2011 USENIX Federated Conferences Week and 2011 Annual Technical Conference

USENIX — THE ADVANCED COMPUTING SYSTEMS ASSOCIATION

June 12-17, Portland, OR, USA
www.usenix.org/events/

The USENIX Annual Technical Conference is being held during a weeklong round robin of workshops and conferences. ATC is the premier forum for advanced professionals from academic and industrial backgrounds to discuss the newest research in Systems Software. Join us as we explore the most successful advanced practices in the design, implementation, and implications of systems software, including security, mobile systems, open source software, file systems, storage technology, and more.

Insightful, useful results will be presented from the best of current research and practice, emphasizing innovation and quantified experience. To learn more about USENIX ATC'11, including organizers, topics, location, and program schedules, see www.usenix.org/atc11. 2010 Federated Conferences Week attendance was 521.

USENIX Federated Conferences Week '11 will feature:
- An expanded week of workshops and conferences, including WebApps, Hot Storage, Hot Topics in Cloud Computing. Please see http://www.usenix.org/events/confweek11/ when the program goes live for the most recent additions to the line up
- USENIX Annual Technical Sessions, featuring the Refereed Papers, Invited Talks, Reception and Poster Session
- Plus evening Birds of a Feather Sessions, the Hallway track, Tabletops and more!

Our attendees are:
- Seasoned technologists from large companies who are at the center of their company or institution's computer research, development, and operations
- Programmers, Developers and Leaders in open source computing systems, including Linux, *BSD, Solaris and X11-based graphical environments
- Motivated professionals that come for refereed programs developed and delivered by well-known and respected peers
- Technical staff, managers, and researchers who work in large, heterogeneous, highly networked environments; they use, re-sell, and develop for non-UNIX operating systems as well as UNIX of all flavors
- Innovators who are committed to developing and implementing the newest tools and technologies available

Make an Impact on Your Customers and Prospects, Customize your exposure. Support ATC, or choose a weeklong package that exposes your company to the select workshop particpants of your choice: Your support goes directly to assist our student stipend award program, and to keep the Federated Conference Week affordable.

USENIX Federated Conference Week Sponsorship Bundle Opportunities (details on following pages)

Sponsorship level	# Full Conference passes included	Logo and link on ATC and Federated Week sites	Logo on Conference Signage	USB flashdrive content	On site collateral	Tabletop in lobby	Workshop Benefits
Bronze	1	Yes	Yes	No	No	No	No
Silver	2	Yes	Yes	Yes	Yes	Yes	1 workshop sponsorship with 1 full day pass, collateral, logo on website and signage
Gold	4	Yes	Yes	Yes	Yes	Yes	Up to 3 workshops with 3 full day passes, collateral, logo on websites and signage

Thanks for your support! Additional opportunities on the following pages.

Contact sponsorship@usenix.org for more information

Reception Sponsor—Exclusive Opportunity $25,000

- Company logo featured in marketing materials for the conference (schedule permitting)
- Company logo and link prominently displayed on the conference Web site
- $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 and at all conference workshops
- 15-minute opportunity to address the attendees during the reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name, URL, and description in the conference on-site guide
- 6 Full Conference Passes good for full week of events
- 10 additional passes to the conference reception

Gold Sponsor $15,000

- Company logo and link displayed on the conference Web site
- Sponsor of up to 3 workshops of your choice: see attached descriptions, with acknowledgement on signage and workshop web sites
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company logo featured on conference signage in foyer and at your selected workshops
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Company name in the conference on-site guide
- 4 Full Conference Passes good for full week of events
- 3 additional Single Day Passes, good for all workshops and events on days of choice (may be substituted for 1 Three Day Pass)
- 6 additional passes to conference reception

Silver Sponsor $10,000

- Company logo and link displayed on the conference Web site
- Sponsor of 1 workshop of your choice: see attached descriptions, with acknowledgment on workshop signage and web site
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company logo featured on conference signage in foyer and at your selected workshop
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Company name in the conference on-site guide
- 2 Full Conference Passes good for full week of events
- 1 additional Single Day Pass, good for all workshops and events on day of choice
- 4 additional passes to conference reception

Bronze Sponsor $5,000

- Company logo and link displayed on the conference Web site
- Company logo featured on conference signage in foyer
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events
- 2 additional passes to conference reception

Conference Gift Sponsor $12,000

- Company logo featured on conference give-away (bag, t-shirt or other TBD) distributed to all attendees at registration
- Company logo and link displayed on the conference Web site
- Option to distribute Company collateral on Conference USB flash drive or with attendee packets
- Company name in the conference on-site guide
- 2 Full Conference Passes good for full week of events
- 4 additional passes to conference reception

Conference Lanyard $5,000

- Exclusive: company logo on one side of all attendee lanyards
- Company logo featured on signage in key location at conference
- Company logo and link displayed on the conference Web site
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events

Coffee Breaks Sponsor $5,000

- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the coffee break stations
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events

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 on-site guide
- 1 Full Conference Pass good for full week of events

Vendor Birds-of-a-Feather (BoF) Evening Sessions $2,500 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 evening session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name in the conference on-site guide
- 1 Single Day Pass, good for all workshops and events on day of choice

Attendee Packet insert/Collateral materials on Flash Drive   digital or flat paper: $1,000; 3-D: $1,500

- Company materials inserted in each attendee registration packet (inserts supplied by the sponsor; flat insert 8.5 x 11" can be up to 10 stapled pages), or your digital file on every flash drive along with conference proceedings.

