

u s e n i x

LISA[®]17



October 29–November 3, 2017
San Francisco, CA

Sponsor Prospectus

usenix.org/lisa17



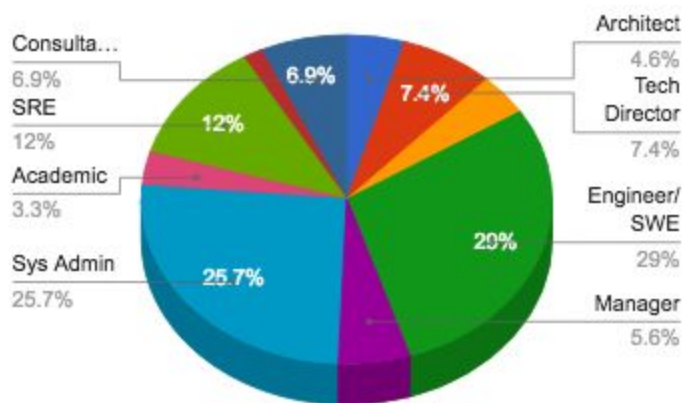
October 29–November 3, 2017
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LISA17 Sponsorship Opportunities

Now in its 31st year, USENIX's Large Installation System Administration (LISA) conference is the premier meeting place for professionals who make computing work efficiently across a variety of industries. If you want to connect with IT operations professionals, systems engineers, and researchers, who are involved in ensuring the effective delivery of IT services across a platforms and scales, this is your conference. We'd love for you to join us!

The six-day LISA17 program will include invited talks, panels, tutorials, and mini-tutorials. LISA provides opportunities for attendees and speakers to collaborate on, and test out new ideas. Evening receptions and Birds-of-a-Feather sessions provide opportunities to meet and network with those who are interested in your products, tools and solutions, or want to know what it is like to work for your organization. Watch for updates at <http://www.usenix.org/lisa17>!

LISA16 Attendee by Title



Who Attends: LISA gathers 1,000+ of the most advanced practitioners and researchers in the field, along with their managers.



Expected Attendance: 1,000+

- 2016 (Boston, MA): 917
- 2015 (Washington, D.C.): 1,060
- 2014 (Seattle, WA): 1,200
- 2013 (Washington, D.C.): 1,000
- 2012 (San Diego, CA): 1,050

See the list of [2016 sponsors and exhibitors](#).



Our Attendees Say:

- *"I love LISA and can always trust that the topics will be relevant, and the people will be serious about systems administration. That's the reason I go every year and haven't been disappointed yet."*
- *"It's the only conference I attend. It has a good blend of topics and information, and it's long enough for me to absorb them (instead of rushing through a 1-day or 3-day conference)."*
- *"LISA is the best mix of training, talks, and networking of any events I've been to. That's the reason I've been to 11 of them."*
- *"Great sessions, great presenters, great community. I feel like I can make up a year of following news and forums on the subject in a week."*

Get the LISA community talking about your products and services by sponsoring and exhibit at LISA17! Don't miss out on opportunities to:

- **Generate Leads.** Exhibit at the LISA17 Expo, and sell your product, recruit top talent, network with your customer base, build your company profile, and make an impact on the best IT experts in the industry.
- **Speak.** Host a Vendor BoF; or grab a few minutes to address LISA attendees by sponsoring the Expo Luncheon, Happy Hour, or Conference Reception.
- **Brand.** Spread your logo and brand to an international audience by sponsoring the videos of the LISA17 talks. Under our open access policy, all USENIX conferences' technical session content is posted for free and open to all. Other branding opportunities coffee breaks, Vendor Passport raffle, lanyards, and more.
- **Support Good Works.** Empower professional development and advocate for diversity in the computing field by sponsoring our grants for women programs. Support the USENIX Open Access policy, or assist with student grants.

We are happy to work with you to reach your outreach goals at LISA17!

Contact the Sponsorship Department (sponsorship@usenix.org).

SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES	Diamond Sponsor \$50,000	Gold Sponsor \$25,000	Silver Sponsor \$15,000	Bronze Sponsor \$8,900	Premium Exhibitor \$6,000	Exhibitor \$4,000
Expo booth (Wed., 11/1–Thur., 11/2)	20x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 booth
Logo on Vendor Passport (exhibitors only)	Premium logo placement on all versions	Premium logo placement on all versions	Premium logo placement on all versions	Premium logo placement on all versions	Logo placement on all versions	Logo placement on some versions
Logo and link on LISA Web site	Plus 100-word company description	Plus 75-word company description	Plus 50-word company description	Plus 50-word company description	Plus 50-word company description	Plus 25-word company description
Conference passes	8	6	4	3	1	0
Ad in conference directory	Full-page	Full-page	Full-page	½-page	¼-page	
Conference bag insert	◆	◆	◆	◆	◆	
Evening Vendor Birds-of-a-Feather (BoF) session	2 hours, catered	1 hour, catered	1 hour, catered	1 hour, catered		
Option to co-locate event	◆	◆	◆			
Option to distribute giveaway	During Reception	During Luncheon or Happy Hour	During coffee breaks or TBD			
Additional speaking opportunity	5 mins at Conference Reception	5 mins at Expo Lunch or Happy Hour	Co-located event			
Branded item (lanyard, shirt, TBD)	◆	◆				

