LISA'12: 26th Large Installation System Administration Conference

December 9– 14, 2012, San Diego, CA
Sheraton San Diego Hotel & Marina

Exhibition: December 12 & 13, 2012

www.usenix.org/events/

Get system administrators talking about your products and services

For over 25 years, LISA has gathered a unique audience of highly qualified sysadmins, architects, engineers, analysts and researchers in a unique, platform-agnostic conference for and by "sysadmins." Our attendees have enormous demand for industrial strength, state-of-the-art technology including systems administration products and services, networking, security, virtualization and storage solutions. Get quality face to face time with this select audience and start a buzz that extends beyond attendees to their management and to the community at large.

Opportunities at LISA:

- Exhibit: Sell your product, build your company profile, interact with your customer base and make an impact on the best IT users in the industry
- Speak: Host a vendor Birds of a Feather Sessions, or grab 15 minutes to address attendees by sponsoring the Exhibit Lunch, Happy Hour or Conference Reception
- Market: Advertise and promote your logo and brand. Demonstrate your product, introduce new ones, initiate Beta testing in the exhibit hall.
- Sponsor: opportunities to support LISA include the student stipend program, LISA green conference items, lunches, coffee breaks, vendor passport, raffle, wireless connectivity, power drops and the reception.....see the following pages for more information
- Spread your logo and brand to a multinational audience by sponsoring the video of LISA talks.

Expected Attendance: 1000+

Our attendees rate LISA #1 in technical conferences for quality of content and expertise.

"This was the best conference we exhibited at all year!"—Jacob Farmer, CTO & Founder, Cambridge Computer Services

Our Attendees:

- 74% are systems, network, or security administrators or analysts
- 75% work with three or more operating systems, including Linux, BSD releases, Solaris, MacOS, AIX, HP-UX, UNIX, and Windows
- 52% are from companies with 1,000+ employees
- 54% are from companies with 1,000 or more workstations and servers
- 48% plan to buy or recommend a product or service they saw in the Vendor Exhibition
- Come from over 30 different countries

LISA attendees come from:

Corporations, major universities and organizations including: Yahoo!, Xerox, Wyeth BioPharma, Walt Disney, Wachovia, USGS, UPS, United Airlines, United Nations, U.S. Dept. of Defense, The World Bank, Sony, SLAC, Sprint, Rockwell, Raytheon, Principal Financial Group, Pfizer, Perot Systems, PayPal, Oracle, Northrop Grumman, Nordstrom, Nokia, NOAA, Nationwide Insurance, Nasdaq, Microsoft, Marriott Int'l, Maersk Oil, Lockheed Martin, Lexmark, Intel, Hewlett-Packard, Hershey Foods, Google, Globo.com, Genentech, Federal Reserve Bank, FedEx, EICO, Dreamworks Animation, Ericsson, Earthlink, CSC, Comcast, Citigroup, Cisco, CNN, Chevron, CERT, Caterpillar, Cargill, Bose, Boeing, Bio-Rad Labs, Bechtel, BEA Systems, Avaya, Amazon.com, AMD, Allstate Insurance, AG Interactive, Adobe, and many more large sites.

For more information, please contact:

Camille Mulligan, Exhibits Manager, (510) 528-8649 ext. 17 or exhibits@usenix.org.

LISA '12 Sponsorship and Exhibiting Opportunities

Vendor BoF and Premium Exhibit Space Package — $8,750

One Premium 10'x10' Exhibit Space, which includes:

- 10'x10' booth** with 8' pipe and drape back wall and 3' side rails
- One 6' skirted table, two chairs, and a wastebasket
- Booth identity sign (7"x44" black-and-white sign with company name and booth number)
- One electrical outlet (500 watt) in booth
- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide
- One attendee bag insert
- Guaranteed Placement on all Vendor Passports distributed to all attendees in conference bag
- 2 conference passes for your use*
- Unlimited Vendor Exhibition passes for staff and customers
- 4 additional passes to the conference reception

One Vendor Birds of a Feather Evening Session†, which includes:

