

Conference: November 14-19, 2004

Exhibition: November 17-18, 2004

Marriott Marquis Hotel • Atlanta, GA

SPONSORED BY THE USENIX ASSOCIATION & SAGE

## ATTENDEE DEMOGRAPHICS

### Role in purchase decision:

Final	12%
Specify	26%
Recommend	32%
Influence	15%

### Primary Job Function:

Sys/Net/Security Admin:	60%
Technology Manager:	8%
System Engineer:	5%
Developer/Programmer:	5%
Consultant:	6%
Academic/Researcher:	3%

LISA attendees administer UNIX in all its flavors, but most administer at least one other OS. The top 7 OSs which they use are:

Linux  
Solaris  
Windows NT  
Windows 2000  
BSD  
HP-UX  
MacOS

**For more  
information  
contact:**

**Cat Allman**  
Sales & Marketing  
Director

Tel: 510.528.8649 X32  
Fax: 510.548.5738  
cat@usenix.org

## LARGEST CONFERENCE EXCLUSIVELY FOR SYSTEM ADMINISTRATORS

LISA is the oldest and largest conference exclusively for system administrators. And it is the only conference put together entirely by working system administrators. The comprehensive program puts today's system, network and security administrators in front of the latest technology, tools and techniques – timely and practical information that they must have in order to keep pace with the rapid technological advancements and challenges of large installation system administration.

LISA's exceptional attendees are drawn by an equally exceptional conference program. Technical tutorials for beginners through experienced attendees cover all aspects of network and system administration, from basic administrative procedures to application of cutting-edge technologies. Refereed technical sessions explore the latest developments in both theory and practice. Invited Talks explore timely topics in depth, and look ahead to the next year's innovations. LISA also fosters and encourages personal exchanges with the presenters, other technology leaders and vendors to explore solutions to your current problems.

***"This was the best conference we exhibited at all year!"***

**Jacob Farmer, CTO, Cambridge Computer Services**

## START THE BUZZ – Get System Administrators talking about your products and services

The LISA conference exhibition is one of the best kept secrets in the industry; a platform-agnostic conference for and by sysadmins. They have enormous demand for industrial strength, state-of-the-art systems administration, networking, security and storage solutions. Attendees and their companies invest money and significant time at the conference to learn about the latest innovations. Get in front of this audience, and you start a buzz that extends beyond attendees to their management and to the community at large.

### EXPECTED ATTENDANCE: 1300

LISA 2003 (October, San Diego, CA) Attendance 1204

LISA 2002 (November, Philadelphia, PA) Attendance 1342

***56% have more than 7 years experience as sys admins***

***36% have 3-5 years experience***

***47% are from companies with 2500 or more employees***

**Exhibition: November 17-18, 2004**

Wednesday, November 17 – 12:00noon to 7:00pm

Thursday, November 18 – 10:00am to 4:00pm

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## ACHIEVE YOUR EXHIBITING GOALS

- Sell your products and services
- Conduct market research and enlist beta testers
- Recruit among highly experienced, highly educated system administrators
- Enhance your visibility among recognized leaders of the system, network and security administration communities

**RESERVE YOUR SPACE TODAY.**

**Cat Allman**  
Sales & Marketing Director

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cat@usenix.org

**PREMIUM PLUS EXHIBIT SPACE:      \$4,500 – Supporting Members  
\$5,000 – non-members**

### Premium Plus Exhibit Space includes:

- 10x10' booth in a carpeted ballroom, 8' pipe & drape back wall, 3' side rails
- One 6' skirted table, two chairs and a wastebasket
- Booth identity sign (7"x44" B/W sign with company name & booth number)
- Company name and link on the LISA '04 Exhibitors' web page
- Company logo and backgrounder (50 words) will appear in the On-site Program.

