

2010 USENIX Federated Conferences Week and 2010 Annual Technical Conference



June 22-25, Boston, MA, USA
www.usenix.org/events/confweek10

New this year: The USENIX Annual Technical Conference is being held during a weeklong round robin of workshops and conferences. ATC is the premier forum for advanced professionals from academic and industrial backgrounds to discuss the newest research in Systems Software. Join us as we explore the most successful advanced practices in the design, implementation, and implications of systems software, including security, mobile systems, open source software, file systems, storage technology, and more.

Insightful, useful results will be presented from the best of current research and practice, emphasizing innovation and quantified experience. To learn more about USENIX ATC'10, including organizers, topics, location, and program schedules, see www.usenix.org/atc10.

USENIX Federated Conference Week '10 will feature:

- An expanded week of workshops and conferences, including WebApps, Hot Storage, Hot Topics in Cloud Computing, Cloud Virtualization, Configuration Management, and Online Social Networks. Please see <http://www.usenix.org/events/confweek10/> for the most recent additions to the line up
- USENIX Annual Technical Sessions, featuring the Refereed Papers, Invited Talks, Reception and Poster Session
- Plus evening Birds of a Feather Sessions, the Hallway track, Tabletops and more!

Our attendees are:

- Seasoned technologists from large companies who are at the center of their company or institution's computer research, development, and operations
- Programmers, Developers and Leaders in open source computing systems, including Linux, *BSD, Solaris and X11-based graphical environments
- Motivated professionals that come for refereed programs developed and delivered by well-known and respected peers
- Technical staff, managers, and researchers who work in large, heterogeneous, highly networked environments; they use, re-sell, and develop for non-UNIX operating systems as well as UNIX of all flavors
- Innovators who are committed to developing and implementing the newest tools and technologies available

Make an Impact on Your Customers and Prospects, Customize your exposure. Support ATC, or choose a weeklong package that exposes your company to the select workshop participants of your choice: Your support goes directly to assist our student stipend award program, and to keep the Federated Conference Week affordable.

USENIX Federated Conference Week Sponsorship Bundle Opportunities (details on following pages)

Sponsorship level	# Full Conference passes included	Logo and link on ATC and ConfWeek sites	USB flashdrive content	On site collateral	Tabletop in lobby	Workshop Benefits
Bronze	1	Yes	No	No	No	No
Silver	2	Yes	Yes	Yes	Yes	1 workshop sponsorship with 1 full day pass, collateral, logo on website and signage
Gold	4	Yes	Yes	Yes	Yes	Up to 3 workshops with 3 full day passes, collateral, logo on websites and signage

Thanks for your support! Additional opportunities on the following pages.

USENIX Federated Conference Week '10 Sponsorship Opportunities

Reception Sponsor—Exclusive Opportunity

\$25,000

- 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
- Company logo featured on signage at the reception and at all conference workshops
- 15-minute opportunity to address the attendees during the reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name, URL, and description in the conference on-site guide
- 6 Full Conference Passes good for full week of events
- 10 additional passes to the conference reception

Gold Sponsor

\$15,000

- Company logo and link displayed on the conference Web site
- Sponsor of up to 3 workshops of your choice: see attached descriptions, with acknowledgement on signage and workshop web sites
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company logo featured on conference signage in foyer and at your selected workshops
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Company name in the conference on-site guide
- 4 Full Conference Passes good for full week of events
- 3 additional Single Day Passes, good for all workshops and events on days of choice (may be substituted for 1 Three Day Pass)
- 6 additional passes to conference reception

Silver Sponsor

\$10,000

- Company logo and link displayed on the conference Web site
- Sponsor of 1 workshop of your choice: see attached descriptions, with acknowledgment on workshop signage and web site
- Option to staff a tabletop in the lobby during the days of your choice, with access to all workshop and ATC attendees
- Company logo featured on conference signage in foyer and at your selected workshop
- Option to distribute Company collateral on Conference USB flash drive and at your chosen workshop
- Company name in the conference on-site guide
- 2 Full Conference Passes good for full week of events
- 1 additional Single Day Pass, good for all workshops and events on day of choice
- 4 additional passes to conference reception

Bronze Sponsor

\$5,000

- Company logo and link displayed on the conference Web site
- Company logo featured on conference signage in foyer
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events
- 2 additional passes to conference reception

Conference Gift Sponsor

\$12,000

- Company logo featured on conference give-away (bag, t-shirt or other TBD) distributed to all attendees at registration
- Company logo and link displayed on the conference Web site
- Option to distribute Company collateral on Conference USB flash drive or with attendee packets
- Company name in the conference on-site guide
- 2 Full Conference Passes good for full week of events
- 4 additional passes to conference reception

USENIX Federated Conference Week '10 Sponsorship Opportunities

USB Flashdrive Sponsor

\$5,000

- Exclusive: company logo on one side of reusable USB Flash Drives distributed to all attendees
- Placement of your company literature on the flash drive, along with conference proceedings
- Company logo featured on signage in key location at conference, and special mention as a 'Green Sponsor'
- Company logo and link displayed on the conference Web site
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events

Coffee Breaks Sponsor

\$5,000

- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the coffee break stations
- Company name in the conference on-site guide
- 1 Full Conference Pass good for full week of events

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 Full Conference Pass good for full week of events

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 Single Day Pass, good for all workshops and events on day of choice

Attendee Packet insert/Collateral materials on Flash Drive

digital or flat paper: \$1,000; 3-D: \$1,500

- Company materials inserted in each attendee registration packet (inserts supplied by the sponsor; flat insert 8.5 x 11" can be up to 10 stapled pages), or your digital file on every flash drive along with conference proceedings.

