



nsdi'14

11th USENIX Symposium on Networked Systems
Design and Implementation
April 2-4, 2014 • Seattle, WA
www.usenix.org/conference/nsdi14

Sponsorship Prospectus



usenix

THE ADVANCED
COMPUTING SYSTEMS
ASSOCIATION

NSDI '14 Sponsorship Prospectus

NSDI focuses on the design principles of large-scale distributed and networked systems, including scalable Web services, peer-to-peer file sharing, sensor nets, and distributed network measurement. It provides a high-quality venue to researchers and practitioners for publishing and discussing work that furthers the knowledge and understanding of the networking and systems communities.

We welcome sponsorship of our student stipend program, catered events, and open access to the NSDI talks and video. Limited on site outreach is available to sponsors, including tabletops and the vendor showcase. Please see the following for more details on how you can participate.

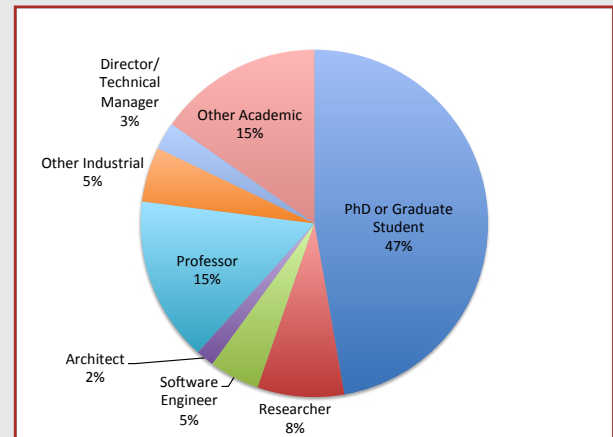
Attendance

2011: 258

2012: 255

2013: 259

Attendees: Academic and industry researchers, post doctoral and graduate students, and developers. Over 100 students attend NSDI.



Selected past NSDI Conference Sponsors include:



The USENIX Association seeks corporate support of our conferences. Please see the sponsorship opportunities on the following pages for examples of some of the ways you can participate.

Please contact Camille Mulligan for more information:
sponsorship@usenix.org or (510) 528-8649 ext. 17

NSDI '14 Sponsor 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 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 name in the conference on-site guide
- 5 conference passes for your use*

Silver Student Grant Sponsor

\$10,000-15,000

- 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 name in the conference on-site guide
- 2-3 conference passes for your use*

Bronze Student Grant Sponsor

\$5,000

- Company logo and link displayed on the conference Web site
- Company name in the conference on-site guide
- 2 conference pass for your use*

Reception Sponsor

\$25,000

- Company logo and link 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
- 15-minute opportunity to address the attendees
- Option to staff a 6' draped table during the conference reception
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name in the conference on-site guide
- 5 conference passes for your use*

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

Lunch Sponsor

\$15,000

- 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 in the conference on-site guide
- 3 conference passes *

Coffee Breaks Sponsor (2 available)

\$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 conference pass *

NSDI '14 Sponsor Opportunities



Conference Video Sponsor

\$5,000

- Company logo and link displayed on the conference Web site
- Company logo on all conference video content, posted for open access after the conference (content up indefinitely)
- Company name in the conference on-site guide
- 1 conference pass for your use*

Video Sponsor—Exclusive Opportunity \$15,000

\$15,000

- Company logo and link permanently embedded on all video of conference technical session talks (free and open to public after conference is over), Please contact sponsorship@usenix.org for more information and images. Videos are posted indefinitely to You Tube, FAST Boxed set and the FAST web site.
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company logo in the conference directory
- 2 symposium passes for your use*

Open Access Sponsor—Exclusive Opportunity

\$15,000

- Company logo and link posted on all video of conference technical session talks (free and open to public after conference is over), Please contact sponsorship@usenix.org for more information and images. Videos are posted indefinitely.
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company logo in the conference directory
- 2 symposium passes for your use*

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 conference passes *

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

General Support

\$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 name in the conference on-site guide
- 2 conference passes *

NSDI '14 Sponsor Opportunities



General Support

\$5,000

- Company logo and link displayed on the conference Web site
- Company name in the conference on-site guide
- 1 conference pass*

Attendee Packet 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)

Tabletop Exhibit Space

\$3,000

- Limited Table Space may be available. Please contact sponsorship@usenix.org for more information.

* Conference passes include access to the conference sessions, lunch, and evening activities, including reception

NSDI '14 Sponsorship Prospectus



Sponsor USENIX Open Access

Help USENIX bring
the best in advanced
computing to the world!

Gain Peak Visibility for Your Company— Sponsor the NSDI '14 Videos and Open Access to NSDI '14 Tech Sessions!

Since 2008, USENIX has led the way in open access to information by posting all conference proceedings for free on our Web site. We also post video of technical sessions free to the world. Help us continue to offer valuable NSDI '14 content.

Your linkable logo will be permanently embedded on all NSDI '14 tech sessions video posted to the USENIX YouTube channel, on the NSDI '14 Box Set USB drive, and to the NSDI '14 Web site:

- Potential for tens of thousands of views:
- Videos contain both speaker video stream and presentation slides
- Associate your brand and logo with open access and freedom of information
- Gain access to a multinational audience and support the USENIX Open Access Policy!

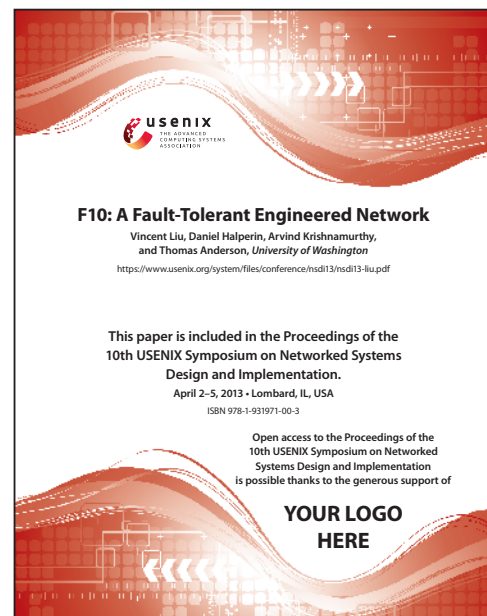
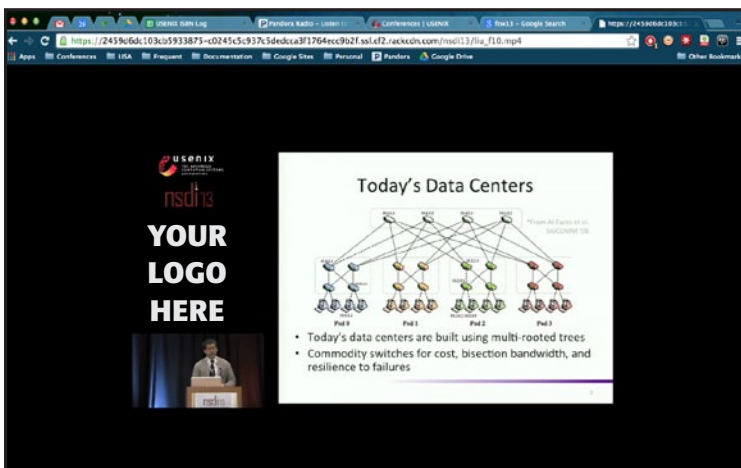
**USENIX YouTube Channel
Video Views: 166,000+ and
growing (does not include
conference Web site views)**

**“Fork Yeah! The Rise and
Development of Illumos” by
Bryan Cantrill: 35,696 views +
1,800 subscribers**

NSDI '14 Video and Proceedings Open Access Sponsor

\$15,000

- Your company logo permanently embedded adjacent to speaker video and slides posted on NSDI '14 Web site and USENIX YouTube channel
- Complimentary Box Set USB drive of NSDI '14 Video and MP3 audio
- Video interview with your company representative on the NSDI '14 Web site
- Collateral in conference bag or on USB drive and downloadable proceedings archive
- Interview posted on USENIX social sites media and blogs
- Premium placement of logo and link on NSDI '14 Web site
- Premium placement of logo on conference signage
- 5 passes to NSDI '14 technical sessions (does not include tutorials and workshops)
- 8 reception tickets
- Logo on front page of NSDI '14 proceedings (downloadable PDF, PDF on all conference USB drives and downloadable proceedings archive)
- Logo on title page of individual conference papers (downloadable PDF, PDF on all conference USB drives and downloadable proceedings archive)
- Logo on conference mobile app as Open Access Sponsor
- Logo and link on NSDI '14 Web site as exclusive sponsor of NSDI '14 open access
- Logo and link on USENIX Web site as a supporter of open access to USENIX content during calendar year of NSDI '14



NSDI '14 Sponsorship Agreement



Please check off the sponsorship(s) of your choice.

Should you choose to become a USENIX 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 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>	-\$1,000	\$
<input type="checkbox"/> Lunch Sponsor	\$15,000	+\$5,000	-\$1,000	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Conference Open Access OR Video Sponsor	\$5,000	+\$5,000	-\$500	\$
<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"/> General Support	\$5,000 -10,000	+\$5,000	-\$500 - 1,000	\$
<input type="checkbox"/> Tabletop Exhibit space	Please enquire			\$
<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"/> Lanyard Sponsor	\$4,500			SOLD
<input type="checkbox"/> Other				
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 for details.

Payment and Logistics

Full payment is due 30 days after approval of this agreement or 30 days prior to the event, whichever comes first.

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.

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.

NSDI '14 Sponsorship Agreement



Please sign and return both pages of this form by email, mail or fax to: 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 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: \$ _____

TERMS

All benefits are available schedule permitting. Each exhibit space and each 1-hour vendor presentation/BoF session is for one company or organization only. 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 of the Sponsor/Exhibitor rather than the invitee of USENIX. The Sponsor/Exhibitor understands that neither USENIX 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. USENIX shall not be liable for any injury or damage whatsoever to property of the Sponsor/Exhibitor, Sponsor/Exhibitor personnel, or to persons conducting or otherwise participating in the sponsored event 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 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 USENIX, 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. With respect to any claims or disputes between the USENIX Association and Sponsor/Exhibitor, this agreement will be governed and interpreted according to California law without reference to its conflict of law provisions. All claims and disputes hereunder will be resolved in the state or federal courts located in Alameda County, California, and by submitting this agreement to USENIX, Sponsor/Exhibitor hereby irrevocably consents to the exclusive jurisdictions of those courts.

Acceptance of Terms

I, the authorized representative of the sponsor named above, accept all of the above terms and conditions.

Authorized Signature for Sponsor:

_____ Date: _____

Authorized Signature for USENIX Association:

_____ Date: _____

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 information:

Name _____ Phone Number** _____ Email Address** _____

** This information will be used only to send a receipt and for questions related to billing.



Interested in sponsoring other USENIX events?

2014 USENIX Federated Conferences Week

USENIX ATC '14: 2014 USENIX Annual Technical Conference

HotCloud '14: 6th USENIX Workshop on Hot Topics in Cloud Computing

WiAC '14: 2014 USENIX Women in Advanced Computing Summit

HotStorage '14: 6th USENIX Workshop on Hot Topics in Storage and File Systems

UCMS '14: 2014 USENIX Configuration Management Summit

ICAC '14: 11th International Conference on Autonomic Computing

June 17–20, 2014, Philadelphia, PA

USENIX Security '14: 23rd USENIX Security Symposium

August 20–22, 2014, San Diego, CA

OSDI '14: 11th USENIX Symposium on Operating Systems Design and Implementation

October 6–8, 2014, Broomfield, CO

LISA '14: 28th Large Installation System Administration Conference

November 9–14, 2014, Seattle, WA

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