### Plus

- Quarter-page advertisement (b/w) in the On-site Program
- **One Conference bag insert**
- One electrical outlet (500 watts) in booth (value \$105)
- **Two complimentary Conference passes for staff** (excluding tutorials, value \$795/each)
- Unlimited exhibit passes for staff and customers
- Four admission tickets to attend conference reception

**DISPLAY SPACE ONLY:                      \$3,000 – Supporting Members  
\$3,400 – non-members**

### Display space includes:

- 10x10' booth in a carpeted ballroom, 8' pipe & drape back wall, 3' side rails
- One 6' skirted table, two chairs and a wastebasket
- Booth identity sign (7"x44" B/W sign with company name & booth number)
- Company name and link on the LISA '04 Exhibitors' web page
- Company logo and backgrounder (50 words) in the On-site Program
- One complimentary Conference pass for staff (excluding tutorials, value \$795)
- Unlimited online exhibits only registration for staff and customers

**VENDOR PRESENTATION SESSION: \$5,000 – Supporting Members  
\$5,500 – Non-members**

### Each session includes:

- Conference room for up to 75 people
- **Refreshments including dry snacks, wine, beer, & soft drinks for 50**
- Signage with your logo in public area announcing your BoF and its location
- 1/2 page b/w ad in the On-site Program
- **One Full Conference pass** (excluding tutorials) (value \$795/each)
- Company name listed and linked on LISA web site
- **Listing in On-Site Program as a sponsor** of a Vendor Presentation

# USENIX LISA 2004 SPONSORSHIPS

**PLATINUM CONFERENCE RECEPTION SPONSORSHIP:**      **\$30,000 – Supporting Members**  
**(2 available)**      **\$39,000 – Non-members**

The Platinum Sponsorship offers premium exposure for your company in the pre-event promotion and press materials, and even more at the event itself. When the cumulative value of the component benefits are added up, it is evident that dollar-for-dollar the Platinum Sponsorship is a great marketing investment.

## MARKETING AND BRANDING

- Top-level visibility in all print and web based promotional activity, with logo as appropriate
- Logo and company backgrounder with link from Conference web site to your company site
- Inclusion in all pre-event email campaigns to prospective attendees list and your prospect list if you choose
- **One page two-color ad in ;login:** (the member magazine published by USENIX and SAGE) (Inside front or back cover) (Limited availability, subject to prior sale)
- **Special Conference registration rates for sponsor customers/clients**
- Unlimited FREE exhibit-only passes for sponsor staff and customers

## ONSITE BENEFITS

- Official Sponsor of Conference Reception
  - Logo on Welcome Banner for Conference Reception
  - Exclusive right (each Platinum sponsor) to make marketing materials available to reception attendees
  - Listing in program guide with logo and company backgrounder (100 words) as a sponsor of event reception
- **20' x 10' booth space (premier placement)**
- One piece sponsor collateral material inserted in conference tote
- **One full-page two-color ad in On-Site Program** (inside front or inside back cover, limited availability, subject to prior sale)
- Color logo included in multi-sponsor banner in general session room throughout the event
- **Eight Full Conference passes** (excluding tutorials) (value \$795/each)

## POST-EVENT MARKETING AND BRANDING:

- **One-time use of USENIX Association Mailing List** (opt-in names only, material subject to approval by USENIX)
- One-time use of Conference Attendee Mailing List (opt-in names only, material subject to approval by USENIX staff)
- One full-page two-color ad in ;login: (limited availability, subject to prior sale)
- 1 year Supporting Membership in The USENIX Association with all associated benefits

**GOLD LEVEL HAPPY HOUR SPONSORSHIP:**      **\$20,000 – Supporting Members**  
**(2 available)**      **\$25,000 – Non-members**

The Gold level sponsorship carries with it many of the key features that make sponsorship a good investment, without the commitment of the Platinum Level. This level provides a “golden” opportunity to use your presence at the event to attract more leads.