- Your Vendor BoF date, time, topic, and description listed on conference Web site
- Company logo featured on signage in a public area announcing your BoF and its location
- Conference room for up to 75 people for your one-hour evening session
- Refreshments including beer, wine, sodas, and dry snacks for 50 people
- Listing as a sponsor of a Vendor BoF in the conference on-site guide
- Half-page company ad printed in black-and-white in the conference on-site guide

Premium Exhibit Space — $5,695

- 10'x10' booth** with 8' pipe and drape back wall and 3' side rails
- One 6' skirted table, two chairs, and a wastebasket
- Booth identity sign (7"x44" black-and-white sign with company name and booth number)
- One electrical outlet (500 watt) in booth
- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide
- Quarter-page company ad printed in black-and-white in the conference on-site guide
- Guaranteed Placement on all Vendor Passports distributed to all attendees in conference bag
- One attendee bag insert
- 1 conference passes for your use*
- Unlimited Vendor Exhibition passes for staff and customers
- 4 additional passes to the conference reception

10'x10' Exhibit Space Only — $3,695

- 10'x10' booth** with 8' pipe and drape back wall and 3' side rails
- One 6' skirted table, two chairs, and a wastebasket
- Booth identity sign (7"x44" black-and-white sign with company name and booth number)
- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide
- Placement on one or more Vendor Passports distributed to all attendees in conference bag, space permitting
- Unlimited Vendor Exhibition passes for staff and customers

** Each 10'x10' exhibit space is for one company or organization only—the space may not be shared without written approval from show management prior to October 1, 2012. † Each 1-hour session is for one company or organization only—the time may not be shared without written approval from show management prior to October 1, 2012

Platinum Reception Sponsor—Exclusive Opportunity — $60,000

- 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
- 10'x30' Premium Exhibit Space at the Vendor Exhibition, which includes:
  - 10'x30' booth with 8' pipe and drape back wall and 3' side rails
  - three 6' skirted tables, 6 chairs, and a wastebasket
  - Booth identity sign (7"x44" black-and-white sign with company name and booth number)
  - three electrical outlets (500 watt) in booths
- Company logo featured on signage at the reception
- 15-minute opportunity to address the attendees at the reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company logo, URL, and description (100 words) in the conference on-site guide
- Full page greyscale ad in the conference on-site guide
- 8 conference passes for your use*
- 10 additional passes to the conference reception

Happy Hour Reception Sponsor (1 available) — 30,000

- 15-minute opportunity to address the attendees at the Exhibition Wednesday Happy Hour Reception
- 10'x20' Premium Exhibit Space at the Vendor Exhibition, which includes:
  - 10'x20' booth, with 8' pipe and drape back wall and 3' side rails in a carpeted ballroom
  - Two 6' skirted tables, four chairs, and two wastebaskets
  - Booth identity sign (7"x44" black-and-white sign with company name and booth number)
  - Two electrical outlets (500 watt) in booth
- Company logo featured on signage at the venue
- Company logo and link displayed on the conference Web site
- Company logo, URL, and description (75 words) in the conference on-site guide
- Half page greyscale ad in the conference on-site guide (deadline permitting)
- 5 conference passes
- Opportunity to distribute gift item during the happy hour

Exhibition Luncheon Sponsor (1 available) — $30,000

- 15-minute opportunity to address the attendees at the Exhibition luncheon
- 10'x20' Premium Exhibit Space at the Vendor Exhibition, which includes:
  - 10'x20' booth, with 8' pipe and drape back wall and 3' side rails in a carpeted ballroom
  - Two 6' skirted tables, four chairs, and two wastebaskets
  - Booth identity sign (7"x44" black-and-white sign with company name and booth number)
  - Two electrical outlets (500 watt) in booth
- Company logo featured on signage at the venue
- Company logo and link displayed on the conference Web site
- Company logo, URL, and description (75 words) in the conference on-site guide
- Opportunity to distribute gift item during the luncheon
- 5 conference passes *

Video Sponsor (1 available) — $12,000

- Logo placement on web page featuring LISA talks
- Logo on Banner in key conference location
- Company logo featured on signage in key location at conference
- Company literature/giveaway distributed in a public area and in attendee bags