Co-Located Events at 2011 USENIX Federated Conferences and the 2011 USENIX Annual Technical Conference:
http://www.usenix.org/events/ (as of February 7, 2011)

WIOV '11	**3rd Workshop on I/O Virtualization:** Virtualization technology has grown beyond server systems to include desktops, notebooks, and even mobile devices. The rich settings in which virtualized systems are used range from cloud computing infrastructures requiring access to high-end I/O devices like GPUs and networks to the many devices present in embedded and mobile systems. While I/O systems have a long history of using abstraction to shield applications from the intricacies of devices and storage systems, the WIOV '11 workshop's focus is on the interplay of I/O with virtualization and cloud technologies. Our goal is to provide a forum to discuss the impact and challenges of I/O virtualization along multiple dimensions	June 14
HotCloud '11	**3rd USENIX Workshop on Hot Topics in Cloud Computing:** HotCloud brings together researchers and practitioners from academia and industry working on cloud computing technologies. Cloud computing has evolved over the years from a basic IT infrastructure (data centers) to platform as a service (PaaS), and it includes both software as a service (SaaS) and enabling services to be deployed on a hosted infrastructure (IaaS). We believe that cloud computing will benefit from close interaction between researchers and industry practitioners, so that the research can inform current deployments and deployment challenges can inform new research. In support of this, HotCloud will provide a forum for both academics and practitioners to share their experience, leverage each other's perspectives, and identify new/emerging "hot" trends in this important area..	June 14
HotStorage '11	**3rd Workshop on Hot Topics in Storage and File Systems:** Storage systems continue to present important research challenges and opportunities today. The rapid increase in the volume and variety of digital data, the trend toward using commodity components rather than custom-built hardware, the ability to insert new filesystem functionality transparently in hypervisors, the emergence of persistent storage memory technologies, the challenges of "big data," the rise of distributed key-value stores (such as nosql), aand the proliferation of storage devices in consumer electronics all offer exciting opportunities and new challenges. The HotStorage workshop aims to bring together researchers interested in presenting their thoughts and engaging in discussions with their colleagues.	June 14
WebApps '11	**2nd USENIX Conference on Web Application Development:** WebApps '11 is designed to bring together experts in all aspects of developing and deploying Web applications. Like the inaugural WebApps '10, WebApps '11 seeks to attract cutting-edge research that advances the state of the art, not only on novel Web applications but also on infrastructure, tools, and techniques that support the development, analysis/testing, operation, or deployment of those applications..	June 15-16
USENIX ATC '11	**2011 USENIX Annual Technical Conference:** cutting-edge systems research and unlimited opportunities to gain insight into a variety of must-know topics, including virtualization, system administration, cloud computing, security, networking, and open source.	June 15-17

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www.usenix.org/events/confweek11

USENIX ATC/Federated Conferences Week'11 Sponsorship Agreement

Please check off the sponsorship(s) of your choice (workshops may be written in if not specified). Want to become a USENIX Corporate Supporter? Please add that cost and deduct the discount from your total. Then complete page 5 and fax or email both 5 & 6 back to us. at **(510) 548-5738 or 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 Sponsor includes up to 3 workshops (optional- please select from list below)	$15,000	included	–$1,500	$
❏ Silver Sponsor includes one workshop (optional-please select from list below)	$10,000	+$5,000	–$1,000	$
❏ Bronze Sponsor	$5,000	+$5,000	–$ 500	$
❏ Reception Sponsor	$25,000	included	–$2,500	$
❏ USB Flash Drive Sponsor	$5,000	+$5,000	–$500	$
❏ Gift Sponsor	$12,000	+$5,000	–$ 500	$
❏ Coffee Breaks Sponsor	$5,000	+$5,000	–$1,200	$
❏ Conference Network Support	$5,000	+$5,000	–$500	$
❏ Vendor BoF Session	$2,500 per session	+$5,000	–$250 per session	$
❏ Attendee packet insert	flat paper: $1,000; 3-D: $1,500	+$5,000	flat paper: –$100; 3-D: –$150	$
Individual Workshop Support				
❏ HotCloud	$2,500-$8,000	+5,000	- 10%	$
❏ WebApps	$2,500-$8,000	+5,000	- 10%	$
❏ HotStorage	$2,500-$8,000	+5,000	- 10%	$
❏	$2,500-$8,000	+5,000	- 10%	$
❏	$2,500-$8,000	+5,000	- 10%	$
			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.

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USENIX ATC/Federated Conferences Week '11 Sponsorship Agreement (continued)

Please sign and return page 4 & 5 of this form by mail or fax to: Camille Mulligan, 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: $_____

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

Name _____

Phone Number** _____

Email Address** _____
** This information will be used only to send a receipt and for questions related to billing.

Acceptance of Agreement

Date: _____

I, the authorized representative of the sponsor named above, accept all of the above terms and conditions.

Authorized Signature for Sponsor: _____

Authorized Signature for USENIX (for USENIX office use only): _____

Payment and Logistics
Full payment is due 30 days after approval of this agreement, or by custom arrangement

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. Prices and benefits subject to change without notice