



www.usenix.org/osdi16

OSDI is the premier forum for discussing the design, implementation, and implications of systems software. Over 500 collaborators from industry and academia present highly original ideas, new approaches, and groundbreaking results in current systems software research and practice, emphasizing both innovation and quantified experience.

On-site outreach opportunities include breaks, lunches, and receptions; birds-of-a-feather sessions (BoFs); and lobby tabletop exhibit space. To learn more about OSDI '16 and view previous program content, visit www.usenix.org/osdi16. The Symposium program will be posted in August 2016.

Develop Your Influence

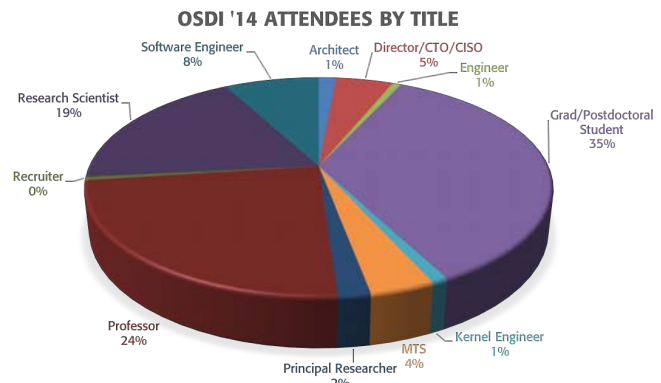
- Is your organization seeking to develop and maintain its influence as a cutting-edge developer of innovative technology?
- Are you recruiting for qualified engineers and architects?

Gain focused exposure to an elite audience and recognition for your company and its technical excellence among the leading researchers and developers in the systems software community—become an OSDI '16 conference sponsor.

Please note that OSDI is a biennial event.

Expected Attendance: 525

- 2014 (October, Broomfield, CO): 610
- 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 '16 Sponsor Opportunities



ATTENDEE PROFILE

OSDI attendees come from companies and universities including:

- Amazon
- AMD
- AT&T Labs
- Carnegie Mellon University
- Dartmouth
- Duke University
- École Polytechnique Fédérale de Lausanne (EPFL)
- Google
- Harvard University
- HP Labs
- IBM
- Intel
- Korea Advanced Institute of Science and Technology (KAIST)
- Massachusetts Institute of Technology
- Microsoft Research
- New York University
- Princeton University
- Rice University
- Stanford University
- UCLA
- University of California, Berkeley
- University of California, Irvine
- University of California, San Diego
- University of Michigan
- The University of Texas at Austin
- University of Wisconsin—Madison
- VMware
- Yahoo!



PAST OSDI SPONSORS INCLUDE:



OSDI '16 SPONSORSHIP PACKAGES OVERVIEW

| BENEFITS | PLATINUM (2 1 available) | DIAMOND (2 available) | GOLD (2 available) | SILVER (4 available) | BRONZE |
|---|--|--|---|---|----------------|
| Catered Attendee Event | Poster Session / Happy Hour OR Reception (+ five minutes to address attendees) | Luncheon | Vendor BoF, Other On-Site Presence TBD | Breakfast | |
| Branded Conference Giveaway: At catered event, item TBD. If sponsor-provided, item subject to approval by USENIX. | Exclusive branded giveaway at happy hour or reception | Exclusive branded giveaway at luncheon | Exclusive branded giveaway at catered event | Exclusive branded giveaway at breakfast | |
| Collateral in Attendee Packets (paper/3D): Distributed to all attendees | ◆ | ◆ | ◆ | ◆ | |
| Tabletop Exhibit Space: 6' skirted (black) table, two chairs, electrical, wireless access. | Premium Placement | Premium Placement | Premium Placement | ◆ | |
| Logo + Link on Event Web Site & Mobile Conference App: Mobile app includes brief company description. | ◆ | ◆ | ◆ | ◆ | ◆ |
| Logo on Conference Signage | Includes reception banner or happy hour signage | Includes luncheon signage | Includes Vendor BoF signage (or equivalent) | Includes breakfast signage | ◆ |
| Conference Passes: Including access to all technical sessions. Excludes tutorials. | 8 | 6 | 4 | 2 | 1 |
| PACKAGE COST | \$50,000 | \$35,000 | \$20,000 | \$10,000 | \$5,000 |

Student Grant Sponsors

\$5,000–\$25,000

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. In 2014, 256 students attended OSDI. USENIX received 166 student grant applications, 65 percent of which we were able to award due to generous student grant sponsorship.

