Sponsor and Exhibitor Prospectus

Now in its 30th year, USENIX's Large Installation System Administration (LISA) conference is the premier meeting place for professionals who make computing work efficiently across a variety of industries. If you are, or work with, IT operations professionals, systems engineers, and academic researchers, or are otherwise involved in ensuring the effective delivery of IT services, this is your conference. We'd love for you to join us!

The six-day LISA16 program will include invited talks, workshops, panels, tutorials, and mini-tutorials. At our LISA Lab, attendees and speakers can demo, collaborate on, and test out new ideas. Evening receptions and Birds-of-a-Feather sessions provide opportunities to meet and network with those who share your interests. Visit www.usenix.org/lisa16 for updates!

## Expected Attendance: 1,200

- 2015 (Washington, D.C.): 1,060
- 2014 (Seattle, WA): 1,200
- 2013 (Washington, D.C.): 1,000
- 2012 (San Diego, CA): 1,050

Our Attendees Say:

- "I love LISA and can always trust that the topics will be relevant, and the people will be serious about systems administration. That's the reason I go every year and haven't been disappointed yet."

- "It's the only conference I attend. It has a good blend of topics and information, and it's long enough for me to absorb them (instead of rushing through a 1-day or 3-day conference)."

- "LISA is the best mix of training, talks, and networking of any events I've been to. That's the reason I've been to 11 of them."

- "Great sessions, great presenters, great community. I feel like I can make up a year of following news and forums on the subject in a week."

Sponsor and Exhibit at LISA16
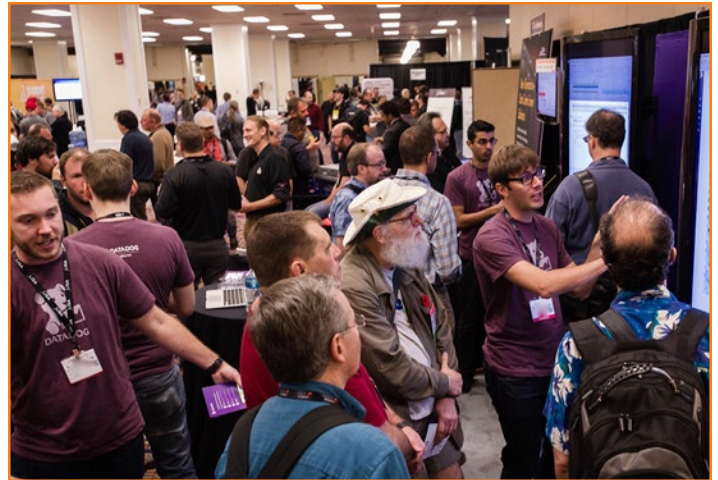
Get the LISA community talking about your products and services by sponsoring and exhibit at LISA16! Don't miss out on opportunities to:
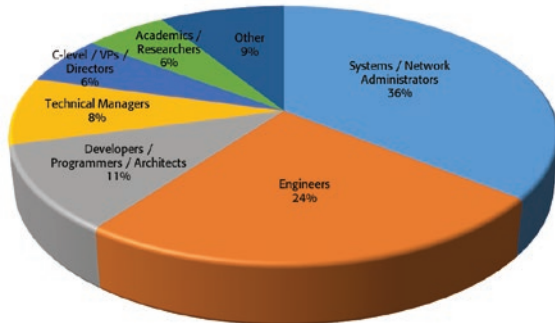
- **Generate Leads.** Exhibit at the LISA16 Expo, and sell your product, recruit top talent, network with your customer base, build your company profile, and make an impact on the best IT experts in the industry.

- **Speak.** Host a Vendor BoF; sign up for a Vendor Track talk; or grab a few minutes to address LISA attendees by sponsoring the Expo Luncheon, Happy Hour, or Conference Reception.

- **Brand.** Spread your logo and brand to an international audience by sponsoring the videos of the LISA16 talks. Under our open access policy, all USENIX conferences' technical session content is posted for free and open to all. By sponsoring open access at LISA, your logo will be permanently embedded on all talks recorded at LISA16. Other branding opportunities include sponsorship of the speakers' lounge or of one or more coffee breaks, and supporting our Vendor Passport raffle.

