



## Security '15 Prospectus Hyatt Regency Capitol Hill, Washington, D.C.

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. Security '15 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 on August 10 and 11. Expected attendance is 525 (2014 attendance: 520).

### WHY SPONSOR?

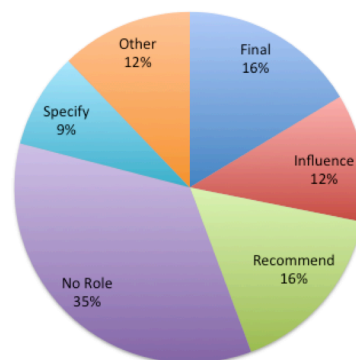
Gain access to security experts from academia, government, and industry. Security attendees consist of the top researchers in scientifically significant and practical works in security or applied cryptography.

- Company branding
- Logo recognition
- Lead generation
- Recruiting
- Networking

#### On-site Outreach:

- Catering and reception sponsorship
- Birds-of-a-Feather evening sessions
- Exhibit space (limited)

Your support allows us to bring highly qualified student attendees to Security (well over 100 students typically 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.



53 percent of attendees play active purchasing roles.

To learn more about USENIX Security '15, including its organizers, topics, location, and program schedules, visit <https://www.usenix.org/conference/usenixsecurity15>. Or contact [sponsorship@usenix.org](mailto:sponsorship@usenix.org) for more details.

### Attendee Profile: Job Functions

Professor / Research Scientist	45%	Chief Scientist / CSO / CTO / Technical Manager	7%
Graduate Student	23%	System / Network Administrator	3%
Security Admin / Engineer / Analyst	14%	Other	4%
Developer / Programmer / Architect	4%		

### Sample of Recent Sponsors

- Arbor Networks
- BAE Systems
- Barracuda Networks
- Black Hat
- Endeavor Security
- Facebook
- Google
- IBM Research
- Institute for Security Technology Studies
- Intel
- Microsoft Research
- MIT Lincoln Laboratory
- Mozilla
- National Science Foundation
- NetWitness
- NTT DOCOMO
- Oracle
- O'Reilly
- Qualcomm
- Raritan
- RSA
- Symantec
- VMware

# USENIX Security '15 Sponsorship/ Exhibiting Opportunities



## Reception Sponsor—Exclusive Opportunity

**RESERVED**

- Company logo (live, where online) featured in conference marketing, on conference Web site, and on key event signage
- Company name, URL, and description (100 words) in the conference directory
- 15-minute opportunity to address the attendees
- \$5,000 USENIX Supporter status, with all benefits outlined at [www.usenix.org/membership/supporter.html](http://www.usenix.org/membership/supporter.html)
- Opportunity to post guest blog post on USENIX Web site and social media
- Opportunity to distribute one print marketing piece or giveaway at the reception
- 6 symposium passes\*
- 10 reception passes

## Lunch Sponsor

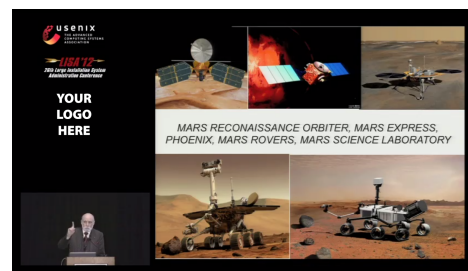
**\$25,000**

- Company logo (live, where online) featured in conference marketing, on conference Web site, and on key event signage
- Company name, URL, and description (100 words) in the conference directory
- 15-minute opportunity to address the attendees
- Opportunity to post guest blog post on USENIX Web site and social media
- Opportunity to distribute one print marketing piece or giveaway at the lunch
- 4 symposium passes\*
- 5 luncheon passes

## Video Sponsor—Exclusive Opportunity

**RESERVED**

- Company logo and link permanently embedded on all video of conference technical session talks (freely available to public after conference)
- Please contact [sponsorship@usenix.org](mailto:sponsorship@usenix.org) for more information and images.
- Videos posted indefinitely on USENIX YouTube channel, Security '15 Video Box Set, and the conference Web site
- Company literature distributed on-site
- Company logo featured on conference signage
- Company logo in the conference directory
- 2 symposium passes\*



## Open Access Sponsor—Exclusive Opportunity

**\$15,000**

- Company logo on cover of all published conference proceedings and on title page of all individual conference technical session talks—both available online as downloadable PDF
- Company logo featured on conference signage
- Company literature distributed on-site
- Company logo in the conference directory
- 2 symposium passes\*

## Conference Network Support—Exclusive Opportunity

**\$5,000**

- Company logo featured on conference signage
- Company logo and link displayed on conference Web site
- Company literature distributed on-site
- Company name, URL, and description (50 words) in the conference directory
- 1 symposium pass\*

## Student Grant Program Sponsorship

**\$5,000–\$25,000**

- Company logo and link displayed on the conference Web site
- Company name, URL, and description (30–50 words) in the conference directory
- Symposium passes and additional benefits TBD, commensurate with amount of support