Thanks to our 2016 sponsors:

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



SPONSORSHIP AND EXHIBITING BENEFITS DETAIL

DIAMOND (1 available)

\$50,000

- LISA17 Reception Sponsor
- 20' x 8' premium booth package in carpeted hall with 2 skirted tables (6'), 4 chairs, wastebasket, and 2 electrical drops
- Opportunity to speak during reception (5-10-minute maximum)
- Option to distribute giveaway during reception
- Collateral in attendee bags or on USB drives
- Option to host a 2-hour catered vendor Birds-of-a-Feather (BoF) evening session
- Logo on reception signage, and branded conference giveaway (item TBD)
- Logo all Vendor Passport versions (exhibitors only)
- Top-level logo placement on conference signage and LISA17 Web site, plus inclusion of 100-word company description
- Full-page advertisement in conference directory
- 8 conference passes
- 10 reception tickets

GOLD (3 available)

\$25,000

CUSTOMIZED OPTIONAL ON-SITE OUTREACH (CHOOSE ONE):

- ☐ Expo Happy Hour or
- ☐ Expo Luncheon Sponsor with opportunity to speak (10 minutes or less)
- 10' x 8' premium booth package in carpeted hall with 2 skirted tables (6'), 4 chairs, wastebasket, and 2 electrical drops with option to increase booth (subject to availability)
- Collateral in attendee bags or on USB drives
- Logo on branded LISA giveaway (item TBD, subject to availability)
- Logo on all Vendor Passport versions (exhibitors)
- Premium logo placement on LISA17 signage and Web site, plus inclusion of 75-word company description
- Option for full-page ad in conference directory
- 6 conference passes
- 8 reception tickets

SILVER (4 available)

\$15,000

- 10' x 8' booth package as detailed above
 - ☐ Option to co-locate vendor event at LISA17 (catering not included)
- Option to distribute giveaway during Coffee Breaks
- Option to distribute giveaway in attendee bags
- Logo on conference signage and Web site, plus inclusion of 50-word company description
- Logo on all Vendor Passport versions (exhibitors only)
- Option for full-page advertisement in conference directory
- 4 conference passes
- 6 reception tickets

BRONZE

\$8,900

- 10' x 8' booth package as detailed above
- Option to host 1-hour catered vendor BoF
- Option to distribute giveaway in attendee bags or on USB drives
- Logo, link, and 50-word company description on LISA17 Web site
- Logo on conference signage
- Logo on all Vendor Passport versions (exhibitors only)
- Option for half-page advertisement in conference directory
- 3 conference passes
- 4 reception tickets



OPEN ACCESS SPONSOR \$10,000–\$15,000

- Your linkable logo permanently posted on all technical sessions video content posted on USENIX Web site and YouTube channel
- Complimentary Video Box Set, a USB drive of LISA17 videos and MP3 audio
- Option to distribute giveaway in attendee bags or on USB drives
- Premium placement of logo on conference signage
- Logo and link, plus inclusion of 75-word company description, on LISA17 Web site
- Option for full-page ad in conference directory
- 3 conference passes
- 6 reception tickets

STUDENT & WOMEN GRANTS SUPPORT \$5,000+

Support diversity in the field and our rising generation of systems and network experts by helping to subsidize LISA17 attendance!

- Benefits TBD—comparable to tiered sponsorship opportunities detailed on previous page

Lanyard/Badge \$6,500

Conference Wireless \$3,500

- All include logo, link, and 25-word company description on LISA17 Web site
- Logo on conference signage
- URL and 25-word company description in conference directory

VENDOR TRACK TALK (contact for details)

Add-On \$7,500

Stand-Alone \$12,000

- 45-minute talk in Vendor Track on Thursday, November 2 (parallel to main LISA sessions)
- Room for 125 set classroom
- Header table, mic, screen, projector, and stand
- Electrical and wireless connectivity included
- Talk promoted in main program listing on LISA17 Web site
- 1 conference pass (for speaker)

PREMIUM EXHIBITOR \$6,200

- 10'w x 8'd booth with 8' pipe and drape back wall and 3' side rails
- 1 skirted table (6'), 2 chairs, wastebasket, and 1 electrical drop
- Booth identity sign (11" x 17" black and white)
- Logo, link, and 50-word company description on LISA17 Web site
- Company name, URL, and 50-word company description in conference directory
- Name on conference signage
- Option for quarter-page advertisement in conference directory
- Logo on all Vendor Passport versions
- Option to distribute giveaway in attendee bags or on USB drives
- 5 Vendor Expo passes for customers
- 1 conference pass
- 3 reception tickets

VENDOR BIRDS-OF-A-FEATHER SESSION

Premium Exhibitor Add-On \$3,000 Stand-Alone \$6,000

- Room (approximate capacity: 75 people) reserved for 1-hour evening session
- AV, mic, and projector availability
- Catering for 50 (beer, wine, soft drinks, and dry snacks)
- Logo on conference signage and Web site promoting BoF location and topic
- 1 conference pass (for moderator/speaker)

EXHIBITOR ONLY \$4,000

- 10'w x 8'd booth with 8' pipe and drape back wall and 3' side rails
- 1 skirted table (6'), 2 chairs, and wastebasket
- Booth identity sign (11" x 17" black and white)
- Logo, link, and 25-word company description on LISA17 Web site
- Name on conference signage
- URL and 25-word company description in conference directory
- Logo on at least one version of Vendor Passport

LISA17 CONTRACT

Check off below the sponsorship and/or exhibiting opportunities of your choice. This form can be forwarded securely via DocuSign, or you can sign and email them to sponsorship@usenix.org to secure your sponsorship and/or booth. Note that we cannot reserve booth space before receiving a signed contract, purchase order, and/or payment.

SPONSORSHIP/EXHIBITING OPPORTUNITIES	NEW SPONSORS/ EXHIBITORS	RETURNING SPONSORS/ EXHIBITORS: Use prices below (7% discount).	SPONSORSHIP/ EXHIBITING COSTS*
<input type="checkbox"/> Diamond Sponsor—Reception	\$50,000	\$46,500	\$
<input type="checkbox"/> Gold Sponsor	\$25,000	\$23,250	\$
<input type="checkbox"/> Silver Sponsor	\$15,000	\$13,950	\$
<input type="checkbox"/> Bronze Sponsor	\$8,900	\$8,300	\$
<input type="checkbox"/> Open Access Sponsor	\$10,000–\$15,000	\$9,300–\$13,950	\$
<input type="checkbox"/> Premium Exhibit Space + Vendor BoF	\$9,200	\$8,550	\$
<input type="checkbox"/> Premium Exhibit Space	\$6,200	\$5,760	\$
<input type="checkbox"/> Regular Exhibit Space	\$4,000	\$3,720	\$
<input type="checkbox"/> Vendor BoF Evening Session (1-hour)	\$6,200	\$5,760	\$
<input type="checkbox"/> Student or Women's Grant Sponsor	\$5,000–\$20,000	N/A	\$
<input type="checkbox"/> Lanyard Sponsor	\$6,500	N/A	\$
<input type="checkbox"/> Conference Wireless Sponsor	\$3,500	\$3,255	\$
<input type="checkbox"/> Vendor Track Talk	\$7,500 (sponsorship add-on) / \$12,000 (stand-alone)	N/A	\$
<input type="checkbox"/> Coffee Break Sponsor	\$5,000	\$4,650	\$
<input type="checkbox"/> Vendor Passport Sponsor	\$5,000	\$4,650	\$
<input type="checkbox"/> Charging Station	\$3,500	\$3,255	\$
<input type="checkbox"/> Attendee Bag Insert / USB content	flat paper: \$2,750, or 3-D: \$3,300	flat paper: \$2,530, or 3-D: \$3,035	\$
<input type="checkbox"/> Advertising in Conference Directory	full-page: \$2,000, or half-page: \$1,000	full-page: \$1,840, half-page: \$920	\$
EXHIBIT SPACE PREFERENCES:	1st choice _____ 2nd choice _____ 3rd choice _____	TOTAL COSTS =	\$
		TOTAL DUE =	\$

* The USENIX Association is a 501(c)(3) nonprofit corporation. Sponsorship may qualify as a tax-deductible contribution. Please check with your tax advisor to determine whether any portion of your sponsorship will be tax deductible. If you are interested in becoming a USENIX supporting member with 10% discount, please ask.

Payment. Terms are 30 days unless otherwise negotiated. All payments must be received prior to start of conference.

USENIX will invoice the primary Sponsor/Exhibitor contact listed below unless otherwise directed here. 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 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 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 be on the invoice, also.

Primary Sponsor/Exhibitor Contact for LISA17

Name _____ Company _____
Title _____ Email Address _____
Street Address _____ Mailstop/Suite/ _____
City/Town _____ State/Province _____ Zip/Postal Code _____
Country (if other than USA) _____ Work Phone Number _____

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 persons conducting or otherwise participating in the sponsored event, or to invitees or guests of Sponsor/Exhibitor. Sponsor/Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference facility and may request review of the relevant clauses of such existing agreements and regulations.
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. 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.

USENIX is committed to making its events safe and welcoming to all. All sponsors and exhibitors are asked to read and acknowledge the USENIX Event Code of Conduct (available at www.usenix.org/conferences/coc).

Acceptance of Terms

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

Authorized Representative for Sponsor/Exhibitor:	Authorized Signature for USENIX Association:
(print)	(print)
(sign)	(sign)
Date:	Date: