

OSDI '12 10th USENIX Symposium on Operating Systems Design and Implementation

October 7–10, 2012, Hollywood, CA
Loews Hollywood Hotel
www.usenix.org/events/osdi12



OSDI brings together over 500 professionals from academic and industrial backgrounds in what has become a premier forum for discussing the design, implementation, and implications of systems software. Contributions containing highly original ideas, new approaches, and groundbreaking results are presented from the best of current systems software research and practice, emphasizing both innovation and quantified experience. OSDI takes a broad view of the systems area and solicits contributions from many fields of systems practice, including, but not limited to, operating systems, file and storage systems, distributed systems, mobile systems, secure systems, embedded systems, virtualization, networking as it relates to operating systems, and the interaction of hardware and software development. OSDI takes place every other year. To learn more about OSDI '12 and previous program content, see www.usenix.org/events/osdi12

Develop Your Influence

Is your organization seeking to develop and maintain its status as a cutting-edge developer of innovative technology? Are you seeking qualified engineers and architects? OSDI offers you the opportunity to gain focused exposure to an elite audience. Gain recognition for your company and its technical excellence among the leading researchers and developers in the systems software community—become an OSDI '12 Conference Sponsor.

Please note this is a bi-annual event

Expected Attendance: 500

2010 (October, Vancouver BC Canada): 533
2008 (December, San Diego, CA): 480
2006 (November, Seattle, WA): 455
2004 (December, San Francisco, CA): 370
2002 (December, Boston, MA): 380
2000 (October, San Diego, CA): 320

2010 Attendee Profile

The 2010 attendees came from companies and universities including:

Amazon, AMD, AT&T Labs, Carnegie Mellon University, Cornell University, Dartmouth, Duke University, EPFL, Google, Harvard University, Hewlett-Packard Labs, IBM, Intel Corporation, KAIST, Massachusetts Institute of Technology, Microsoft Research, New York University, Princeton University, Rice University, Stanford University, University of California, including Berkeley, Irvine, UCLA, and San Diego, University of Michigan, Ann Arbor, University of Texas at Austin, UW Madison, VMWare, Yahoo! and many more large corporate and academic sites.

The 2010 attendees were:

- 47% Academic Researchers
- 10% Developers/Programmers/Architects
- 33% Students

Sponsorship Opportunities

The USENIX Association seeks corporate support of our conferences. There are a variety of ways to participate as a sponsor, including limited speaking opportunities, and we welcome the opportunity to discuss which option is best for you. Please see the sponsorship categories below for more information.

Please contact Camille Mulligan, Sales Director, to discuss a custom package for you: sponsorship@usenix.org or (510) 528-8649 ext. 17.

OSDI '12 Sponsorship Opportunities

Student Grant Program Sponsor

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.

Platinum Student Grant Sponsor

\$40,000

- 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
- Option to staff a table during peak conference times
- Company logo featured on key conference signage
- Company logo featured on ribbons attached to Student Grant recipients' badges
- One-piece sponsor collateral material of up to 10 stapled pages in attendee registration packet/or as conference flash drive content
- Company name in the conference on-site guide
- 8 reception passes
- 8 conference passes*

Gold Student Grant Sponsor

\$20,000

- 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 key conference signage
- One-piece sponsor collateral material of up to 10 stapled pages in attendee registration packet/or as conference flash drive content
- Company name in the conference on-site guide
- 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 sponsor collateral material of up to 5 stapled pages in every attendee registration packet/or as conference flash drive content
- Company name in the conference on-site guide
- 2 conference passes*

Bronze Student Grant Sponsor

\$5,000

- Company logo and link displayed on the conference Web site
- Company name in the conference on-site guide
- 1 conference pass *

Reception Sponsor (2 available)

SOLD

- Exclusive sponsor of OSDI evening Reception (Monday) or Poster Session Happy Hour (Tuesday)
- Company logo and link 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 during the conference
- 15-minute opportunity to address the attendees at the reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name in the conference on-site guide
- 6 conference passes *

Welcome Get Together Sponsor

\$8,000

- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the Welcome Reception and in Lobby during conference
- Table top during Welcome Get Together
- Company name in the conference on-site guide
- 1 conference passes for your use*

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

OSDI '12 Sponsorship Opportunities (continued)

Lunch Sponsor—2 Available: Exclusive Opportunity Each Day

\$35,000

- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the lunch venue
- Tabletop during luncheon
- 15-minute opportunity to address the attendees during the luncheon
- Company name in the conference on-site guide
- 4 conference 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 logo featured on signage at the coffee break stations
- Option to staff a tall round during the coffee break
- Company name in the conference on-site guide
- 1 conference pass for your use*

OSDI Gift Sponsor(1 available at this level)

\$15,000

- Your logo on gift item (tbd) distributed to all attendees
- Company logo and link displayed on the conference Web site
- Company logo on gift to be distributed at registration to all attendees
- Placement of your company literature in all attendee packets or on conference flash drive
- Company logo featured on signage in key location at conference
- Company name in the conference on-site guide
- 3 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 on-site guide
- 1 conference pass *

Vendor Birds-of-a-Feather (BoF) 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 session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name in the conference on-site guide
- 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 5 stapled pages inserted in every attendee registration packet (\$10K and up only)
- Company name in the conference on-site guide
- 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 supplied by the sponsor; up to 10 stapled pages)

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

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OSDI '12 Sponsorship Agreement

Please check off the sponsorship(s) of your choice. Should you choose to become a USENIX Corporate Supporter, please add that cost and deduct the discount from your total. Then complete page 2 and fax both of these pages back to us at (510) 548-5738 to secure your sponsorship.

SPONSORSHIP	BASE PRICE	BECOME A USENIX CORPORATE SUPPORTER (OPTIONAL)	DISCOUNT FOR CURRENT USENIX CORPORATE SUPPORTERS	TOTAL SPONSORSHIP COSTS
<input type="checkbox"/> Platinum Student Stipends	\$40,000	<i>included</i>	-\$4,000	\$
<input type="checkbox"/> Gold Student Stipends	\$20,000	<i>included</i>	-\$2,000	\$
<input type="checkbox"/> Silver Student Stipends	\$10,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> Bronze Student Stipends	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Reception	\$30,000	<i>included</i>	-\$3,000	RESERVED
<input type="checkbox"/> Happy Hour/Poster Session Rec.	\$30,000	<i>included</i>	-\$3,000	RESERVED
<input type="checkbox"/> Attendee Gift Sponsor	\$15,000	+\$5,000	-\$1,500	\$
<input type="checkbox"/> Lunch	\$35,000	+\$5,000	-\$3,000	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Conference Network Support	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Vendor BoF Session	\$3,000 per session	+\$5,000	-\$300 per session	\$
<input type="checkbox"/> General Support	\$10,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> General Support	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Attendee Packet Insert/flashdrive	flat paper: \$1,000; 3-D: \$1,500	+\$5,000	flat paper: -\$100; 3-D: -\$150	\$
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 Corporate Supporter Program

USENIX welcomes support for its programs by appropriate businesses through our Corporate Supporter Program. This program offers our premier promotional benefits for your enterprise, along with outstanding educational benefits for your employees.

USENIX Corporate 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.

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.

OSDI '12 Sponsorship Agreement (continued)

Please sign and return both pages of this form by mail or fax to:
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: \$ _____

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): _____

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.