

# 2007 USENIX Annual Technical Conference

June 17–22, 2007, Santa Clara, CA, USA  
[www.usenix.org/usenix07](http://www.usenix.org/usenix07)



The USENIX Annual Technical Conference is the premier forum for advanced professionals from academic and industrial backgrounds to discuss the newest research and 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 and useful results are presented from the best of current research and practice, emphasizing both innovation and quantified experience.

USENIX '07 will feature:

- An extensive Training Program, covering crucial topics and led by highly respected instructors
- Technical Sessions, featuring the Refereed Papers Track, Invited Talks, and a Poster Session
- Plus BoFs and more!

Our attendees are:

- 700+ seasoned technologists who are at the center of their company or institution's computer research, development, and operations
- Leaders in open source computing systems, including Linux, \*BSD, and X11-based graphical environments
- Highly motivated professionals that come to USENIX Annual Tech for the intensive training and refereed programs developed and delivered by well-known, well-respected peers
- Technical staff, managers, and researchers who work in large, heterogeneous, highly networked environments; they use, resell, 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

USENIX '07 provides a wide range of opportunities to increase your marketing presence before, during, and after the event. You gain focused, targeted exposure with an audience that is ready to do business. Unlike other events where only a small percentage of the attendees could be prospects for your company's services, USENIX attracts an audience that is 100% qualified. We target attendees who specify services and products that improve their effectiveness.

## Speaking Opportunities at the Conference

We offer our premiere event sponsors limited opportunities to address the USENIX '07 audience during their Vendor Birds-of-a-Feather sessions. Please see the sponsorship opportunities for more information.

To learn more about USENIX '07, including organizers, topics, location, and program schedules, see [www.usenix.org/usenix07](http://www.usenix.org/usenix07).

The USENIX Association seeks corporate support of our conferences. There are a variety of ways to participate as a sponsor, and we welcome the opportunity to discuss which option is best for you. Please see the sponsorship opportunities on the following pages for examples of some of the ways you can participate.

Please contact Catherine Allman, Sales Director, to discuss a custom package: [sponsorship@usenix.org](mailto:sponsorship@usenix.org) or (510) 528-8649 ext. 32.

## 2006 Attendee Profile

PRIMARY JOB FUNCTION		Technical Manager	7%
System/Network Administrator	27%	Other	7%
Developer/Programmer/Architect	20%	System Engineer	6%
Academic/Researcher	18%	Consultant	5%
Student	8%	Security Admin/Engineer/Analyst	2%

## USENIX '07 Sponsorship Opportunities

### **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 Sponsor** **\$20,000**

- 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](http://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 name, URL, and description (50 words) in the conference on-site guide
- 4 conference passes for your use\*
- 8 additional passes to the conference reception

#### **Silver Student Grant Sponsor** **\$10,000**

- Company logo featured in marketing materials for the conference (schedule permitting)
- 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 name, 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 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
- 1 conference pass for your use\*
- 2 additional passes to the conference reception

### **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](http://www.usenix.org/membership/supporter.html)
- Company logo featured on signage at the reception
- 15-minute opportunity to address the attendees
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name, URL, and description (50 words) in the conference on-site guide
- 4 conference passes for your use\*
- 10 additional passes to the conference reception

### **Training Luncheon Sponsor—3 Available: Exclusive Opportunity Each Day** **\$12,000**

- Company logo featured in marketing materials for the conference (schedule permitting)
- Company logo and link displayed on the conference Web site
- Company logo featured on signage at the lunch venue
- 15-minute opportunity to address the attendees
- Company name, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use\*
- 5 additional passes to the conference reception

\* Conference passes include access to the technical sessions, lunch, and evening activities, including reception.

## USENIX '07 Sponsorship Opportunities (continued)

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### 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, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use\*

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### Conference Bag Support—Exclusive Opportunity \$5,000

- Company logo and link displayed on the conference Web site
- Company logo on attendee bags distributed at registration
- Company name, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use\*

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### 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, URL, and description (50 words) in the conference on-site guide
- 2 conference passes for your use\*

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### Vendor Birds-of-a-Feather (BoF) Sessions \$2,000 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 session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name in the conference on-site guide
- 1 conference pass for your use\*

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### General Support \$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
- 2 conference passes for your use\*

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### Attendee Bag Inserts flat paper: \$1,000; 3-D: \$1,500

- Company name and link displayed on the conference Web site
- Company materials inserted in every attendee registration packet (inserts to be supplied by the sponsor; flat insert can be up to 10 stapled pages)

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### Advertising in the Conference On-site Guide full page ad: \$1,000; half page ad: \$600

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

\* Conference passes include access to the technical sessions, lunch, and evening activities, including reception.

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www.usenix.org/usenix07



## USENIX '07 Sponsorship Agreement

Please check off the sponsorship(s) of your choice. Should you choose to become a USENIX Corporate Supporter, please add that cost and deduct the discount from your total. Then complete page 2 and fax both of these pages back to us at (510) 548-5738 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 Student Grant Sponsor	\$20,000	<i>included</i>	-\$1,500	\$
<input type="checkbox"/> Silver Student Grant Sponsor	\$10,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> Bronze Student Grant Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Reception Sponsor	\$25,000	<i>included</i>	-\$2,000	\$
<input type="checkbox"/> Training Luncheon Sponsor	\$12,000	+\$5,000	-\$1,200	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Conference Bag Support	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Conference Network Support	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Vendor BoF Session	\$2,000 per session	+\$5,000	-\$200 per session	\$
<input type="checkbox"/> General Support	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Attendee Bag Insert	flat paper: \$1,000; 3-D: \$1,500	+\$5,000	flat paper: -\$100; 3-D: -\$150	\$
<input type="checkbox"/> Advertising in On-site Guide	full page: \$1,000; half page: \$600	+\$5,000	full page: -\$100; half page: -\$60	\$
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 Corporate Supporter Program

USENIX welcomes support for its programs by appropriate businesses through our Corporate Supporter Program. This program offers our 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. There are three levels of sponsorship in the program. See [www.usenix.org/membership/supporter.html](http://www.usenix.org/membership/supporter.html) for details.

### Payment and Logistics

Full payment is due 30 days after approval of this agreement. If you would like to have the option of paying in two installments, please contact [sponsorship@usenix.org](mailto:sponsorship@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 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.**

## USENIX '07 Sponsorship Agreement (continued)

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

### PRIMARY SPONSOR CONTACT INFORMATION FOR THIS EVENT

Name \_\_\_\_\_ City/Town \_\_\_\_\_  
Title \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Company/Institution \_\_\_\_\_ Country \_\_\_\_\_  
Street Address \_\_\_\_\_ Phone Number \_\_\_\_\_  
Mailstop/Suite/Department \_\_\_\_\_ Fax Number \_\_\_\_\_  
Email Address \_\_\_\_\_

### PAYMENT METHOD

- Check or money order payable to USENIX Association  
(Federal Tax ID#13-3055038)
- Invoice Me: P.O./Reference Number \_\_\_\_\_
- 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.

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): \_\_\_\_\_