## MARKETING AND BRANDING

- Top-level visibility in all print and web based promotional activity, with logo as appropriate
- Logo and company backgrounder with link from Conference web site to your company site
- **Inclusion in all pre-event email campaigns to prospective attendees list and your prospect list if you choose**
- One Full-page b/w ad in ;login: (the magazine of USENIX and SAGE) (limited availability, subject to prior sale)
- **Special Conference registration rates for sponsor customers/clients**
- Unlimited FREE exhibit-only passes for sponsor staff and customers

# USENIX LISA 2004 SPONSORSHIPS

## GOLD LEVEL HAPPY HOUR SPONSORSHIP cont.:

### ONSITE BENEFITS

- **Official Sponsor of Happy Hour Signage** in the Exhibition Hall during event
- **20' x 10' booth space**
- Your one-color logo on hanging banner (2 Gold Sponsors per banner)
- **Single piece sponsor collateral material inserted in conference tote**
- One full-page b/w ad in On-Site Program
- Logo and company backgrounder (75 words) to be included in On-Site Program.
- Listing in On-Site Program as a sponsor of Happy Hour
- **Six Full Conference passes** (excluding tutorials) (value \$795/each)

### POST EVENT MARKETING

- One Time use of Conference Attendee Mailing List (opt-in names only, material subject to approval by USENIX staff)
- One half page two-color ad in ;login: (Limited availability, subject to prior sale)
- 1 year Supporting Membership in The USENIX Association with all associated benefits

**SILVER LEVEL COFFEE BREAK SPONSORSHIP:**      **\$12,500 – Supporting Members**  
**(3 available)**      **\$15,000 – Non-members**

The Coffee Break provides constant visibility for your company's logo throughout the day. This Coffee Break Silver Sponsorship Package is a great value including a booth, two breaks, signage, and advertising. Three Sponsorships Available - Exclusive to each day

### MARKETING AND BRANDING

- Name listed in all print and web based promotional activity
- Company name, logo and company backgrounder with link listed on Conference web site
- **Inclusion in select pre-event email campaigns** sent to prospective attendees and sponsor's target list
- One half-page b/w ad in ;login: (the magazine of USENIX and SAGE) (Limited availability, subject to prior sale)
- **Special Conference registration rates for sponsor customers/clients**
- Unlimited FREE exhibit-only passes for sponsor staff and customers

### ONSITE BENEFITS

- **Coffee Break Official Sponsor for one full day (2 Coffee Breaks per day)**
- Tabletop signs during Coffee Breaks acknowledging sponsor
- Opportunity to hang company banner at coffee break for the day (banner must be pre-approved by USENIX)
- **10' x 10' booth space**
- Single piece sponsor collateral material inserted in conference tote
- One half-page b/w ad in On-Site Program
- Listing in On-Site Program as a sponsor of Coffee Break with Logo and company backgrounder (50 words)
- **Four Full Conference passes** (excluding tutorials) (value \$795/each)

### POST EVENT MARKETING

- **One-time use of Conference Attendee Mailing List** (opt-in names only, material subject to approval by USENIX)
- One half-page b/w ad in ;login:

**Maximize  
Your Impact.**

**Put yourself at  
the forefront of  
attendees'  
attention by  
becoming a  
LISA 2004  
conference  
sponsor.**

**For more  
information on  
sponsorship  
opportunities at  
USENIX events,  
contact:**

**Cat Allman  
Sales & Marketing  
Director**

**Tel: 510.528.8649 X32  
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## ADDITIONAL OPPORTUNITIES

### OFFICIAL CONFERENCE TEESHIRT: \$12,000 – Supporting Members

Your logo on the shirt everyone will be wearing plus you get a Vendor BoF and 3 Full Conference Passes\*. USENIX handles all design and production.

**\$14,000 – non-members**

### CONFERENCE BAGS:

Every registered attendee gets a bag with your logo, and you get a vendor BoF, a bag insert and 2 Full Conference Passes\*. USENIX handles all design and production.

**\$10,000 – Supporting Members**

**\$12,000 – non-members**

### SHOW BAG INSERTS - FLAT PAPER:

Your materials will be handed to every attendee at registration. Inserts to be supplied by the sponsor, can be up to 10 pages.