Platinum Reception Sponsor / Happy Hour and Poster Session Reception (2 1 available)

\$50,000

- Exclusive sponsor of OSDI evening Reception (Wednesday) or ~~Poster Session Happy Hour~~ (Thursday **RESERVED**)
- Company logo and link displayed on the conference Web site
- Option to staff a table during peak conference days
- Company logo featured on signage at the reception and during the conference
- Option to distribute company collateral in all attendee packets or in downloadable conference proceedings
- 5-minute opportunity to address the attendees at the reception
- Opportunity to distribute branded item at the reception (sponsor-provided, subject to USENIX approval)
- Company name in the conference directory
- 8 conference passes *

Diamond Sponsor with Lunch (2 available—exclusive opportunity each day)**\$35,000**

- Company logo and link displayed on the conference Web site
- Company logo featured on conference and lunch signage
- Option to staff a tabletop during luncheon (subject to availability)
- 5-minute opportunity to address the attendees during the luncheon
- Option to distribute company collateral in all attendee packets or in downloadable conference proceedings
- Company name in the conference directory
- 6 conference passes *

Gold Sponsor**\$20,000**

- Company logo and link displayed on the conference Web site
- Company logo featured on conference signage
- Option to staff a tabletop exhibit space (6' x 3') during peak conference times (includes electrical & wireless access)
- Option to distribute company collateral in all attendee packets or in downloadable conference proceedings
- Company name in the conference directory
- 4 conference passes *

CUSTOMIZED ON-SITE OUTREACH—OPTION TO SPONSOR ONE OF THE FOLLOWING:

- 1-hour catered vendor BoF (room capacity for 50; beer, wine, soft drinks, plus dry snacks for 35)
- Option to co-locate vendor event (catering not included)

Silver Sponsor**\$10,000**

- Company logo and link displayed on the conference Web site
- Company logo featured on key conference signage
- Option to sponsor one of the conference breakfasts
- Option to staff a tabletop exhibit space (6' x 3') during peak conference times (includes electrical & wireless access)
- Option to distribute company collateral in all attendee packets or in downloadable conference proceedings
- Company name in the conference directory
- 2 conference passes*

Bronze Sponsor**\$5,000**

- Company logo and link displayed on the conference Web site
- Company logo featured on conference signage
- Option to distribute company collateral in all attendee packets or in downloadable conference proceedings
- Company name in the conference directory
- 1 conference pass *

Other A La Carte Sponsorship and/or Exhibiting Opportunities**Contact us to discuss details.**

- Lanyard Sponsor **SOLD**
- Attendee Packet Inserts
- Wireless Network Sponsorship
- Coffee Break Sponsorship
- Branded Conference Giveaway Sponsorship (bag/t-shirt TBD)
- Vendor BoF (1-hour evening session (room cap. 50+), plus beer, wine, soft drinks for 35 people)
- Tabletop Exhibit Space (limited availability)

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

OSDI '16 Sponsorship Agreement



Please check off the sponsorship and/or exhibiting opportunities of your choice. Should you choose to become a USENIX Supporter, please add \$5,000 and deduct the 10 percent discount from your total as shown below. Then complete the following two pages and email (sponsorship@usenix.org) them back to us.

| SPONSORSHIP OR EXHIBITING OPPORTUNITY | COST | USENIX SUPPORTER DISCOUNT | TOTAL COSTS** |
|---|-------------------------|---------------------------|---------------|
| <input type="checkbox"/> Platinum Reception Sponsor | \$50,000 | -\$5,000 | \$ |
| <input type="checkbox"/> Platinum Happy Hour/Poster Session Sponsor | RESERVED | N/A | \$ RESERVED |
| <input type="checkbox"/> Diamond Lunch Sponsor | \$35,000 | -\$3,500 | \$ |
| <input type="checkbox"/> Gold Sponsor | \$20,000 | -\$2,000 | \$ |
| <input type="checkbox"/> Silver Sponsor | \$10,000 | -\$1,000 | \$ |
| <input type="checkbox"/> Bronze Sponsor | \$5,000 | -\$500 | \$ |
| <input type="checkbox"/> Student Grant Program Sponsor | \$5,000-\$25,000 | -\$500-\$2,500 | \$ |
| <input type="checkbox"/> Open Access Sponsor | \$20,000 | -\$2,000 | \$ |
| <input type="checkbox"/> Branded Giveaway Sponsor | \$8,500 | -\$850 | \$ |
| <input type="checkbox"/> Lanyard Sponsor | RESERVED | N/A | \$ RESERVED |
| <input type="checkbox"/> Coffee Break Sponsor | \$8,000 | -\$800 | \$ |
| <input type="checkbox"/> Wireless and Network Sponsor | \$6,000 | -\$600 | \$ |
| <input type="checkbox"/> Tabletop Exhibit Space | Check for availability. | N/A | \$ |
| <input type="checkbox"/> Vendor BoF Session | \$4,000 | -\$400 | \$ |
| <input type="checkbox"/> Attendee Packet Insert | \$2,500 | N/A | \$ |
| <input type="checkbox"/> Contact us for custom options! | | | |
| 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 any portion of your sponsorship is 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 www.usenix.org/supporter-program for details.