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

# USENIX Security '15 Sponsorship/ Exhibiting Opportunities



## Gold Sponsor

**\$20,000**

- Company logo (live, where online) featured in conference marketing, on conference Web site, and on key event signage
- Option to staff a 6' table during peak hours of attendance for recruiting, sales and marketing
- 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 conference directory
- 3 symposium passes \*
- 5 reception passes

## Silver Sponsor

**\$10,000**

- Company logo (live, where online) featured in conference marketing, on conference Web site, and on key event signage
- Option to staff a 6' table during peak hours of attendance for recruiting, sales and marketing
- 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 conference directory
- 2 symposium passes \*
- 4 reception passes

## Bronze Sponsor

**\$5,000**

- Company logo and link displayed on the conference Web site
- Company name, URL, and description (30 words) in the conference directory
- 1 symposium pass \*
- 1 reception pass

## Coffee Breaks Sponsor

**\$5,000**

- Company logo and link displayed on conference 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 conference directory
- 2 symposium passes \*



Some of our recent student attendees

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

# USENIX Security '15 Sponsorship/ Exhibiting Opportunities



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## Promotional Material Distribution

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

- Company name and link displayed on conference Web site
- Option to distribute giveaways in attendee packets or on USB drives (inserts to be supplied by the sponsor following provided specs). Distribution at special events by arrangement.

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## Tabletop Exhibit Space

**\$3,000**

Limited tabletop exhibit space will be available. Please contact [sponsorship@usenix.org](mailto:sponsorship@usenix.org) for availability and details.

- 6' draped table in lobby, 2 chairs, and wastebasket
- Access to wireless network (unsecure)
- Access to electrical outlet

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## Vendor Birds-of-a-Feather (BoF) Sessions

**\$3,000 per session**

- Conference room for up to 30 people for your one-hour session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company logo (live where online) displayed on vendor BoF signage and on conference Web site
- Company name in the conference directory

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## Other Opportunities

Additional branding and outreach opportunities such as chair drops and branded lanyards and special events are available. We are happy to work with you to reach your outreach goals at Security '15. Please contact [sponsorship@usenix.org](mailto:sponsorship@usenix.org).

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

# USENIX Security '15 Sponsor/ Exhibitor Agreement



Please check off the sponsorship and/or exhibiting opportunities of your choice. Should you choose to become a USENIX Supporter, please add that cost and deduct the discount from your total as shown below. Please complete both pages of this agreement and return via email or fax to Camille Mulligan ([sponsorship@usenix.org](mailto:sponsorship@usenix.org), 510.548.5738) to secure your sponsorship or exhibit space.

SPONSORSHIP/EXHIBITING OPPORTUNITIES	BASE PRICE	BECOME A USENIX SUPPORTER (optional)	DISCOUNT FOR CURRENT USENIX SUPPORTERS	ADJUSTED COST
<input type="checkbox"/> Reception Sponsor	RESERVED	N/A	N/A	RESERVED
<input type="checkbox"/> Lunch Sponsor	\$25,000	+\$5,000	-\$2,500	\$
<input type="checkbox"/> Video Sponsor	RESERVED	N/A	N/A	RESERVED
<input type="checkbox"/> Gold Sponsor	\$20,000	<i>included</i>	-\$2,000	\$
<input type="checkbox"/> Silver Sponsor	\$10,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> Bronze Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Student Grant Program Sponsor	\$5,000–\$25,000	+\$5,000	–10%	\$
<input type="checkbox"/> Open Access Sponsor	\$15,000	+\$5,000	-\$1,500	\$
<input type="checkbox"/> Conference Network Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Vendor BoF session	\$3,000 per session	+\$5,000	-\$300 per session	\$
<input type="checkbox"/> Tabletop exhibit space only	\$3,000 (limited availability)	+\$5,000	N/A	\$
<input type="checkbox"/> 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 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. Visit <https://www.usenix.org/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 the 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. Sponsorship and exhibiting 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. This agreement will be considered binding when it has been accepted and countersigned by a representative of the USENIX Association.



# USENIX Security '15 Sponsor/ Exhibitor 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: P.O. Number** \_\_\_\_\_
- ☐ **Electronic Funds Transfer**  
(Please send email to [sponsorship@usenix.org](mailto: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 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 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/EXHIBITOR:

(print) \_\_\_\_\_

(sign) \_\_\_\_\_ Date: \_\_\_\_\_

AUTHORIZED SIGNATURE FOR USENIX ASSOCIATION:

(print) Camille Mulligan

(sign) \_\_\_\_\_ Date: \_\_\_\_\_

Please sign and return both pages of this agreement via email or fax to Camille Mulligan ([sponsorship@usenix.org](mailto:sponsorship@usenix.org), 510.548.5738) to secure your sponsorship or exhibit space. Thank you!