USENIX

LISA '06 CONFERENCE

Conference: December 3rd-8th, 2006

Exhibition: December 6th-7th, 2006

Marriott Wardman Park – Washington, D.C.

SPONSORED BY THE USENIX ASSOCIATION & SAGE

OUR ATTENDEES:

70% are Systems, Network or Security Administrators or Analysts

75% work with three or more operating systems, including Linux, UNIX, and Windows

55% are from companies with 1000+ employees

54% are from companies with 1000 or more workstations and servers

45% plan to buy or recommend a product or service they saw in the Vendor Expo

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

For more information please contact:

Cat Allman
Sales Director

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sponsorship@usenix.org

Or visit www.usenix.org/events

LISA means "Large Installation System Administration"

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.

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." Our attendees have enormous demand for industrial strength, state-of-the-art technology including systems administration products and services, 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 '05 (December, San Diego, CA) - 1298
LISA '04 (November, Atlanta, GA) - 1206
LISA '03 (October, San Diego, CA) - 1204
LISA '02 (November, Philadelphia, PA) - 1342

2005 LISA attendees came from:

Yahoo!, Yarde Metals, Wyeth BioPharma, UPS, United Airlines, United Nations, Universities of Wisconsin, California, Oslo, Helsinki, Singapore, and Toronto, US Dept of Defense, The World Bank, State Farm Insurance, Sony, SLAC, Sprint, Rutgers, Rockwell, Raytheon, Principal Financial Group, Princeton University, Pfizer, Petco, PayPal, Northrop Grumman, Nordstrom, Nokia, NOAA, Nationwide Insurance, Microsoft, Marriott Intl, Maersk Olie & Gas, Los Alamos National Labs, Lockheed Martin, Hewlett-Packard, Hershey Foods, Google, Genentech, Federal Reserve Bank, GEICO, Dreamworks Animation, Earthlink, Cisco, CNN, Chevron, Caterpillar, Cargill, Bose, Boeing, Bio-Rad Labs, Bechtel, AstraZeneca, Argonne National Labs, Anheuser-Busch, AMCC, Amazon.com, AMD, Adobe,
and many more large sites.

The USENIX Association offers a variety of ways to participate as a sponsor, including the option of speaking to the attendees at Vendor Birds-of-a-Feather sessions. Please see the sponsorship and exhibit opportunities below for more information on each option, including the benefits and the costs. Secure your sponsorship and exhibit space by filling out the attached form.

VBOF and PREMIUM EXHIBIT SPACE Package: $8,000
Includes One Premium 10'x10' Exhibit Space:
- 10'x10' 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 logo and link on the LISA Web site
- Company logo, URL, and backgrounder (50 words) will appear in the Onsite Program
- One conference bag insert
- One electrical outlet (500 watt) in booth
- Three complimentary conference passes for staff (excluding tutorials)
- Unlimited exhibit passes for staff and customers
- Four admission tickets to attend conference reception

One Hour Vendor Presentation/BoF Session:
- Conference room for up to 75 people
- Refreshments including dry snacks, wine, beer, & soft drinks for 50
- Signage with logo in public area announcing your BoF and its location
- 1/2 page b/w ad in the On-site Program
- Your VBoF date, time, and topic listed and linked on LISA Web site
- Listing in Onsite Program as a sponsor of a Vendor Presentation (schedule permitting)

PREMIUM EXHIBIT SPACE: $5,500
Includes:
- 10'x10' 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 logo and link on the LISA Web site
- Company logo and backgrounder (50 words) will appear in the Onsite Program.

