



OSDI '14 11th USENIX Symposium on Operating Systems Design and Implementation

October 6-8, 2014, Broomfield, CO
<https://www.usenix.org/conference/osdi14>

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 '14 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 '14 Conference Sponsor.

Please note this is a bi-annual event

Expected Attendance: 525

2012 (October, Hollywood, CA) 520

2010 (October, Vancouver BC Canada): 533

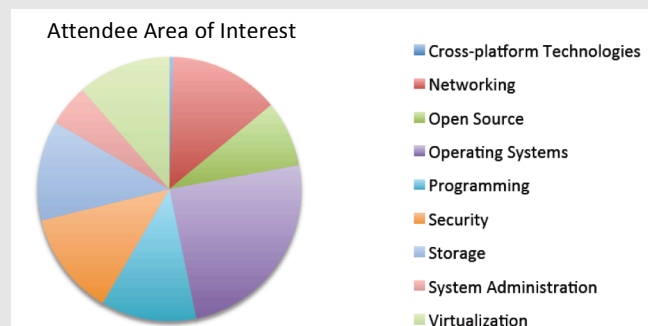
2008 (December, San Diego, CA): 480

2006 (November, Seattle, WA): 455

2004 (December, San Francisco, CA): 370

2002 (December, Boston, MA): 380

2000 (October, San Diego, CA): 320



OSDI '14 Sponsorship Opportunities

Attendee Profile

OSDI attendees come 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



USENIX Conference Student Attendees

Past sponsors at OSDI Include:



OSDI '14 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 <https://www.usenix.org/supporter-program>
- Option to staff a table during peak conference times
- Opportunity for USENIX blog post
- One time use of the student attendee contact list
- Company logo featured on key conference signage
- Company logo featured on ribbons attached to Student Grant recipients' badges (subject to deadline and availability)
- 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 directory
- 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 <https://www.usenix.org/supporter-program>
- One time use of the student attendee contact list
- Option to staff a table during peak conference times
- 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 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
- Option to staff a table during peak conference times
- 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 directory
- 2 conference passes*

Bronze Student Grant Sponsor

\$5,000

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

Reception Sponsor / Happy Hour and Poster Session Reception (2 available)

\$30,000

- Exclusive sponsor of OSDI evening Reception (Monday) or Poster Session Happy Hour (Tuesday)
- Company logo and link displayed on the conference Web site
- Opportunity for USENIX blog post
- Option to staff a table during peak conference times
- \$5,000 USENIX Corporate Supporter status, with all benefits outlined <https://www.usenix.org/supporter-program>
- 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 directory
- 6 conference passes *

OSDI '14 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 directory
- 4 conference passes for your use*

Coffee Breaks Sponsor **\$8,000**

- Company logo and link displayed on the conference Web site
- 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 directory
- 1 conference pass for your use*

OSDI Video and Open Access Sponsor **\$15,000**

- Your linkable logo on all technical session video posted to conference web site and USENIX You Tube Channel
- Company logo and link displayed on the conference Web site
- Option to staff a table on site
- Placement of your company literature in all attendee packets or on conference flash drive
- Company logo featured on signage in key location at conference
- Option to place ad block in USENIX newsletter or on other social media (TBD)
- Company name in the conference directory
- 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 directory
- 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 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 5 stapled pages inserted in every attendee registration packet (\$10K and up only)
- Company name in the conference directory
- 1-2 conference passes *

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

- 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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www.usenix.org/osdi14



OSDI '14 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 SUPPORTER (OPTIONAL)	DISCOUNT FOR CURRENT USENIX 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	\$
<input type="checkbox"/> Happy Hour/Poster Session	\$30,000	<i>included</i>	-\$3,000	\$
<input type="checkbox"/> Video / Open Access Sponsor	\$15,000	+\$5,000	-\$1,500	\$
<input type="checkbox"/> Lunch	\$35,000	+\$5,000	-\$3,000	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$8,000	+\$5,000	-\$800	\$
<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 Supporter Program

USENIX welcomes support for its programs by appropriate businesses through our USENIX 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 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.

OSDI '14 Sponsorship Agreement (continued)

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

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.