

Conference: October 26–31, 2003

Exhibition: October 29-30, 2003

Town and Country Hotel - San Diego, CA

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 2002 (November, Philadelphia, PA) Attendance 1342
LISA 2001 (December, San Diego, CA) Attendance: 1700
LISA 2000 (December, New Orleans, LA) Attendance: 2323
LISA 1999 (November, Seattle, WA) Attendance: 2088

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

USENIX

LISA 2003 EXHIBITION

Exhibition: October 29-30, 2003

Wednesday, October 29 – 12:00noon to 7:00pm

Thursday, October 30 – 10:00am to 4:00pm

Town and Country Hotel • San Diego, CA

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

Tel: 510.528.8649 X32
Fax: 510.548.5738
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 '03 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 \$995/each)
- Unlimited exhibit passes for staff and customers
- Four admission tickets to attend conference reception

**DISPLAY SPACE ONLY: \$3,000 – Supporting Members
 \$3,300 – 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 '03 Exhibitors' web page
- Company logo and backgrounder (50 words) in the On-site Program.
- One complimentary Conference pass for staff (excluding tutorials, value \$995)
- 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 \$995/each)
- Company name listed and linked on LISA web site
- **Listing in On-Site Program as a sponsor** of a Vendor Presentation

USENIX LISA 2003 SPONSORSHIPS

PLATINUM CONFERENCE RECEPTION SPONSORSHIP: **\$35,000 – Supporting Members**
(2 available) **\$45,000 – 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 \$995/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)

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 2003 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 \$995/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)

SILVER LEVEL COFFEE BREAK SPONSORSHIP: **\$13,500 – 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 \$995/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:

USENIX

LISA 2003 SPONSORSHIPS

**Maximize
Your Impact.**

**Put yourself at
the forefront of
attendees'
attention by
becoming a
LISA 2003
conference
sponsor.**

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

Cat Allman
Sales & Marketing
Director

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

ADDITIONAL OPPORTUNITIES

LANYARDS: \$7,500 – Supporting Members (\$8,250 non-members)

USENIX handles all badge ordering and production.

TOTE BAGS: \$15,000 – Supporting Members (\$16,500 non-members)

Your one color logo will be imprinted on high quality canvas bags and distributed to all conference attendees. USENIX takes care of all bag ordering and production.

SHOW BAG INSERTS: \$2,500 – Supporting Members (\$3,000 non-members) Inserts will be supplied by the sponsor, and can be 3D.

**ADVERTISE IN THE ON-SITE PROGRAM – Supporting Members
(non-members add 10%)**

Full-page b/w ad: \$1,250

Half page b/w ad: \$ 750

Full-page two-color ad: \$2,500 (Limited availability, subject to prior sale)

***2002 LISA attendees came from companies & institutions
including:***

ACNielsen, AMD, Alaska Housing Finance Corp, AMCC Israel, America Online, AMTI/NASA Ames, Anadarko Petroleum Co, Anheuser-Busch, Aramark Corp, Argonne National Lab, Armstrong World Industries, AT&T Wireless, Atlantic Research Corp, Avaya , Ball Aerospace & Tech Corp, Banco De Mexico, Bank of America, BASF Corp, BEA Systems, Inc., Bechtel, Best Buy Co., Blue Cross Blue Shield, Boeing, Boise, Bristol-Myers Squibb, Bureau of Workers Compensation, Caltech, Canadian Space Agency, Carnegie Mellon- SEI, Cendant IT, CERN, CERT, Charles Schwab, Charming Shoppes Inc, Chase Manhattan Mortgage, Chevron Texaco, Cingular Wireless, Cisco Systems, CNN Internet Technologies, Columbia University, Compaq, Computer Sciences Corp, Computerworld, Consumers Energy, Cornell University, County of Los Angeles, Covad Communications, Cray Inc, Dalhousie University, Bank of Norway, DESY Hamburg, Deutsche Bank, DHFS/State of Wisconsin, Digex(WorldCom), Digi International, DIS-State of Arkansas, Draper Laboratory, Duke University, DuPont, Earthlink, EDS, Environment Canada, EPIX Medical, ExxonMobil Global Info Svcs, FAO of the UN, Federal Reserve Bank of New York, Federal Reserve Board, FedEx Services, Fermilab, Fidelity Investments, Ford Motor Co, Frontier Science, Gannett Offset, Genentech, Inc., Google, Harvard University, Hershey Foods, Hewlett-Packard, Hughes Network Systems, IBM Global Services, Incyte Genomics and more...