Plus
- Quarter-page advertisement (b/w) in the Onsite Program
- One conference bag insert
- One electrical outlet (500 watt) in booth
- Two complimentary conference passes for staff (excluding tutorials)
- Unlimited exhibit passes for staff and customers
- Four admission tickets to attend conference reception

DISPLAY SPACE ONLY: $3,300
Includes:
- 10'x10' 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 logo and link on the LISA Web site
- Company name, URL, and backgrounder (50 words) in the Onsite Program
- One complimentary conference pass for staff (excluding tutorials)
- Unlimited online exhibits only registration for staff and customers

*Conference passes include access to the technical sessions, vendor exhibit, BoFs, evening events, and reception

VENDOR PRESENTATION/BoF SESSION: **$5,000**

Each session includes:
- Conference room for up to 75 people
- Refreshments including dry snacks, wine, beer, & soft drinks for 50
- Signage in public area announcing your VBoF and its location
- 1/2 page b/w ad in the Onsite Program
- One conference pass (excluding tutorials)
- Company logo listed and linked on LISA Web site
- Company name, URL, and backgrounder (50 words) in the Onsite Program

Student Grant Program Sponsor

By sponsoring our 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 Grant Program applicants are reviewed and selected by the USENIX Association.

Gold Student Grant Program Sponsor   **$20,000**
- Company logo and link prominently displayed on the event Web site
- Supporting Membership in USENIX, with all the benefits outlined at http://www.usenix.org/membership/classes.html
- A 10'x10' booth on the exhibit floor
- Company logo featured on key conference signage
- One-piece sponsor collateral material of up to 10 stapled pages inserted in attendee registration package
- Logo, URL, and company backgrounder (50 words) to be included in conference Onsite Program
- 4 conference passes for your use*
- An additional 8 passes to the conference reception

Silver Student Grant Program Sponsor   **$10,000**
- Company logo and link displayed on the event Web site
- Company logo featured on key conference signage
- One-piece sponsor collateral material up to 5 stapled pages inserted in conference attendee registration package
- Logo, URL, and company backgrounder (50 words) to be included in conference Onsite Program
- 2 conference passes for your use*
- An additional 4 passes to the conference reception

Bronze Student Grant Program Sponsor   **$5,000**
- Company logo and link displayed on the event Web site
- Company name, URL, and backgrounder (50 words) to be included in conference Onsite Program
- 1 conference pass for your use*
- An additional 2 passes to the conference reception

Conference passes include access to the technical sessions, vendor exhibit, BoFs, evening events, and reception.

The USENIX Association holds a variety of conferences and symposia on advanced computing systems topics throughout the year. To learn more about USENIX and our 2006 conference schedule, including organizers, topics, locations, and program schedules, please visit http://www.usenix.org/events/

Platinum Reception Sponsor - Exclusive $30,000

- 15 minute opportunity to introduce your company to the attendees at the reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception (All items are subject to approval by USENIX)
- A 10'x 20' Premium booth package on the exhibit floor
- Company logo and sponsorship category prominently displayed in printed marketing materials for the event (schedule permitting)
- Company logo and link prominently displayed on the event Web site
- Supporting Membership in USENIX, with all the benefits outlined at http://www.usenix.org/membership/classes.html
- Logo, URL, company backgrounder (50 words), and sponsorship category listed in conference Onsite Program
- Company logo featured at the reception
- 4 conference passes for your use*
- 10 passes to the conference reception

Lunch Sponsor $15,000

- Company logo and link displayed on the event Web site
- Company logo featured on signage at the lunch venue
- Company logo, URL, 50 word description, and sponsorship category listed in conference Onsite Program
- 15 minute opportunity to introduce company and thank attendees for participating
- 2 conference passes for your use*
- 5 passes to the conference reception

Coffee Break Sponsor $8,000

- Company logo and link displayed on the event Web site
- Company name, URL, and 50 word description listed in conference Onsite Program
- Company logo on signage at the coffee break stations
- 2 conference passes for your use*

Conference Bag Support – Exclusive opportunity $12,000

- Company logo and link prominently displayed on the event Web site
- Company logo, URL, 50 word description, and sponsorship category listed in conference Onsite Program
- Company logo on attendee bags distributed at registration
- 2 conference passes for your use*