**\$2,500 – Supporting Members**

**\$2,750 – non-members**

### SHOW BAG INSERTS - 3D:

Tee-shirts, CDs, catalogs – go nuts!  
Inserts to be supplied by the sponsor.

**\$3,000 – Supporting Members**

**\$3,300 – non-members**

## ADVERTISE IN THE ON-SITE PROGRAM

### Advertising Space for Exhibitors and Sponsoring Companies:

\_\_\_ Full Page four-color ad (EXCLUSIVE): \$2,500 - Supporting Members

\$2,750 - non-members

\_\_\_ Full Page black/white ad:

\$1,250 - Supporting Members

\$1,375 - non-members

\_\_\_ Half page black/white ad:

\$ 750 - Supporting Members

\$ 825 - non-members

### Advertising Space for Conference Program: NON-Sponsoring Companies

\_\_\_ Full Page black/white ad: \$2,250 - Supporting Members

\$2,475 - non-members

\_\_\_ Half page black/white ad:

\$1,750 - Supporting Members

\$1,925 - non-members

### *2003 LISA attendees came from companies & institutions including:*

Abbott laboratories, AdvancePCS, Aetna IntelliHealth, America Online, Amgen, Applied Digital Arts, Applied Research Laboratories: UT, Argonne National Labs, Booz Allen Hamilton, CAIDA, Carnegie Mellon, CASPUR, CERN, ChevronTexaco, Cisco, City of San Diego, Cornell University, Cray, CSC / NASA GSFC / NCCS, Ctr for Comm Research, Dalhousie University, Daum Communication, DESY, Deutsche Bank, DHFS/State of Wisconsin, DOD, Earthlink, EBSCO Publishing, Ei Lilly and Company, Electronic Arts Inc. Epic Systems, Federal Reserve Bank of NY, FedEx, Fermi National Accelerator Lab

# LISA 2004 EXHIBITION

## RESERVATION & INVOICE

### LISA '04 Exhibition: November 17-18, 2004

Marriott Marquis Hotel • Atlanta, GA

CONFERENCE: NOVEMBER 14-19, 2004

SPONSORED BY THE USENIX ASSOCIATION & SAGE

#### **Premium Plus Exhibit Space: \$4,500 Supporting Members** (\$5,000 non-members)

10'x10' space. Includes a skirted table, 2 chairs, wastebasket, and booth identity sign (7"x44" white sign with company name & booth number in black lettering). Your company will be listed on the Conference Exhibitors' web page with a link to your web site, and your company's logo and backgrounder (50 words) will appear in the conference program.

Plus

- Quarter-page advertisement (b/w) in the Conference Program (value \$350)
- Conference bag insert, 1 page only (value \$2000)
- One electrical outlet (500 watts) in booth (value approximately \$115)
- 2 complimentary Conference passes for staff (excluding tutorials) (value \$795/each)
- Unlimited exhibit passes for staff and customers.

#### **Display Space Only: \$3,000 Supporting Members:** (\$3,400 non-members)

- 10x10" space with draped exhibit table, 2 chairs, wastebasket, and booth identity sign (7"x44" white sign with company name & booth number in black lettering).
- Company name and backgrounder (50 words) in conference program, name listing and web site link.
- 1 complimentary conference pass for staff (value \$795), Unlimited exhibit passes for distribution.

#### **Vendor BoF Session: \$5,000 – Supporting Members:** (\$5,500 non-member)

- One hour session in reserved meeting room,
- Dry snacks and beer, wine and sodas for 50 people,
- Company name and link on Conference web,
- Listing in program guide as a sponsor of BoF (schedule permitting),
- 2 Full Conference passes (excluding tutorials) (value \$795/each)

#### **Additional Opportunities**

\_\_\_\_ **Conference Teeshirt- Exclusive Opportunity: \$12,000** - S/M (\$14,000 non-member)

\_\_\_\_ **Tote Bags- Exclusive Opportunity: \$10,000** - S/M (\$12,000 non-member)

#### **Show Bag Inserts:**

\_\_\_\_ \$2,500 - Supporting Members (\$2,750 – non-members), Flat, up to 10 pages stapled

