23rd USENIX Security Symposium

AUGUST 20–22, 2014 • SAN DIEGO, CA

usenix
THE ADVANCED COMPUTING SYSTEMS ASSOCIATION

Security '14 Sponsor and Exhibitor Information
August 20-22, 2014; Manchester Grand Hyatt, San Diego
www.usenix.org/conference/usenixsecurity14

The USENIX Security Symposium brings together advanced practitioners, researchers, system administrators, system programmers, and others interested in the latest advances in the security of computer systems and networks. The Symposium will span three days, with a technical program including refereed papers, invited talks, a poster session, a rump session, panel discussions, and Birds-of-a-Feather sessions. Workshops will precede the Symposium.

Why Sponsor?

Gain access to expert security experts from academia, government and industry. Security attendees consist of the top researchers in scientifically significant and practical works in security or applied cryptography.
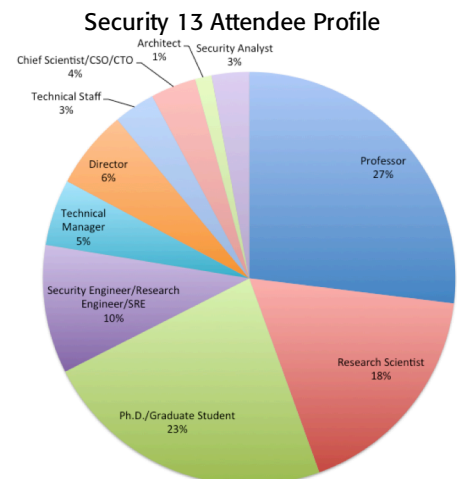
- Company Branding
- Logo recognition
- Lead generation
- Recruiting
- Networking

Onsite Outreach:

- Catering and Reception Sponsorship
- Birds of a Feather Evening Sessions
- Exhibit Space (limited)

Security 13 Attendee Profile

Your support allows us to bring highly qualified student attendees to Security (typically well over 100 students attend), and to continue to offer *open access* to video, talks and proceedings of this event. Please see the sponsorship opportunities on the following pages for additional details. USENIX is a 501(3)(c) non profit association.

To learn more about USENIX Security '14, including organizers, topics, location, and program schedules, see https://www.usenix.org/conference/usenixsecurity13. Or contact sponsorship@usenix.org

Attendee Profile
2011 Attendance 552, 2012 Attendance 490

PRIMARY JOB FUNCTION		Consultant	3%
Academic/Researcher	41%	Technical Manager	3%
Student	21%	System/Network Administrator	3%
Security Admin/Engineer/Analyst	11%	Other	7%
Developer/Programmer/Architect	8%	System Engineer	1%

Sample of Recent Sponsors

- Google
- Endeavor Security
- Raritan
- Microsoft Research
- NTTDoCoMo
- O'Reilly
- Symantec

- Netwitness
- VMware
- Barracuda Networks
- National Science Foundation

- BAE Systems

- Arbor Networks
- RSA division of EMC
- Oracle
- MIT Lincoln Laboratories
- Facebook
- Intel
- Mozilla

- Institute for Security Technology Studies
- IBM Research

Contact sponsorship@usenix.org for more information

Reception Sponsor—Exclusive Opportunity · $50,000

- Company logo featured in marketing materials for the event (schedule permitting)
- Company logo and link prominently displayed on the event Web site
- Opportunity for a blog post on the USENIX web site, linked to social media for the conference
- $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
- 15-minute opportunity to address the attendees
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name, URL, and description (100 words) in the event on-site guide
- 6 symposium passes*
- 10 additional passes to the Symposium Reception
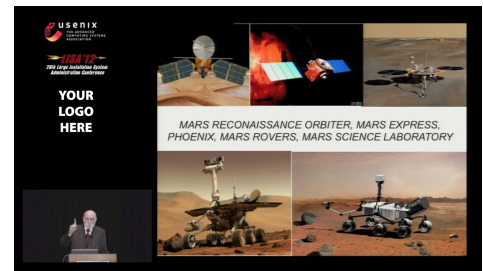
Video Sponsor—Exclusive Opportunity $15,000 · $15,000

- Company logo and link permanently embedded on all video of conference technical session talks that are filmed (free and open to public after conference).

Please contact sponsorship@usenix.org for more information and images.

Videos posted indefinitely to You Tube, Security Boxed set and the Security web site.

- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company logo in the conference directory
- 2 symposium passes*

Open Access Sponsor—Exclusive Opportunity · $15,000

- Company logo on cover of all conference proceedings, both on line, in boxed sets, and as provided to conference attendees (USB drive)
- Company logo on title page of all individual conference technical session talks
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company logo in the conference directory
- 2 symposium passes*
- Please contact sponsorship@usenix.org for more information and images..