- **Support Good Works.** Empower professional development and advocate for diversity in the computing field by sponsoring our student grants and our grants for women programs.
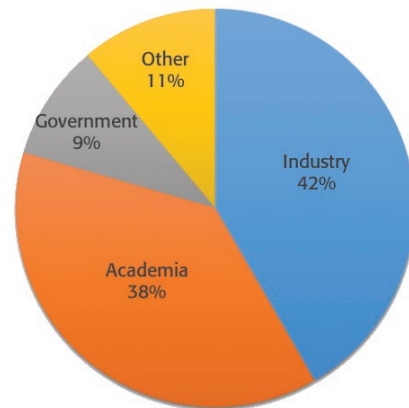
LISA Conference Attendee Profile

USENIX — THE ADVANCED COMPUTING SYSTEMS ASSOCIATION

LISA15 ATTENDEE TITLES

Systems / Network Administrators 36%
Engineers 24%
Developers / Programmers / Architects 11%
Technical Managers 8%
C-level / VPs / Directors 6%
Academics / Researchers 6%
Other 9%

LISA15 ATTENDEE SECTOR REPRESENTATION

Industry 42%
Academia 38%
Government 9%
Other 11%

LISA attendees come from corporations, major universities, and organizations including:

Adobe	Citigroup	GE	MITRE	Spotify
AG Interactive	CNN	Genentech	Mozilla	Sprint
Allstate Insurance	Comcast	Globo.com	NASDAQ	Stanford University
Amazon	CoreOS	Goldman Sachs	NAVER	State Farm
AMD	CoverMyMeds	Google	NEC	United Airlines
AOL	Cray	Groupon	NOAA	United Nations
Argonne National Lab	CSC	Harvard University	Nokia	University of Tokyo
Ariba	Datadog	Hershey Foods	Nordstrom	UPS
AT&T	Deloitte	Hewlett–Packard	Northrop Grumman	US-CERT
Atlassian	Device42	Huawei IBM	Oak Ridge National Lab	U.S. Dept. of Defense
Avaya	DigitalOcean	Intel	Oracle	U.S. Geological Survey
BEA Systems	Dreamworks	Intuit	PayPal	Verisign
Bechtel	Dropbox	Lexmark	Pfizer	VMware
Bio-Rad	EarthLink	Lockheed Martin	Principal Financial Group	Walt Disney
Boeing	EMC	Los Alamos National Lab	Puppet Labs	Wells Fargo
Bose	Ericsson	Maersk Oil	Qualcomm	The World Bank
Cargill	ExxonMobil	Marriott International	Raytheon	Xerox
Caterpillar	Facebook	McKinsey & Co.	Red Hat	Xirrus
Chevron	Federal Reserve Bank	Microsoft	Salesforce	Yahoo!
Cisco	FedEx	MIT Lincoln Lab	Sony	

Selected Past Speakers and Instructors

Mark Burgess
CFEngine, Inc.

Jez Humble
VP, Chef

Vint Cerf
VP and Chief Internet Evangelist, Google

Tom Limoncelli
SRE, StackExchange

Selena Deckelmann
Data Architect, Mozilla

Dinah McNutt
Release Engineer, Google

Mikey Dickerson
U.S. Digital Service

Jérôme Petazzoni
Docker, Inc.

Caskey Dickson
Microsoft

Bruce Schneier
Security technologist, author, and CTO, BT

Cory Doctorow
Science fiction author, activist, journalist, and blogger

Christopher Soghoian
Principal Technologist, American Civil Liberties Union

Alice Goldfuss
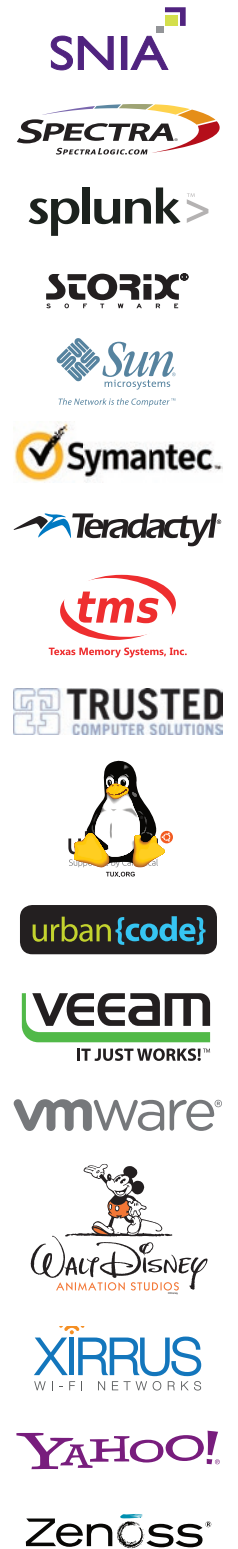*New Relic*

Theodore T'so
Google

Jon "maddog" Hall
Director, Linux International

Werner Vogels
CTO and Vice President, Amazon.com

Selected Past Sponsors and Exhibitors

usenix
THE ADVANCED
COMPUTING SYSTEMS
ASSOCIATION

AC&NC www.acnc.com

ACTIVE Archive

Advanced HPC

Akamai

amazon web services

AMPLIDATA

AppDynamics

ARIN
American Registry for Internet Numbers

Aspen Systems Inc.