\_\_\_\_ \$3,000 – Supporting Members (\$3,300 – non-members), 3D item

#### **Advertising Space for Conference Program: Exhibiting / Sponsoring Companies**

\_\_\_\_ \$2,500 - Full Page 4C ad: Supporting Members (\$2,750 non-members) EXCLUSIVE

\_\_\_\_ \$1,250 - Full Page B/W ad: Supporting Members (\$1,375 non-members)

\_\_\_\_ \$ 750 - Half page B/W ad: Supporting Members (\$825 non-members)

#### **Advertising Space for Conference Program: NON-Exhibiting / Sponsoring Companies**

\_\_\_\_ \$2,250 - Full Page B/W ad: Supporting Members ( \$2,475 non-members)

\_\_\_\_ \$1,750 - Half page B/W ad: Supporting Members (\$1,925 non-members)

**PLEASE COMPLETE THIS RESERVATION FORM AND FAX TO: 510 548 5738**

Attn: Cat Allman / LISA 2004  
Telephone: 510-528-8649 x32 EMAIL: cat@usenix.org  
2560 Ninth Street, Suite 215, Berkeley, CA 94719

Is your company a Supporting Member of USENIX or SAGE? YES \_\_\_\_\_ NO \_\_\_\_\_  
Is your company a Returning Sponsor/Exhibitor? YES \_\_\_\_\_ NO \_\_\_\_\_ **10% off for Past Exhibitors & Sponsors**

Company Name: \_\_\_\_\_

Contact Name (Please print) \_\_\_\_\_ Title \_\_\_\_\_

CompanyAddress \_\_\_\_\_ City/Country \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

Web page url \_\_\_\_\_

Space Number: \_\_\_\_\_  
                            First Choice                      Second Choice                      Third Choice

**PAYMENT and LOGISTICS**

**\*\*\*A 25% nonrefundable deposit will be due in 30 days. Full payment will be due September 30, 2004.\*\*\***

In the event payment is not received within the due date period, USENIX Association reserves the right to release the sponsored/hosted event or exhibit space to another sponsor. All payments are due prior to the event.

WE CANNOT INCLUDE YOUR COMPANY IN THE PROGRAM OR PRELIMINARY PROMOTIONAL OPPORTUNITIES WITHOUT RECEIPT OF THIS AGREEMENT. THE AGREEMENT WILL BE CONSIDERED BINDING WHEN IT HAS BEEN ACCEPTED AND SIGNED BY USENIX Association.

Accepted by USENIX Association \_\_\_\_\_ Date \_\_\_\_\_

Accepted by (incl. terms below):  
**Authorized Sponsor Signature** \_\_\_\_\_ Date \_\_\_\_\_

**PLEASE MAKE ALL CHECKS PAYABLE TO USENIX Association. Federal Tax ID #13-3055048**

**You may charge this amount to a credit card.** Charge ( ) Visa ( ) MasterCard ( ) American Express Card

ACCOUNT NO. \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

\_\_\_\_\_  
Cardholder sign here                                      Please print name here

**Primary Sponsor/Exhibitor Contact** for this event is:

Name (Please print) \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

*Additional Terms:*  
Neither USENIX Association, nor its associates or agents or representatives will be responsible for any injury, loss or damage that may occur to the Participant or to the Participant's employees or property from any cause whatsoever, including theft. Under no

circumstances will USENIX Association be liable for lost profits or other incidental or consequential damages arising from any failure to perform hereunder.

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 Participant's seminar is deemed to be the invitee or licensee of the Participant rather than the invitee or licensee of USENIX. USENIX shall not be liable for any injury whatsoever to property of the Participant or to persons conducting or otherwise participating in the conduct of the seminar or to invitees or guests of the Participant. Participant agrees to abide by existing agreements and regulations covering the use of services or labor in the conference facility. Participant 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.

Hold Harmless:

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless 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.

Revised 2/4/04 details including prices subject to change without notice.