- Company logo and link displayed on the conference Web site
- Half-page company ad printed in black-and-white in the conference on-site guide
- Company name, URL, and description (75 words) in the conference on-site guide
- 2 conference passes for your use*

Conference Attendee bag/gift Sponsor (1 available) — 12,000

- Your Company logo on all attendee bags and/or branded giveaway (TBD), distributed at registration
- option to staff a10'x10' Regular Exhibitor Package at the Vendor Exhibition (all benefits above except additional conference passes)
- Company logo and link displayed on the conference Web site,
- Half page company ad printed in black-and-white in the conference on-site guide (deadline permitting)
- Company name, URL, and description (75 words) in the conference on-site guide
- 2 conference passes for your use*

Coffee Breaks Sponsor (4 available) — $8,000

- 10x10 regular exhibitor booth on the show floor
- Banner Placement at break session
- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the coffee break stations
- Half-page company ad printed in black-and-white in the conference on-site guide
- Company name, URL, and description (50 words) in the conference on-site guide
- 1 conference passes for your use*

Vendor Birds of a Feather Evening Session — $5,000 each

Each one hour evening session† includes:

- Company logo and link displayed on the conference Web site
- Your Vendor BoF date, time, topic, and description listed on conference Web site
- Company logo featured on signage in a public area announcing your BoF and its location
- Conference room for up to 75 people for your one-hour evening session
- Refreshments including beer, wine, sodas, and dry snacks for 50 people
- Company name, URL, and description (50 words) in the conference on-site guide
- Half-page company ad printed in black-and-white in the conference on-site guide

Conference Wireless Network Sponsor — 8,000

- Company logo and link displayed on the conference Web site
- 10x10 regular exhibitor booth on the show floor (see complete benefits above)
- Company literature distributed in a public area or in attendee bags
- Company logo featured on signage in key location at conference
- Half-page company ad printed in black-and-white in the conference on-site guide
- Company name, URL, and description (50 words) in the conference on-site guide
- 1 conference passes for your use*

Conference Lanyards — 6,000

- Company logo imprinted on badge lanyards distributed to all attendees
- Company logo and link displayed on the conference Web site
- Company logo featured on signage in a public area
- Option to exhibit at discount
- Company name, URL, and description (50 words) in the conference on-site guide

Exhibit Vendor Passport Raffle Sponsor (exclusive) — $5,000

- Company logo imprinted as sponsor on all vendor passports, distributed in attendee bags w/one piece collateral material
- Company logo and link displayed on the conference Web site and on conference signage
- Opportunity to address attendees for 10 minutes from expo stage during raffle and make raffle prize presentation
- Opportunity to give away one item from your company at the Exhibition Raffle

Attendee Bag/USB Drive Inserts — flat paper: $2,750; 3-D: $3,300

- Company materials inserted in every attendee registration packet (inserts supplied by sponsor; flat insert can be up to 10 pages stapled)
- OR: Company materials inserted on USB Drive: 5MB or less in size, formatted as 8.5"x11" (U.S. letter-sized) pages, no trim marks, 4 pages or less in length, full-color, may include links.

Advertising in the Conference On-site Guide — full page ad: $2,000; half page ad: $1000

- Company ad printed in black-and-white in the conference on-site guide, inserted in every attendee registration packet

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 Program 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
- One-piece sponsor collateral material of up to 10 stapled pages inserted in every attendee registration packet
- Company logo, URL, and description (50 words) in the conference on-site guide
- 3 conference passes for your use*
- 8 additional passes to the conference reception

Silver Student Grant Program Sponsor — $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 logo, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use*
- 4 additional passes to the conference reception

Bronze Student Grant Program Sponsor — $5,000

- Company logo and link displayed on the conference Web site
- Company name, URL, and description (50 words) in the conference on-site guide

* Conference passes include access to the technical sessions, vendor exhibition, and evening events, including BoFs and reception; they do not include tutorials.