AVERE

BakBone
The Power of Simplicity

BALABIT
CONTEXTUAL SECURITY INTELLIGENCE

BARRACUDA NETWORKS

BERKELEY COMMUNICATIONS

bmcsoftware

CAMBRIDGE Computer
ARTISTS IN DATA STORAGE

Centrify

CFEngine

CIRCONUS

CITRIX Open@Citrix

CloudBolt software

cloudera

coffee bean software pty ltd

CopperEgg

craigslist

Cumulus Systems

DataDirect NETWORKS
INFORMATION IN MOTION

DATADOG

DELL KACE

DMTF

e·DMZ SECURITY
Your Information Security Ally

ELECTRONIC FRONTIER FOUNDATION

EMC {code}

facebook

freeBSD

FUJITSU

FUSION-io

Google

GROUNDWORK

Hitachi Data Systems

hp

inktank

ISC

ISILON

iXsystems

Ksplice

loglogic

mindtouch

mirapath
Data Center and Lab Infrastructure Solutions

NEC

NEXSAN by imation

nimblestorage

O'REILLY

opengear

ORACLE

Palantir

panzura

PERMABIT TECHNOLOGY CORPORATION

PLATFORM9

PLURIBUS NETWORKS
SIMPLE INTELLIGENT NETWORKING

pogo [storage]

PostgreSQL

puppet labs

QLOGIC
The Ultimate in Performance

QUALSTAR

rackspace
the #1 managed cloud company

redhat

RIOT GAMES

SARATOGA DATA SYSTEMS

SENDMAIL

serverfault

Server Technology
Solutions for the Data Center Equipment Cabinet

SILICON MECHANICS
SERVERS · STORAGE · HPC

skybot software

SNIA

SPECTRA SPECTRALOGIC.COM

splunk>

STORIX SOFTWARE

Sun microsystems
The Network is the Computer

Symantec

Teradactyl

tms
Texas Memory Systems, Inc.

TRUSTED COMPUTER SOLUTIONS

Linux
Supported by our staff TUX.ORG

urban{code}

VEEAM
IT JUST WORKS!

vmware

WALT DISNEY ANIMATION STUDIOS

XIRRUS WI-FI NETWORKS

YAHOO!

Zenoss

LISA16 Sponsorship/Exhibiting Opportunities

**We are happy to work with you to reach your outreach goals at LISA16!
Many additional branding and outreach opportunities are available.**
Contact the Sponsorship Department (sponsorship@usenix.org).

OPPORTUNITIES	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Premium Exhibitor	Exhibitor
Expo booth (Wed., 12/7 Thur., 12/8)	20x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 includes carpet and electricity	10x8 carpeted booth
Logo on Vendor Passport (exhibitors only)	Premium logo placement on all versions	Premium logo placement on all versions	Premium logo placement on all versions	Premium logo placement on all versions	Logo placement on all versions	Logo placement on some versions
Logo and link on LISA16 Web site	Plus 100-word company description	Plus 75-word company description	Plus 50-word company description	Plus 50-word company description	Plus 50-word company description	Plus 25-word company description
Conference passes	8	6	3	2	1	0
Ad in conference directory	Full-page	Full-page	Full-page	½-page	¼-page	
Conference bag insert	◆	◆	◆	◆	◆	
Evening Vendor Birds-of-a-Feather (BoF) session	2 hours, catered		1 hour, catered	1 hour, catered		
Option to co-locate event	◆	◆	◆			
Option to distribute giveaway	During Reception	During Luncheon or Happy Hour	During coffee breaks or TBD			
Additional speaking opportunity	5 mins at Reception / 45-min Vendor Track talk	5 mins at Luncheon / Happy Hour OR 45-min Vendor Track talk	45-min Vendor Track talk			
Logo on on-site banner (or equiv.)	At Reception & in Main Lobby	At Luncheon or Happy Hour				
Branded item (lanyard, shirt, TBD)	◆	◆				

All benefits are deadline permitting. Each exhibit booth, vendor Birds-of-a-Feather (BoF) session, and sponsored event is intended for one company or organization only. Conference passes do not include access to the training program and co-located workshops.