PAYMENT AND LOGISTICS

Full payment is due 30 days after approval of this agreement, or by agreed schedule.

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 '16 Sponsorship Agreement



Please sign and return both pages of this agreement via email to the Sponsorship Department (sponsorship@usenix.org).

PRIMARY SPONSOR CONTACT INFORMATION FOR THIS EVENT

Name _____
Title _____
Company/Institution _____
Billing Street Address _____
Mailstop/Suite/Department _____
City/Town _____
State/Province _____ Zip/Postal Code _____
Country _____
Phone Number _____
Email Address _____

PAYMENT METHOD

USENIX will invoice the primary Sponsor/Exhibitor contact unless otherwise directed below. Please check all applicable boxes:

- Purchase order (P.O.) to be issued; please wait to invoice us until you receive our P.O.
- Please reference P.O. number _____
- Please send our invoice to:
(name) _____
(email address) _____
- We would like to pay now via credit card.
USENIX prefers payment by check or EFT. If you would still like to pay via credit card and prefer not to wait for the invoice, please visit our DocuSign form at <https://goo.gl/MVZBmN> to securely transmit your credit card information and 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. This credit card remittance information will also be detailed on the invoice.

Outside the U.S.A.? Payment must be made in U.S. dollars by check drawn on a U.S. bank, International Postal Money Order, or credit card.

Terms

1. All benefits are available schedule permitting. Each exhibit space and/or sponsored event is for one company or organization only, unless otherwise approved by USENIX. The 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 Sponsor/Exhibitor's activity is deemed to be the invitee of Sponsor/Exhibitor rather than the invitee of USENIX.
2. Sponsor/Exhibitor understands that neither USENIX nor the Hotel maintains insurance covering Sponsor/Exhibitor's property and it is the sole responsibility of Sponsor/Exhibitor to obtain such insurance. USENIX shall not be liable for any injury or damage whatsoever to the property of Sponsor/Exhibitor, Sponsor/Exhibitor personnel, or to

3. 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. Sponsor/Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Sponsor/Exhibitor's activities on the Hotel premises. Each party to this agreement (Sponsor/Exhibitor and USENIX) shall, to the extent not covered by the indemnified party's insurance, indemnify, defend, and hold harmless the other party and its respective owners, officers, directors, agents, employees, and independent contractors from and against any and all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorneys' fees (collectively, "claims") arising out of, or solely caused by, the indemnifying party's willful misconduct or gross negligence in connection with the provision and use of the Hotel as contemplated by this Agreement. This paragraph shall not waive any statutory limitations of liability available to either party, nor shall it waive any defenses either party may have with respect to any claim.
4. 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.
5. By signing this Agreement, Sponsor/Exhibitor promises that all Sponsor/Exhibitor's personnel, invitees, and guests will read the USENIX Event Code of Conduct (available at www.usenix.org/conferences/coc). This Agreement will be considered binding when it has been signed by an authorized representative for Sponsor/Exhibitor and accepted and countersigned by an authorized representative of The USENIX Association. This Agreement represents the full and entire agreement between Sponsor/Exhibitor and USENIX. Any changes, additions, stipulations, or deletions, including corrective lining out by either party to this Agreement will not be considered agreed to or binding on the other unless such modifications have been initialed or otherwise approved in writing by the other. No statement, representation, promise, or condition not contained in this Agreement shall modify or affect in any manner whatsoever the terms thereof.

ACCEPTANCE OF TERMS

We, the authorized and respective representatives of the Sponsor/Exhibitor named above and the USENIX Association, accept all of the above terms and conditions.

AUTHORIZED SIGNATURE FOR SPONSOR/EXHIBITOR:

(sign) _____ Date: _____

(print) _____

AUTHORIZED SIGNATURE FOR THE USENIX ASSOCIATION:

(sign) _____ Date: _____

(print) _____