LISA'12

December 9 – 14, 2012
Sheraton San Diego Hotel and Marina, San Diego, CA
Exhibition: December 12 – 13, 2011

usenix
THE ADVANCED COMPUTING SYSTEMS ASSOCIATION

LISA '12 Sponsorship and Exhibiting Agreement

Please check off the sponsorship and/or exhibiting opportunities of your choice. If you are a returning sponsor/exhibitor or a current USENIX Corporate Supporter, please use your discounted prices. Please email, mail or fax completed pp. 5–6 back to Camille Mulligan: camille@usenix.org FAX: (510) 548-5738 to secure your sponsorship or booth.

Become a USENIX Corporate Supporter for $5,000 and save now on your sponsorship/exhibiting costs—and get 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. See www.usenix.org/membership/supporter.html for details. Note that some sponsorships include Corporate Supporter status.	❑ Check here and apply $5,000 fee in TOTAL COSTS section below

SPONSORSHIP/EXHIBITING OPPORTUNITIES	BASE PRICES	RETURNING SPONSORS/ EXHIBITORS: ❑ Check here and use prices below	USENIX CORPORATE SUPPORTERS (CURRENT AND NEW): ❑ Check here and use prices below	SPONSORSHIP/ EXHIBITING COSTS
❑ Vendor BoF/Premium Exhibit Space	$8,750	$8,140	$7,875	$
❑ Premium Exhibit Space	$5,695	$5,295	$5,125	$
❑ Exhibit Space Only	$3,695	$3,435	$3,325	$
❑ Vendor BoF Evening Session	$5,000 per session	$4,650 per session	$4,500 per session	$
❑ Video Sponsor	$12,000	$12,000	$10,800	$
❑ Happy Hour Sponsor	$30,000	$30,000	27,000	$
❑ Gold Student Grant Sponsor*	$20,000	$20,000	$18,000	$
❑ Silver Student Grant Sponsor	$10,000	$10,000	$9,000	$
❑ Bronze Student Grant Sponsor	$5,000	$5,000	$4,500	$
❑ Platinum Reception Sponsor*	$60,000	$60,000	$54,000	$
❑ Exhibit Luncheon	$30,000	$30,000	$27,000	$
❑ Coffee Breaks Sponsor	$8,000	$8,000	$7,200	$
❑ Lanyard Sponsor	$6,000	$5,000	$4,500	$
❑ Conference Gift/Bag Sponsor	$12,000	$11,100	$10,800	$
❑ Conference Wireless Sponsor	$8,000	$8,000	$7,200	$
❑ Vendor Passport Sponsor	$5,000	$4,650	$4,500	$
❑ Attendee Bag Insert	flat paper: $2,750; 3-D: $3,300	flat paper: $2,530; 3-D: $3,035	flat paper: $2,475; 3-D: $2,970	$
❑ Advertising in On-site Guide	full page: $2,000; half page: $1,000	full page: $1,840; half page: $920	full page: $1,800; half page: $900	$
			TOTAL COSTS	$
		New Corporate Supporter Add	$5,000	
			TOTAL DUE	$

* These sponsorships include $5,000 Corporate Supporter status.

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.

Payment and Logistics

Full payment is due 45 days after approval of this agreement, or 30 days prior to event, whichever comes first. If you would like to have the option of paying in two installments, please contact exhibits@usenix.org to arrange this. 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 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.**

Please sign and return both pages of this form by email, mail or fax to: camille@usenix.org
USENIX Association 2560 Ninth Street Suite 215, Berkeley, CA 94710 USA Fax: (510) 548-5738

EXHIBIT SPACE PREFERENCES 1st Choice: _____ 2nd Choice:_____ 3rd Choice: _____

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.

Additional Terms

All benefits are available schedule permitting. Prices and benefits subject to change without notice. Each 10'x10' exhibit space and each 1-hour vendor presentation/BoF session is for one company or organization only–the time or space may not be shared without written approval from show management prior to Novemberr 1, 2012.

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 or licensee of the Sponsor/Exhibitor rather than the invitee or licensee of USENIX. USENIX shall not be liable for any injury whatsoever to property of the Sponsor/Exhibitor or to persons conducting or otherwise participating in the conduct of the seminar or to invitees or guests of the Sponsor/Exhibitor. 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 understands that neither the Group 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. Hold Harmless: 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 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.

Acceptance of Terms

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): _____