Conference Network Support $5,000

- Company logo and link prominently displayed on the event Web site
- Company name, URL, 50 word description, and sponsorship category listed in conference Onsite Program
- Your literature distributed in a high traffic public area
- Signage with your logo in public area announcing your generous support
- 2 conference passes for your use*

Show Bag Inserts   flat paper: $2,750; 3D: $3,300

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

Advertising in the On-site Program

Full Page black/white ad: $2,000
Half page black/white ad: $1,000

- Your materials will be handed to every attendee at registration

Conference passes include access to the technical sessions, vendor exhibit, BoFs, evening events, and reception

LISA '06 Sponsorship and Exhibit Agreement

My company is a USENIX Supporting Member: **____yes ____no**

Please check off the sponsorship(s) of your choice by conference, and total the form, using the discounted Supporting Member or returning Exhibitor/Sponsor price if applicable. Then fill out and fax the form to us to secure your sponsorship or exhibit space.

Sponsorship	Cost	Supporting Member Cost*	Returning Exhibitor or Sponsor Cost	Total	
VBoF and Exhibit Package	$8,000	$7,000	$7,300		
Premium Plus Exhibit space (per 10x10)	$5,500	$5,000	$5,200		
Exhibit space (per 10x10)	$3,300	$3,000	$3,000		
Vendor Presentation/Birds-of-a-Feather Session	$5,000	$4,500	$4,500		
Gold Grant Program	$20,000	18,000	$18,000		
Silver Grant Program	$10,000	$9,000	$9,000		
Bronze Grant Program	$5,000	$4,500	$4,500		
Platinum Reception	$30,000	$25,000	$27,500		
Lunch	$15,000	$13,500	$14,000		
Coffee Break	$8,000	$7,000	$7,250		
Conference Network Support	$5,000	$4,500	$4,500		
Conference Bag	$12,000	$8,000	$10,000		
Attendee Packet Insert: flat paper	$2,750	$2,000	$2,250		
Attendee Packet Insert: 3D	$3,300	$2,500	$3,000		
On-Site Program: Full page Ad	$2,000	$1,350	$1,600		
On-Site Program: 1/2 page Ad	$1,000	$750	$800		
Join as a Supporting Member now and save on your sponsorship.				Subtotal	
Supporting Membership in USENIX				$2,500	
Some sponsorships include Supporting Membership – please consider this when calculating payment due. **TOTAL**					

The USENIX Association is a registered 501(c)3 non-profit corporation and sponsorships 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:

Fee is due in two equal payments, the first of which is due 30 days after approval of this agreement; the final payment is due 60 days prior to the event.

In the event payment is received after the first payment due date USENIX reserves the right to release the sponsored/hosted event or sponsorship to another sponsor. Sponsor fees are non-refundable and non-transferable. Failure to submit payment does not release the applicant from liability.

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

MAKE ALL CHECKS PAYABLE TO: USENIX Association. Federal Tax ID #13-3055038

Please sign and **return *both page*s *5 and 6* of this form** by fax or mail to:
USENIX Association, Attn: Cat Allman, 2560 Ninth Street, Suite 215, Berkeley, CA 94710
  Telephone: 1-510-528-8649   FAX: 1-510-548-5738

Space # _____   _____   _____
        1st choice   2nd choice   3rd choice

Accepted by (incl. all terms): Authorized Signature_____

Name (Please print)_____Title_____

Company Name _____Today's Date_____

Address_____City_____State_____Zip_____

Phone_____FAX_____Email_____

Primary Event Contact:

Name (Please print)_____Title_____

Address_____City_____State_____Zip_____

Phone_____FAX_____Email_____

_____
Accepted by USENIX Association   **Date**

You may charge this amount to a credit card.

Charge ( ) Visa ( ) MasterCard ( ) American Express Card

ACCT NO._____EXPIRATION DATE _____

_____/_____
      Cardholder sign here   Please print name here

Additional Terms: All benefits are available schedule permitting. Prices and benefits subject to change without notice.
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.