# nsdi '15

12th USENIX Symposium on Networked Systems
Design and Implementation
May 4–6, 2015 • Oakland, CA
www.usenix.org/conference/nsdi15

# Sponsorship
# Prospectus

usenix
THE ADVANCED
COMPUTING SYSTEMS
ASSOCIATION

12th USENIX Symposium on Networked Systems Design and Implementation

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MAY 4–6, 2015
OAKLAND, CA

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## SPONSOR PROSPECTUS

NSDI focuses on the design principles of large-scale distributed and networked systems, including scalable Web services, peer-to-peer file sharing, sensor nets, and distributed network measurement. It provides a high-quality venue to researchers and practitioners for publishing and discussing work that furthers the knowledge and understanding of the networking and systems communities.

Sponsorship opportunities include:

- Student grants to support the next generation of researchers in the field
- Catered events with targeted outreach for recruiting or branding
- Open Access Sponsor of the NSDI talks and video
- On-site exhibit space to feature your products and research
- Vendor showcase: promote your company to this hard-to-reach audience

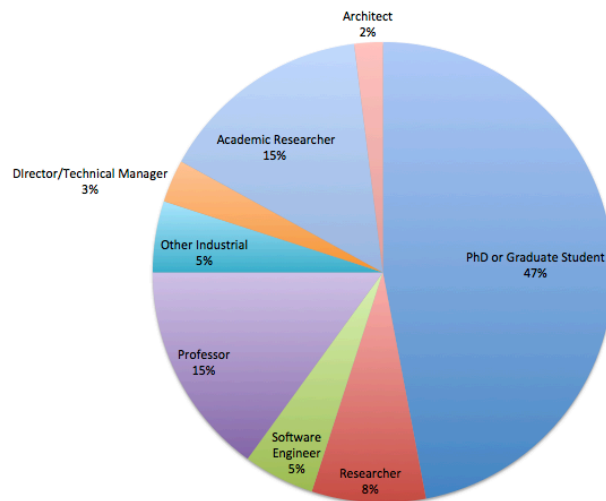Please see the following for more details on how you can participate.



### Attendance

2014: 265

2013: 259

2012: 255

2011: 258

**Attendees:** Academic and industry researchers, post-doctoral and graduate students, and developers. Over 100 qualifed students attend NSDI.

### Past Sponsors Include:

| | | |
|---|---|---|
| Akamai | Hewlett–Packard | National Science Foundation |
| Cisco Meraki | IBM Research | Oracle |
| EMC | Infosys | Qualcomm |
| Facebook | Intel | VMware |
| Google | Microsoft Research | |

Questions? Please contact sponsorship@usenix.org or 510.528.8649, ext. 17.

# NSDI '15 Sponsor 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
- Company logo featured on key conference signage
- One-piece sponsor collateral material of up to 10 stapled pages inserted in every attendee registration packet
- Company name in the conference directory
- 4 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
- 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 name in the conference directory
- 1 conference pass*

## Reception Sponsor                                                                   **$25,000**

- Company logo and link displayed on the conference Web site
- $5,000 USENIX Supporter status, with all benefits outlined at www.usenix.org/membership/supporter.html
- Company logo featured on signage at the reception
- 15-minute opportunity to address the attendees
- Option to staff a 6' draped table during the conference reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name in the conference directory
- 5 conference passes*

## Lunch Sponsor                                                                       **$15,000**

- 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
- Company name in the conference directory
- 3 conference passes*

## Coffee Breaks Sponsor (2 available)                                                  **$5,000**

- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the coffee break stations
- Branded cocktail round at break for your staff with option to distribute collateral
- Company name in the conference directory
- 1 conference pass*

\* Conference passes include access to the technical sessions, lunch, and evening activities, including the reception.