Conference Network Support—Exclusive Opportunity · $5,000

- Company logo and link displayed on the event Web site
- 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 on-site guide
- 1 symposium pass*

Vendor Birds-of-a-Feather (BoF) Sessions · $3,000 per session

- Company logo and link displayed on the event 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 event on-site guide

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

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 featured in marketing materials for the event (schedule permitting)
- Company logo and link prominently displayed on the event Web site
- Option to staff a 6' table during peak hours of attendance for recruiting, sales and marketing
- $5,000 USENIX Corporate Supporter status, with all benefits outlined at www.usenix.org/membership/supporter.html
- Company logo featured on key event signage
- One-piece sponsor collateral material of up to 10 stapled pages inserted in every attendee registration packet
- Company name, URL, and description (50 words) in the event on-site guide
- 3 symposium passes for your use*
- 5 additional passes to the Symposium Reception

Silver Student Grant Sponsor $10,000
- Company logo featured in marketing materials for the event (schedule permitting)
- Option to staff a 6' table during peak hours of attendance for recruiting, sales and marketing
- Company logo and link displayed on the event Web site
- Company logo featured on key event signage
- One-piece sponsor collateral material of up to 5 stapled pages inserted in every attendee registration packet
- Company name, URL, and description (50 words) in the event on-site guide
- 2 symposium passes for your use*
- 4 additional passes to the Symposium Reception

Bronze Student Grant Sponsor $5,000
- Company logo and link displayed on the event Web site
- Company name, URL, and description (30 words) in the event on-site guide
- 1 symposium pass for your use*
- 1 additional pass to the Symposium Reception

Some of our recent 2013 student attendees

Coffee Breaks Sponsor $5,000

- Company logo and link displayed on the event Web site
- Company logo featured on signage at the coffee break stations
- Option to staff a tall round during the sponsored coffee break.
- Company name, URL, and description (30 words) in the event on-site guide
- 2 symposium passes for your use*

General Support $5,000-25,000

- Company logo and link displayed on the event Web site
- Company name, URL, and description (50 words) in the event on-site guide
- Symposium passes and additional benefits TBD, commensurate with amount of support

Promotional Material Distribution flat paper: $1,000; 3-D: $1,500

- Company name and link displayed on the event Web site
- Company materials inserted on USB Flash drive, and/or handed out to attendees at registration (inserts to be supplied by the sponsor; flat insert can be up to 10 stapled pages). Distribution at special events by arrangement.
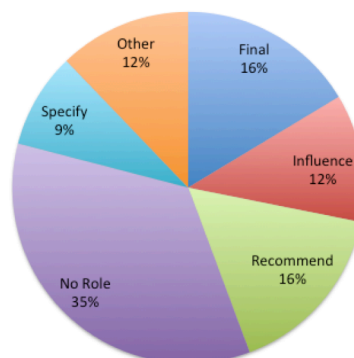
Other Opportunities

Additional branding and outreach opportunities such as chair drops, branded lanyard and T-Shirts, and special events are available. We are happy to work with you to reach your outreach goals at Security. Please contact sponsorship@usenix.org

Tabletop Exhibit Space

Limited Tabletop Exhibit space will be available. Please contact sponsorship@usenix.org for details, pricing and availability.

- 6' draped table in lobby
- Access to Wireless Network (unsecure)
- Access to electrical outlet
- Two chairs and a wastebasket

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

53% have active role in purchasing decisions

23rd USENIX Security Symposium
Sponsorship Contract

August 20-22, 2014, San Diego, CA
https://www.usenix.org/conference/usenixsecurity14

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 or email both of these pages back to us at (510) 548-5738/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 Student Grant Sponsor	$20,000	*included*	−$2,000	$
❏ Silver Student Grant Sponsor	$10,000	+$5,000	−$1,000	$
❏ Bronze Student Grant Sponsor	$5,000	+$5,000	−$500	$
❏ Reception Sponsor	$50,000	*included*	−$5,000	$
❏ Coffee Breaks Sponsor	$5,000	+$5,000	−$500	$
❏ Open Access Sponsor	$15,000	+$5,000	-$1,500	$
❏ Lunch Sponsor	$25,000	+$5,000	−$2,500	$
❏ Video Sponsor	$15,000	+5,000	-$1,500	$
❏ Conference Wireless Sponsor	$5,000	+$5,000	−$500	$
❏ Vendor BoF Session	$3,000 per session	+$5,000	−$300 per session	$
❏ General Support	$5,000 - $25,000	+$5,000	−10%	$
❏ Tabletop	TBD			
❏ Attendee Packet/USB Insert	flat paper: $1,000; 3-D: $1,500	+$5,000	flat paper: −$100; 3-D: −$150	$
			TOTAL DUE	$

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 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. See https://www.usenix.org/usenix-corporate-supporter-program for details.

Payment and Logistics
Full payment is due 30 days after written approval of this agreement by USENIX, or 30 days prior to event, whichever comes first. Other payment terms available on request.

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.

All benefits are available schedule permitting..

USENIX Security '14 Sponsorship Contract (continued)

Please sign and return both pages of this form by email 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.