SPONSORSHIP AND EXHIBITING BENEFITS DETAIL

DIAMOND (3 available) $50,000

- LISA16 Reception Sponsor (exclusive themed area)
- 20' x 8' premium booth package in carpeted hall with 2 skirted tables (6'), 4 chairs, wastebasket, and 2 electrical drops
- Opportunity to speak during reception (10-minute maximum)
- Option to distribute giveaway during reception
- Collateral in attendee bags or on USB drives
- Option to host a 2-hour catered vendor Birds-of-a-Feather (BoF) evening session or 45-minute Vendor Track talk (included in program)
- Logo on reception signage, and branded conference giveaway (item TBD)
- Logo all Vendor Passport versions (exhibitors only)
- Top-level logo placement on conference signage and LISA16 Web site, plus inclusion of 100-word company description
- Interview posted on USENIX social media and blogs
- Full-page advertisement in conference directory
- 8 conference passes
- 10 reception tickets

GOLD (~~5~~ 4 available) $25,000

CUSTOMIZED OPTIONAL ON-SITE OUTREACH (CHOOSE ONE):
- ❑ Expo Happy Hour or 1 of 2 Expo Luncheons (date TBD): option to distribute giveaway plus speaking opportunity (10-minute maximum)
- ❑ Option to host 45-minute Vendor Track talk (included in program)
- ❑ Option to co-locate vendor event at LISA16 (catering not included)

- 10' x 8' premium booth package in carpeted hall with 2 skirted tables (6'), 4 chairs, wastebasket, and 2 electrical drops
- Collateral in attendee bags or on USB drives
- Logo on branded LISA giveaway (item TBD, shared placement)
- Logo on all Vendor Passport versions (exhibitors)
- Premium logo placement on LISA16 signage and Web site, plus inclusion of 75-word company description
- Interview posted on USENIX social media and blogs
- Option for full-page ad in conference directory
- 6 conference passes
- 8 reception tickets

SILVER (6 available) $15,000

- 10' x 8' booth package as detailed above

CUSTOMIZED OPTIONAL ON-SITE OUTREACH (CHOOSE ONE):
- ❑ Option to host 1-hour catered vendor BoF or 45-minute Vendor Track talk (included in program)
- ❑ Option to co-locate vendor event at LISA16 (catering not included)
- Option to distribute giveaway during Coffee Breaks and either in attendee bags or on USB drives
- Logo on conference signage and Web site, plus inclusion of 50-word company description
- Logo on all Vendor Passport versions (exhibitors only)
- Option for full-page advertisement in conference directory
- 3 conference passes
- 6 reception tickets

BRONZE $8,900

- 10' x 8' booth package as detailed above
- Option to host 1-hour catered vendor BoF
- Option to distribute giveaway in attendee bags or on USB drives
- Logo, link, and 50-word company description on LISA16 Web site
- Logo on conference signage
- Logo on all Vendor Passport versions (exhibitors only)
- Option for half-page advertisement in conference directory
- 2 conference passes
- 4 reception tickets

OPEN ACCESS SPONSOR $10,000–$15,000

- Your linkable logo permanently embedded on all technical sessions video content posted on USENIX Web site and YouTube channel (exclusive posting at higher price)
- Complimentary Video Box Set, a USB drive of LISA16 videos and MP3 audio
- Premium 10' x 8' booth as detailed above
- Option to distribute giveaway in attendee bags or on USB drives
- Logo on all Vendor Passport versions
- Premium placement of logo on conference signage
- Logo and link, plus inclusion of 75-word company description, on LISA16 Web site
- Option for full-page advertisement in conference directory
- 2–3 conference passes
- 4–6 reception tickets

STUDENT & WOMEN GRANTS SUPPORT $5,000+

Support diversity in the field and our rising generation of systems and network experts by helping to subsidize LISA16 attendance!