# NSDI '15 Sponsor Opportunities

**Open Access Sponsor—Exclusive Opportunity**                                          **$10,000**

- Company logo and link posted on all video of NSDI '15 technical session talks (free and open to public after conference is over). Please contact sponsorship@usenix.org for more information and images. Videos are posted indefinitely to YouTube and the NSDI '15 Web site and included in the NSDI '15 Video Box Set.
- Company logo on published conference proceedings
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company logo in the conference directory
- 2 conference passes*

**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 directory
- 1 conference pass*

**Vendor Birds-of-a-Feather (BoF) Sessions**                                     **$3,500 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 session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name in the conference directory
- 1 conference pass*

**General Support**                                                              **$5,000–$10,000**

- 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 five stapled pages inserted in every attendee registration packet ($10,000 and up)
- Company name in the conference directory
- 1–2 conference passes*

**Attendee Packet Inserts**                                         **flat paper: $1,000; 3-D: $1,500**

- Company name and link displayed on the conference Web site
- Company materials inserted in every attendee registration packet (inserts to be supplied by the sponsor; flat insert can be up to 10 stapled pages)

**Tabletop Exhibit Space**

- Limited table space may be available. Please contact sponsorship@usenix.org for more information.

\* Conference passes include access to the conference sessions, lunch, and evening activities, including reception.

## 12th USENIX Symposium on
## Networked Systems Design & Implementation

May 4–6, 2015, Oakland Marriott City Center, Oakland, CA
https://www.usenix.org/conference/nsdi15

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 both pages of this agreement and email (sponsorship@usenix.org) or fax (510.548.5738) them back to us at to secure your sponsorship.

| SPONSORSHIP | BASE PRICE | BECOME A USENIX SUPPORTER (OPTIONAL) | DISCOUNT FOR CURRENT USENIX SUPPORTERS | TOTAL SPONSORSHIP COSTS |
|---|---|---|---|---|
| ❏ Gold Student Grant Sponsor | $20,000 | *included* | −$1,500 | $ |
| ❏ Silver Student Grant Sponsor | $10,000 | +$5,000 | −$1,000 | $ |
| ❏ Bronze Student Grant Sponsor | $5,000 | +$5,000 | −$500 | $ |
| ❏ Reception Sponsor | $25,000 | *included* | −$1,000 | $ |
| ❏ Lunch Sponsor | $15,000 | +$5,000 | −$1,000 | $ |
| ❏ Coffee Breaks Sponsor | $5,000 | +$5,000 | −$500 | $ |
| ❏ Conference Open Access or Video Sponsor | $10,000 | +$5,000 | −$500 | $ |
| ❏ Conference Network Support | $5,000 | +$5,000 | −$500 | $ |
| ❏ Vendor BoF Session | $3,500 per session | +$5,000 | −$250 per session | $ |
| ❏ General Support | $5,000–$10,000 | +$5,000 | −$500–$1,000 | $ |
| ❏ Tabletop Exhibit Space | [Please inquire.] | +$5,000 | N/A | $ |
| ❏ Attendee Packet Insert | flat paper: $1,000; 3-D: $1,500 | +$5,000 | flat paper: −$100; 3-D: −$150 | $ |
| ❏ Lanyard Sponsor | $8,000 | +5,000 | -$800 | SOLD |
| ❏ Other | | | | |
| TOTAL DUE | | | | $ |

The USENIX Association is a registered 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.

### USENIX Supporter Program
USENIX welcomes support for its programs from 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 www.usenix.org/membership/supporter.html for details.

### Payment and Logistics
Full payment is due 30 days after approval of this agreement 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 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.

# NSDI '15 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:  PO Number** _____

❏  **Electronic Funds Transfer**
(Please send email to 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 visit http://goo.gl/IUET3J (see unshortened URL below**) to securely transmit your credit card information and to 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.

** https://rightsignature.com/forms/2015sponsor-credi-9db39a/token/a8ceba22d5c

**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 one-hour vendor presentation / Birds-of-a-Feather session is intended 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 that 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 the person or property of the Sponsor/Exhibitor, Sponsor/Exhibitor personnel or its invitees or guests, or to persons conducting or otherwise participating in the sponsored event.

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 REPRESENTATIVE FOR SPONSOR:

(print)_____

(sign)_____Date:_____

AUTHORIZED SIGNATURE FOR USENIX ASSOCIATION:

(print)_ Camille Mulligan _____

(sign)_____Date:_____