USENIX Federated Conference Week '10 Sponsorship Opportunities

Co-Located Events at 2010 USENIX Federated Conferences and the 2010 USENIX Annual Technical Conference: <http://www.usenix.org/events/confweek10/>

USENIX ATC '10	2010 USENIX Annual Technical Conference: cutting-edge systems research and unlimited opportunities to gain insight into a variety of must-know topics, including virtualization, system administration, cloud computing, security, networking, and open source.	June 23–25
WebApps '10	USENIX Conference on Web Application Development: A new technical conference designed to bring together experts in all aspects of developing and deploying Web applications.	June 23–24
WOSN 2010	3rd Workshop on Online Social Networks: will explore all aspects of online social networks, from their embedding in measurable physical devices (fixed and mobile) to the complex interpersonal interactions that take place at the application layer.	June 22
HotCloud '10	2nd USENIX Workshop on Hot Topics in Cloud Computing: HotCloud '10 seeks to discuss challenges in the cloud computing paradigm, including the design, implementation, and deployment of virtualized clouds. The workshop provides a forum for academics as well as practitioners in the field to share their experience, leverage each other's perspectives, and identify new and emerging "hot" trends in this area.	June 22
HotStorage '10	The availability of persistent storage memory technologies, and the proliferation of consumer-electronics storage devices all offer exciting opportunities for developers. The HotStorage workshop aims to bring together researchers interested in presenting their thoughts and engaging in discussions with their colleagues on the challenges and solutions in the field.	June 22
Tutorial on Google's Go:	Google-Go is an experimental, concurrent, garbage-collected programming language developed at Google over the past two years. The full-day tutorial, taught by Russ Cox of Google, will build up from "hello, world" to a networked client and server and then a room-wide distributed system.	June 23
FAST-OS Workshop	FAST-OS will focus on discussion of projects relating to the Office of Advanced Scientific Computing Research (ASCR) of the Office of Science (SC), U.S. DOE funding of research in Operating and Runtime Systems for Extreme Scale Scientific Computation (FASTOS). Research and development of operating and runtime systems that enable management and use of extreme-scale systems (petascale and beyond) for scientific computation.	June 23
Cloud Virtualization Summit	The Cloud Virtualization Summit will connect end-users from diverse domains with technologists from across the industry for discussion of the opportunities and challenges of the cloud. It will include panels on using the cloud in finance and in healthcare/life sciences, plus an API debate.	June 24
Configuration Management Summit	The Configuration Management Summit will bring together developers, power users, and new adopters of configuration management tools for system administration to discuss their respective efforts, experiences, and options. At the end of the day, there will be a BarCamp Session, in which anyone can propose to talk about a relevant subject and attendees will vote on which talk to hear.	June 24
Configuration Management Solutions: Cfengine 3	Following a complete rewrite of Cfengine with its popular new syntax and powerful pattern matching capabilities, this full-day tutorial presents an introduction suitable for new users as well as for users of Cfengine 2. Taught by Mark Burgess of Cfengine, Inc., the tutorial is peppered with configuration examples, which can now be self-contained and modularized to an unprecedented degree in the new language.	June 25

2010 USENIX Federated Conference Week and USENIX Annual Technical Conference

June 22-25, 2010, Boston, MA USA
www.usenix.org/events/confweek10

USENIX ConfWeek'10 Sponsorship Agreement

Please check off the sponsorship(s) of your choice (workshops may be written in if not included). Want to become a USENIX Corporate Supporter? Please add that cost and deduct the discount from your total. Then complete page 5 and fax or email both 5 & 6 back to us. at (510) 548-5738 or sponsorship@usenix.org 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"/> Gold Sponsor includes up to 3 workshops (optional- please select from list below)	\$15,000	included	-\$1,500	\$
<input type="checkbox"/> Silver Sponsor includes one workshop (optional-please select from list below)	\$10,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> Bronze Sponsor	\$5,000	+\$5,000	-\$ 500	\$
<input type="checkbox"/> Reception Sponsor	\$25,000	included	-\$2,500	\$
<input type="checkbox"/> USB Flash Drive Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Gift Sponsor	\$12,000	+\$5,000	-\$ 500	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$5,000	+\$5,000	-\$1,200	\$
<input type="checkbox"/> Conference Network Support	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Vendor BoF Session	\$2,500 per session	+\$5,000	-\$250 per session	\$
<input type="checkbox"/> Attendee packet insert	flat paper: \$1,000; 3-D: \$1,500	+\$5,000	flat paper: -\$100; 3-D: -\$150	\$
Individual Workshop Support				
<input type="checkbox"/> HotCloud	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/> WebApps	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/> WOSN	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/> HotStorage	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/> Google Go	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/> FAST-OS	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/> Config Management summit	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/> Cfengine 3	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/>	\$2,500-\$8,000	+5,000	- 10%	\$
<input type="checkbox"/>	\$2,500-\$8,000	+5,000	- 10%	\$
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 ConfWeek '10 Sponsorship Agreement (continued)

Please sign and return page 4 & 5 of this form by mail or fax to: Camille Mulligan, sponsorship@usenix.org
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 endorsed: 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.

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): _____

Payment and Logistics

Full payment is due 30 days after approval of this agreement, or by custom arrangement

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