- Benefits TBD—comparable to tiered sponsorship opportunities detailed on previous page

Lanyard/Badge $6,500
Conference Wireless $3,500

- All include logo, link, and 25-word company description on LISA16 Web site
- Logo on conference signage
- URL and 25-word company description in conference directory

VENDOR TRACK TALK

Add-On $7,500
Stand-Alone $12,000

- 45-minute talk in Vendor Track on Thursday, December 8 (parallel to main LISA sessions)
- Room for 125 set classroom
- Header table, mic, screen, projector, and stand
- Electrical and wireless connectivity included
- Talk promoted in main program listing on LISA16 Web site
- 1 conference pass (for speaker)

PREMIUM EXHIBITOR $6,200

- 10' x 8' booth with 8' pipe and drape back wall and 3' side rails
- 1 skirted table (6'), 2 chairs, wastebasket, and 1 electrical drop
- Booth identity sign (11" x 17" black and white)
- Logo, link, and 50-word company description on LISA16 Web site
- Company name, URL, and 50-word company description in conference directory
- Name on conference signage
- Option for quarter-page advertisement in conference directory
- Logo on all Vendor Passport versions
- Option to distribute giveaway in attendee bags or on USB drives
- 5 Vendor Expo passes for customers
- 1 conference pass
- 3 reception tickets

VENDOR BIRDS-OF-A-FEATHER SESSION

Premium Exhibitor Add-On $3,000
Stand-Alone $6,200

- Room (approximate capacity: 75 people) reserved for 1-hour evening session
- AV, mic, and projector availability
- Catering for 50 (beer, wine, soft drinks, and dry snacks)
- Logo on conference signage and Web site promoting BoF location and topic
- 1 conference pass (for moderator/speaker)

EXHIBITOR ONLY $4,000

- 10' x 8' with 8' pipe and drape back wall and 3' side rails
- 1 skirted table (6'), 2 chairs, and wastebasket
- Booth identity sign (11" x 17" black and white)
- Logo, link, and 25-word company description on LISA16 Web site
- Name on conference signage
- URL and 25-word company description in conference directory
- Logo on at least one version of Vendor Passport

Check off below the sponsorship and/or exhibiting opportunities of your choice. If you are a returning sponsor/exhibitor or a current USENIX Supporter, use the discounted prices shown. Please complete both pages of this agreement, and email them to sponsorship@usenix.org to secure your sponsorship and/or booth. Note that we cannot reserve booth space before receiving a signed contract and/or payment.

Become a USENIX Supporter for $5,000 and save now on your sponsorship/exhibiting costs! Plus, you will get premier promotional benefits for your enterprise, along with outstanding educational benefits for your employees. USENIX Supporter benefits are customizable to meet the needs of each sponsor. See www.usenix.org/membership/supporter.html for details.

SPONSORSHIP/EXHIBITING OPPORTUNITIES	BASE PRICES	RETURNING SPONSORS/ EXHIBITORS: ❏ Check here and use prices below.	USENIX SUPPORTERS (CURRENT AND NEW): ❏ Check here and use prices below.	SPONSORSHIP/ EXHIBITING COSTS*
❏ Diamond Sponsor–Reception	$50,000	$46,500	$45,000	$
❏ Gold Sponsor	$25,000	$23,250	$22,500	$
❏ Silver Sponsor	$15,000	$13,950	$13,500	$
❏ Bronze Sponsor	$8,900	$8,300	$8,000	$
❏ Open Access Sponsor	$10,000–$15,000	$9,300–$13,950	$9,000–$13,500	$
❏ Premium Exhibit Space + Vendor BoF	$9,200	$8,550	$8,280	$
❏ Premium Exhibit Space	$6,200	$5,760	$5,580	$
❏ Regular Exhibit Space	$4,000	$3,720	$3,600	$
❏ Vendor BoF Evening Session (1-hour)	$6,200	$5,760	$5,580	$
❏ Student or Women's Grant Sponsor	$5,000–$20,000	N/A	N/A	$
❏ Lanyard Sponsor	[RESERVED]	N/A	N/A	$
❏ Conference Wireless Sponsor	$3,500	$3,255	$3,150	$
❏ Vendor Track Talk	❏ $7,500 (sponsorship add-on) / ❏ $12,000 (stand-alone)	N/A	N/A	$
❏ Coffee Break Sponsor	$5,000	$4,650	$4,500	$
❏ Vendor Passport Sponsor	$5,000	$4,650	$4,500	$
❏ Charging Station	$3,500	$3,255	$3,150	$
❏ Attendee Bag Insert / USB content	❏ flat paper: $2,750, or ❏ 3-D: $3,300	❏ flat paper: $2,530, or ❏ 3-D: $3,035	❏ flat paper: $2,475, or ❏ 3-D: $2,970	$
❏ Advertising in Conference Directory	❏ full-page: $2,000, or ❏ half-page: $1,000	❏ full-page: $1,840, or ❏ half-page: $920	❏ full-page: $1,800, ❏ half-page: $900	$
EXHIBIT SPACE PREFERENCES:	1st choice_____		TOTAL COSTS =	$
	2nd choice_____		New USENIX Supporter? Add $5,000.	$
	3rd choice_____		TOTAL DUE =	$

* The USENIX Association is a 501(c)(3) nonprofit corporation. Sponsorship may qualify as a tax-deductible contribution. Please check with your tax advisor to determine whether any portion of your sponsorship will be tax deductible.

