data centers) to platform as a service (PaaS), and it includes both software as a service (SaaS) and enabling services to be deployed on a hosted infrastructure (IaaS). We believe that cloud computing will benefit from close interaction between researchers and industry practitioners, so that the research can inform current deployments and deployment challenges can inform new research. In support of this, HotCloud will provide a forum for both academics and practitioners to share their experience, leverage each other's perspectives, and identify new/emerging "hot" trends in this important area.	June 25-26
HotStorage '13	**5th Workshop on Hot Topics in Storage and File Systems:** Storage systems continue to present important research challenges and opportunities today. The rapid increase in the volume and variety of digital data, the trend toward using commodity components rather than custom-built hardware, the ability to insert new filesystem functionality transparently in hypervisors, the emergence of persistent storage memory technologies, the challenges of "big data," the rise of distributed key-value stores (such as nosql), aand the proliferation of storage devices in consumer electronics all offer exciting opportunities and new challenges. The HotStorage workshop aims to bring together researchers interested in presenting their thoughts and engaging in discussions with their colleagues.	June 27-28
WiAC '13	**2nd USENIX Workshop on Woman in Advanced Computing:** The first USENIX workshop on Women in Advanced computing in 2012 featured invited talks, a luncheon with breakout sessions and birds of a feather, a workshop and an afternoon panel with top women from academia and industry sharing their experiences and advice on how to enter and succeed in this field. It was designed to encourage a high level of interaction and opportunity to connect with mentors.	June 25
USENIX ATC '12	**2013 USENIX Annual Technical Conference:** cutting-edge systems research and unlimited opportunities to gain insight into a variety of must-know topics, including virtualization, system administration, cloud computing, security, networking, and open source.	June 26-28
HotSWUp '13	**5th Workshop on Hot Topics in Software Upgrades:** The goal of HotSWUp Workshop is to identify cutting-edge research for supporting software upgrades that are flexible, efficient, robust, and easy to specify and apply. Many diverse research areas are concerned with building large, evolving, highly-available systems. In particular, there has been a recent surge of interest on software upgrades in all of these areas, as reflected in the recent issues of conferences such as ICSE, ICDE, FSE, SIGMOD, OOPSLA, PLDI, SOSP, and OSDI. By seeking contributions from both academic researchers and industry practitioners, HotSWUp aims to combine novel ideas with experience from upgrading real systems.	June 28

2013 USENIX Federated Conferences Week and USENIX Annual Technical Conference

June 25-28, San Jose CA USA
www.usenix.org/events/

USENIX ATC/Federated Conferences Week'13 Sponsorship Agreement

Please check off the sponsorship(s) of your choice (workshops may be written in if not specified). Want to become a USENIX Corporate Supporter? Please add that cost and deduct the discount from your total. Then complete page 5 and fax or email both 5 & 6 back to us. at **(510) 548-5738 or sponsorship@usenix.org** to secure your sponsorship.

SPONSORSHIP	BASE PRICE	BECOME A USENIX CORPORATE SUPPORTER (OPTIONAL)	DISCOUNT FOR CURRENT USENIX CORPORATE SUPPORTERS	TOTAL SPONSORSHIP COSTS
❏ Gold Sponsor includes up to 3 workshops (optional- select from list below)	$15,000	included	−$1,500	$
❏ Silver Sponsor includes one workshop (optional- select from list below)	$10,000	+$5,000	−$1,000	$
❏ Bronze Sponsor	$5,000	+$5,000	−$ 500	$
❏ Happy Hour Sponsor	$25,000	included	−$2,500	$
❏ Reception Sponsor	$50,000	included	−$5,000	$
❏ ~~Lanyard Sponsor~~	~~$8,000~~	~~+$5,000~~	~~−$800~~	$ SOLD
❏ Attendee Bag/Gift Sponsor	$10,000	+$5,000	−$1,000	$
❏ Coffee Breaks Sponsor	$5,000	+$5,000	−$500	$
❏ Conference Network Support	$5,000	+$5,000	−$500	$
❏ Vendor BoF Session	$2,800 per session	+$5,000	−$280 per session	$
❏ Attendee packet insert	flat paper: $1,000; 3-D: $1,500	+$5,000	flat paper: −$100; 3-D: −$150	$
❏ Tabletop exhibitor				
Individual Workshop Support				
❏ HotCloud	$2,500-$10,000	+5,000	- 10%	$
❏ ICAC	$2,500-$10,000	+5,000	- 10%	$
❏ HotStorage	$2,500-$10,000	+5,000	- 10%	$
❏ WiAC	$2,500-$10,000	+5,000	- 10%	$
❏ HotSWUp	$2,500-$10,000	+5,000	- 10%	$
❏ ATC				
❏				
			TOTAL DUE	$

The USENIX Association is a 501(c)(3) nonprofit corporation, so your sponsorship may qualify as a tax-deductible contribution. Please check with your tax advisor to determine whether your sponsorship would be fully or partially tax deductible. Payment and Logistics: Full payment is due 30 days after approval of this agreement, or by custom arrangement 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. Failure to submit payment does not release the applicant from liability Your company will not be included in the program or preliminary promotional opportunities before receipt of this agreement and payment. 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. Prices and benefits subject to change without notice

Please sign and return page 4 & 5 of this form by mail or fax to: Camille Mulligan, 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

❏ **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: $ _____

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

Name _____

Phone Number** _____

Email Address** _____

** This information will be used only to send a receipt and for questions related to billing.

Acceptance of Agreement

Date: _____

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

Authorized Signature for Sponsor: _____

Authorized Signature for USENIX (for USENIX office use only): _____

Terms and Conditions: All benefits are available schedule permitting. Prices and benefits subject to change without notice. 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.

USENIX ATC/Federated Conferences Week '13 Sponsorship Opportunities

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.