

25TH USENIX SECURITY SYMPOSIUM

AUGUST 10-12, 2016 • AUSTIN, TX



USENIX Security '16 Sponsorship and Exhibiting Prospectus August 10-12, 2016 Hyatt Regency Austin, Texas

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 '16 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. Expected attendance is 600 (2015 attendance: 623, 2014 attendance: 520).

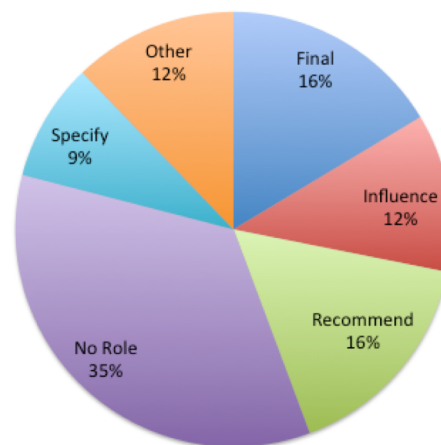
WHY SPONSOR?

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 (BoF) evening sessions
- Tabletop exhibit space (limited)



65 percent of attendees play active purchasing roles.

Your support allows us to bring highly qualified student attendees to USENIX Security (well over 100 students typically attend), and to continue to offer open access to the videos, talks, and proceedings of this event. Please see the sponsorship opportunities on the following pages for additional details.

To learn more about USENIX Security '16, visit www.usenix.org/conference/usenixsecurity16, or contact 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 '16 Sponsorship/ Exhibiting Opportunities



SPONSORSHIP PACKAGES

Benefits	PLATINUM (1 available)	GOLD (2 available)	SILVER	BRONZE
Catered Attendee Event	Reception (+ five minutes to address attendees)	Luncheon	Breakfast or Vendor BoF	Coffee Break
Branded Conference Giveaway: At catered event, item TBD. If sponsor-provided, item subject to approval by USENIX.	Exclusive	Exclusive		
Access to Pre-Event Attendee List (post-Early Bird deadline): Company + title only	◆	◆		
Collateral in Attendee Packets: (paper or 3D) Distributed to all attendees during registration	◆	◆	◆	◆
Logo + Link on Event Web Site & Mobile Conference App: Mobile app includes company blurb.	◆	◆	◆	◆
Logo on Conference Signage	Includes Reception banner or Happy Hour signage	Includes Luncheon banner (or equivalent)	Includes Breakfast banner or Vendor BoF signage (or equivalent)	Includes Coffee Break signage
Tabletop Exhibit Space: 6' skirted (black) table, two chairs, electrical, wireless access.	Premium Placement	Premium Placement	◆	◆
Conference Passes: Including access to all technical sessions, breaks, meals, and evening events.	6	4	2	1
Reception Passes: To invite guests not already attending the Symposium.	6	4	2	1
PACKAGE COST	\$60,000	\$25,000	\$10,000	\$5,000

Student Grant Sponsors

\$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. 187 students attended USENIX Security '15. Generous student grant sponsorship allowed us to issue awards to 40 of the 98 student grant applicants.

- Recognition on conference Web site (logo and link), signage (logo), and in printed conference directory (name)
- Pre-conference access to list of student grant applicants (\$15,000+ support)
- Conference pass(es) (commensurate with amount of support)

USENIX Security '16 Sponsorship/ Exhibiting Opportunities



ADDITIONAL SPONSORSHIPS

Benefits	Open Access & Video Sponsor (Exclusive)	Lanyard Sponsor (Exclusive)	Conference Wireless Sponsor (Exclusive)
Description	Logo + link posted on all video of conference technical sessions (free and open to public post-conference) and on published conference proceedings	Logo displayed on badge lanyard distributed to each attendee	
Conference Passes: Including access to all technical sessions, breaks, meals, and evening events.	2	1	1
On-Site Attendee Engagement	Option to staff tabletop exhibit space		
Option to Distribute Literature: Via our literature table	◆	◆	◆
Logo + Link on Event Web Site & Mobile Conference App: Mobile app includes company blurb.	◆	◆	◆
Logo on Conference Signage	◆	◆	◆
SPONSORSHIP COST	\$20,000	\$6,500	\$5,000

A LA CARTE EXHIBITING OPPORTUNITIES

Tabletop Exhibit Space (check for availability) \$3,000

- One skirted (black) 6-foot table during peak conference attendance days
 - Includes two chairs, an electrical drop, and access to the conference wireless network
- Company logo and link posted on conference Web site
- Company name listed in the printed conference directory

Vendor Birds-of-a-Feather Session (check for availability) \$3,000

- Conference room for up to 30 people for your one-hour evening session
- Company logo on conference signage announcing your BoF and its location
- Company logo and link posted on conference Web site
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name listed in the printed conference director

USENIX Security '16 Sponsor/ Exhibitor Agreement



25th USENIX Security Symposium

August 10–12, 2016, Hyatt Regency Austin, Texas

www.usenix.org/conference/usenixsecurity16/

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 the Sponsorship Department (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"/> Platinum Sponsor	\$60,000	+\$5,000	-\$6,000	\$
<input type="checkbox"/> Gold Sponsor	\$25,000	+\$5,000	-\$2,500	\$
<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	-\$500–\$2,500	\$
<input type="checkbox"/> Open Access Sponsor	\$20,000	+\$5,000	-\$2,000	\$
<input type="checkbox"/> Conference Network Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Tabletop Exhibit Space (limited)	\$3,000 (subject to availability)	+\$5,000	-\$300	\$
<input type="checkbox"/> Vendor BoF session	\$3,000	+\$5,000	-\$300	\$
<input type="checkbox"/> Contact us for custom options!				\$
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 any portion of your sponsorship would be 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 written notice of approval of this contract by USENIX, or 30 days prior to the event, whichever comes first.

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/or payment by USENIX. The agreement will be considered binding when it has been accepted by signature, and then countersigned by a representative of the USENIX Association. All benefits are available schedule permitting.

Please sign and return both pages of this agreement by email (sponsorship@usenix.org) or FAX (510.548.5738).

USENIX Security '16 Sponsor/ Exhibitor Agreement



PRIMARY SPONSOR CONTACT INFORMATION FOR THIS EVENT

Name _____
Title _____
Company/Institution _____
Street Address _____
Mailstop/Suite/Department (circle one) _____
City/Town _____
State/Province _____ Zip/Postal Code _____
Country _____
Phone Number _____
Fax Number _____
Email Address _____

PAYMENT METHOD

- Please invoice us.
 - Purchase order (PO) number enclosed: _____
- Check or money order payable to USENIX Association
(Federal Tax ID#13-3055038)
- Electronic Funds Transfer
(Please email 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 check this box, and we will send you a link to both 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.

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 one-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

We, the authorized representatives of the sponsor/
exhibitor named above and the USENIX Association,
accept all of the above terms and conditions.

AUTHORIZED REPRESENTATIVE FOR SPONSOR/EXHIBITOR:

(print) _____

(sign) _____ Date: _____

AUTHORIZED SIGNATURE FOR USENIX ASSOCIATION:

(print) _____

(sign) _____ Date: _____

Please sign and return both pages of this agreement via email or fax to the Sponsorship Department (sponsorship@usenix.org, 510.548.5738) to secure your sponsorship or exhibit space. Thank you!