Payment

USENIX will invoice the primary Sponsor/Exhibitor contact (see next page) unless otherwise directed below. Please check all applicable boxes:

❏ Purchase order (P.O.) to be issued; please wait to invoice us until you receive our P.O.

❏ Please reference P.O. number_____

❏ Please send our invoice to: (name)_____ (email address)_____

❏ We would like to pay now via credit card.
USENIX prefers payment by check or EFT. If you would still like to pay via credit card and prefer not to wait for the invoice, please visit our DocuSign form at https://goo.gl/MVZBmN to securely transmit your credit card information and authorize USENIX via electronic signature to charge the card for your sponsorship/exhibit payment. You may also call in your credit card payment information Monday through Friday, from 9 am to 5 pm Pacific time: 510.528.8649. However, please do not leave any credit card information on voicemail. This credit card remittance information will be on the invoice, also.

LISA16 Sponsor/Exhibitor Agreement

Primary Sponsor/Exhibitor Contact for LISA16

Name _____   Company _____

Title _____   Email Address _____

Street Address _____ Mailstop/Suite/Department (specify) _____

City/Town _____ State/Province _____ Zip/Postal Code _____

Country (if other than U.S.A.) _____ Phone Number _____ ❏ Direct Office / ❏ Mobile

Terms

1. All benefits are available schedule permitting. Each exhibit space and/or sponsored event is for one company or organization only, unless otherwise approved by USENIX. The 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 Sponsor/Exhibitor's activity is deemed to be the invitee of Sponsor/Exhibitor rather than the invitee of USENIX.

2. Sponsor/Exhibitor understands that neither USENIX nor the Hotel maintains insurance covering Sponsor/Exhibitor's property and it is the sole responsibility of Sponsor/Exhibitor to obtain such insurance. USENIX shall not be liable for any injury or damage whatsoever to the property of Sponsor/Exhibitor, Sponsor/Exhibitor personnel, or to persons conducting or otherwise participating in the sponsored event, or to invitees or guests of Sponsor/Exhibitor. Sponsor/Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference facility and may request review of the relevant clauses of such existing agreements and regulations.

3. 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. Sponsor/Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Sponsor/Exhibitor's activities on the Hotel premises. Each party to this agreement (Sponsor/Exhibitor and USENIX) shall, to the extent not covered by the indemnified party's insurance, indemnify, defend, and hold harmless the other party and its respective owners, officers, directors, agents, employees, and independent contractors from and against any and all demands, claims, damages to persons or property, losses, and liabilities, including reasonable attorneys' fees (collectively, "claims") arising out of, or solely caused by, the indemnifying party's willful misconduct or gross negligence in connection with the provision and use of the Hotel as contemplated by this Agreement. This paragraph shall not waive any statutory limitations of liability available to either party, nor shall it waive any defenses either party may have with respect to any claim.

4. 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.

5. By signing this Agreement, Sponsor/Exhibitor promises that all Sponsor/Exhibitor's personnel, invitees, and guests will read the USENIX Event Code of Conduct (available at www.usenix.org/conferences/coc).

6. This Agreement will be considered binding when it has been signed by an authorized representative for Sponsor/Exhibitor and accepted and countersigned by an authorized representative of The USENIX Association. This Agreement represents the full and entire agreement between Sponsor/Exhibitor and USENIX. Any changes, additions, stipulations, or deletions, including corrective lining out by either party to this Agreement will not be considered agreed to or binding on the other unless such modifications have been initialed or otherwise approved in writing by the other. No statement, representation, promise, or condition not contained in this Agreement shall modify or affect in any manner whatsoever the terms thereof.

Acceptance of Terms

We, the respective authorized representatives of the sponsor/exhibitor named above and USENIX Association, accept all of the above terms and conditions:

AUTHORIZED REPRESENTATIVE FOR SPONSOR/EXHIBITOR:	AUTHORIZED SIGNATURE FOR USENIX ASSOCIATION:
(print)	(print)
(sign)	(sign)
Date:	Date: