

FAST '10: 8th USENIX Conference on File and Storage Technologies

February 23–26, 2010, San Jose, CA, USA
<http://www.usenix.org/events/fast10/>

Sponsored by
USENIX
in cooperation with ACM SIGOPS,
IEEE MSSTC, and IEEE TCOS

Join the leading storage systems researchers and practitioners at a high-quality research forum to discuss innovative design, implementation, and uses in the areas of file systems and storage. Insightful and useful results will be presented from the best of current research and practice, emphasizing both innovation and quantified experience. To learn more about FAST '10, including organizers, topics, location, and program schedules, see www.usenix.org/events/fast10. Information about who has attended and sponsored FAST is available on p. 4. Expected attendance is 450.

The USENIX Association seeks corporate support of our conferences. There are a variety of ways to participate as a sponsor, and we welcome the opportunity to discuss which option is best for you. See below for opportunities to present your company and products to this premier audience from the storage community.

Please contact Camille Mulligan for more information: sponsorship@usenix.org or (510) 528-8649 ext. 17.

FAST '10 Sponsorship Opportunities

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 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 key conference signage
- Tabletop in lobby during peak attendance days
- One-piece sponsor collateral material of up to 10 stapled pages inserted in every attendee registration packet
- Company name in the conference on-site guide
- 4 conference passes for your use*

Silver Student Grant Sponsor

\$10,000

- Company logo and link displayed on the conference web site
- Company logo featured on key conference signage
- Tabletop in lobby during peak attendance days
- One-piece sponsor collateral material of up to 5 stapled pages inserted in every attendee registration packet
- Company name in the conference on-site guide
- 2 conference passes for your use*

Bronze Student Grant Sponsor

\$5,000

- Company logo and link displayed on the conference web site
- Company logo featured on key conference signage
- Company name in the conference on-site guide
- 1 conference pass for your use*

FAST '10 Sponsorship Opportunities (continued)

Platinum Student Grant sponsor

\$40,000

- Exclusive sponsorship of the Poster Session and Happy Hour Reception
- 15-minute opportunity to address the attendees at the Happy Hour Reception
- Company logo featured on signage at the conference and at the Poster Session and Reception
- 1 Hour evening vendor Birds of a Feather session, with beer wine and refreshments for 50 people
- Company logo and link displayed on the conference web site
- Opportunity to distribute one print marketing piece or one promotional item/gift at conference
- Company name prominently featured in the conference on-site guide
- Tabletop exhibit during peak conference attendance days, with premium placement in the conference lobby area
- One full page, B/W ad in ;login: The USENIX magazine, on a space-available basis (\$1700 value) during membership term
- One-time use of the FAST'09 postal mailing list (Mail piece must be approved by USENIX office.)
- 10 conference passes for your use*
- \$5,000 USENIX Corporate Supporter status, with all benefits outlined at www.usenix.org/membership/supporter.html

Reception Sponsor

Reserved

- Company logo and link 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
- 15-minute opportunity to address the attendees at the Conference Reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name in the conference on-site guide
- 6 conference passes for your use*

Lunch Sponsor—2 Available: Exclusive Opportunity Each Day

\$15,000

- Company logo and link displayed on the conference web site
- Company logo featured on signage at the lunch venue
- 15-minute opportunity to address the attendees
- Opportunity to distribute one print marketing piece or one promotional item/gift at conference
- Company name in the conference on-site guide
- 3 conference passes for your use*

Conference Bag Support—Exclusive Opportunity

\$8,000

- Company logo and link displayed on the conference web site
- Company logo on attendee bags distributed at registration
- Company name in the conference on-site guide
- Company materials included in bag, or on USB Flash Drive alongside conference proceedings
- 2 conference passes for your use*

Coffee Breaks Sponsor

\$6,000

- Company logo and link displayed on the conference web site
- Company logo featured on signage at the coffee break stations
- Opportunity to staff 6' table in break area during breaks
- Company name in the conference on-site guide
- 1 conference pass for your use*

Conference Flash Drive Sponsor—Exclusive Opportunity

\$8,000

- Company logo and link displayed on the conference web site
- Company logo on USB Flash Drive distributed to all attendees
- Company logo featured on signage in a public area
- Company promotional materials included on all conference flash drives, along with conference proceedings
- Company name in the conference on-site guide
- 2 conference passes for your use*

FAST '10 Sponsorship Opportunities (continued)

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 conference pass for your use*

Tabletop Exhibit Space—Limited Availability **3,000**

- One 6' skirted table in conference lobby area during peak conference attendance days
- Company logo featured on signage in a public area
- Company logo and link displayed on the event web site
- Company name in the conference on-site guide

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 conference pass *

NEW Power Sponsor **\$5,000**

- Exclusive sponsor of FAST power supply
- 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 conference pass *

Lanyard Sponsor **\$3,500**

- Company name and logo displayed on badge lanyard distributed to each attendee
- Company logo and link displayed on the conference web site
- Company name listed as sponsor in the on site guide
- Company name and logo listed as on conference signage
- 1 conference pass*

General Support **5,000-\$10,000**

- Company logo and link displayed on the conference web site
- Company logo featured on key conference signage
- One-piece sponsor collateral material of up to 5 stapled pages inserted in every attendee registration packet
- Company name in the conference on-site guide
- 1-2 Conference passes *

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

FAST '10 Sponsorship Addendum: Who Attends and Past Sponsors

2009 Attendee Profile

| JOB FUNCTION | | | |
|--------------------------------|-----|------------------------------|----|
| Developer/Programmer/Architect | 35% | System Engineer | 5% |
| Academic/Researcher | 28% | Other | 6% |
| Student | 12% | System/Network Administrator | 5% |
| Technical Manager | 7% | Consultant | 2% |

Sample of Attendee Enterprises and Institutions

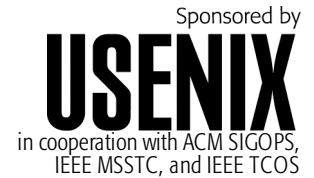
- Amazon.com
- AMCC
- Apple
- Argonne National Laboratory
- BlueArc Corp
- Carnegie Mellon University
- Cisco
- Cray
- CSC Scientific Computing
- Daegu University
- Data Domain
- EMC
- Environment Canada
- eWeek.com
- Federal Reserve Board
- Google
- Hanyang University, South Korea
- Harvey Mudd College
- Hewlett Packard
- Hitachi
- IBM
- Imperial College London
- Intel
- Johns Hopkins University
- Juniper Networks
- Lawrence Berkeley National Labs
- Los Alamos National Labs
- LSI Corp
- Microsoft
- NEC
- NetApp
- NTT
- Oak Ridge National Labs
- Oregon State University
- Oracle
- Panasas
- Permabit Technology
- Pixar Studios
- Qualcomm
- Rackable
- Red Hat
- Riverbed Technology
- Seagate
- SGI
- Stanford Linear Accelerator Center
- Stony Brook University
- Sun Microsystems
- Symantec
- Tokyo Institute of Technology
- Toshiba
- University of California
- University of Ioannina, Greece
- University of Massachusetts
- University of Michigan
- University of Notre Dame
- University of Rochester
- University of Texas
- University of Tokyo
- University of Wisconsin
- Vanderbilt University
- VMware
- Xen.org
- Yahoo!
- And others

Sample of Past Sponsors

- Cleversafe
- Data Domain
- EMC
- Google
- HP Labs
- IBM Research
- Marvell
- Microsoft Research
- National Science Foundation
- NetApp
- PDSI/Carnegie Mellon
- Seagate
- SNIA
- Sun Microsystems
- VMware
- Yahoo!

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FAST '10 Sponsorship Agreement

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 both of these pages back to us at (510) 548-5738 to secure your sponsorship.

| SPONSORSHIP | BASE PRICE | BECOME A USENIX CORPORATE SUPPORTER (OPTIONAL) | DISCOUNT FOR CURRENT USENIX CORPORATE SUPPORTERS | TOTAL SPONSORSHIP COSTS |
|---|---------------------|--|--|-------------------------|
| <input type="checkbox"/> Platinum Stipend Sponsor | \$40,000 | <i>included</i> | -\$4,000 | \$ |
| <input type="checkbox"/> Gold Student Grant Sponsor | \$20,000 | <i>included</i> | -\$2,000 | \$ |
| <input type="checkbox"/> Silver Student Grant Sponsor | \$10,000 | +\$5,000 | -\$1,000 | \$ |
| <input type="checkbox"/> Bronze Student Grant Sponsor | \$5,000 | +\$5,000 | -\$500 | \$ |
| <input type="checkbox"/> Reception Sponsor | \$30,000 | <i>included</i> | -\$3,000 | Reserved |
| <input type="checkbox"/> Lunch Sponsor | \$15,000 | +\$5,000 | -\$1,500 | \$ |
| <input type="checkbox"/> Coffee Breaks Sponsor | \$6,000 | +\$5,000 | -\$500 | \$ |
| <input type="checkbox"/> Conference bag sponsor | \$8,000 | +\$5,000 | -\$800 | \$ |
| <input type="checkbox"/> USB flash drive Sponsor | \$8,000 | +\$5,000 | -\$800 | \$ |
| <input type="checkbox"/> Conference Network Support | \$5,000 | +\$5,000 | -\$500 | \$ |
| <input type="checkbox"/> Lobby Tabletop | \$3,000 | +\$5,000 | -\$300 | \$ |
| <input type="checkbox"/> Lanyard sponsor | \$3,500 | +5,000 | -\$350 | \$ |
| <input type="checkbox"/> Vendor BoF Session | \$2,500 per session | +\$5,000 | -\$250 per session | \$ |
| <input type="checkbox"/> General Support | \$5,000-10,000 | +\$5,000 | -\$500 to -1,000 | \$ |
| <input type="checkbox"/> Power Supply Sponsor | \$5,000 | +\$5,000 | -\$500 | \$ |
| 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.

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. There are three levels of sponsorship in the program. See www.usenix.org/membership/supporter.html for details.

Payment and Logistics

Full payment is due 45 days after approval of this contract, or by agreement.

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.

FAST '10 Sponsorship Agreement (continued)

Please sign and return both pages of this form by mail, email or fax to:
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: \$ _____

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): _____

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.