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.

**December 4–9, 2016 at the Sheraton Boston Hotel**

**Expo: December 7–8, 2016**

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

All benefits are deadline permitting. Both the 10’ x 8’ exhibit booths and vendor Birds-of-a-Feather (BoF) sessions are each intended for one company or organization only. Conference passes do not include access to the training program and co-located workshops.
**LISA16 Sponsorship/Exhibiting Opportunities**

All Sponsor/Exhibitor benefits are deadline permitting. Both the 10’ x 8’ exhibit spaces and vendor Birds-of-a-Feather (BoF) sessions are each intended for one company or organization only. NOTE: Conference passes do not include access to tutorials and workshops.

### 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

### 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

### GOLD (5 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

### 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
VIDEO/OPEN ACCESS SPONSOR $15,000
• Your linkable logo permanently embedded on all technical sessions video content posted on USENIX Web site and YouTube channel
• 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
• Interview posted on USENIX social media and blogs
• Option for full-page advertisement in conference directory
• 5 conference passes
• 8 reception tickets

STUDENT & WOMEN GRANTS $5,000–$20,000
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 $7,500
Add-On
• 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

EXHIBITOR ONLY $4,000
• 10’ x 8’ draped booth in carpeted hall with 6’ skirted table, 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
Shaded booths are premium.
Please check off the sponsorship and/or exhibiting opportunities of your choice. If you are a returning sponsor/exhibitor or a current USENIX Supporter, please use your discounted prices shown below. Please complete both pages of this agreement and return via email or fax to Camille Mulligan (sponsorship@usenix.org, fax 510.548.5738) to secure your sponsorship or booth.

<table>
<thead>
<tr>
<th>SPONSORSHIP/EXHIBITING OPPORTUNITIES</th>
<th>BASE PRICES</th>
<th>RETURNING SPONSORS/EXHIBITORS: ☑ Check here and use prices below.</th>
<th>USENIX SUPPORTERS (CURRENT AND NEW): ☑ Check here and use prices below.</th>
<th>SPONSORSHIP/EXHIBITING COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Premium Exhibit Space + Vendor BoF</td>
<td>$9,200</td>
<td>$8,550</td>
<td>$6,280</td>
<td>$</td>
</tr>
<tr>
<td>☑ Premium Exhibit Space</td>
<td>$6,200</td>
<td>$5,760</td>
<td>$5,580</td>
<td>$</td>
</tr>
<tr>
<td>☑ Regular Exhibit Space</td>
<td>$4,000</td>
<td>$3,720</td>
<td>$3,600</td>
<td>$</td>
</tr>
<tr>
<td>☑ Vendor BoF Evening Session (1-hour)</td>
<td>$6,200</td>
<td>$5,760</td>
<td>$5,580</td>
<td>$</td>
</tr>
<tr>
<td>☑ Diamond Sponsor–Reception</td>
<td>$50,000</td>
<td>$46,500</td>
<td>$45,000</td>
<td>$</td>
</tr>
<tr>
<td>☑ Gold Sponsor–Expo Luncheon</td>
<td>$25,000</td>
<td>$23,250</td>
<td>$22,500</td>
<td>$</td>
</tr>
<tr>
<td>☑ Gold Sponsor–Happy Hour</td>
<td>$25,000</td>
<td>$23,250</td>
<td>$22,500</td>
<td>$</td>
</tr>
<tr>
<td>☑ Silver Sponsor</td>
<td>$15,000</td>
<td>$13,950</td>
<td>$13,500</td>
<td>$</td>
</tr>
<tr>
<td>☑ Bronze Sponsor</td>
<td>$8,900</td>
<td>$8,300</td>
<td>$8,000</td>
<td>$</td>
</tr>
<tr>
<td>☑ Video &amp; Open Access Sponsor</td>
<td>$15,000</td>
<td>$13,950</td>
<td>$13,500</td>
<td>$</td>
</tr>
<tr>
<td>☑ Student or Diversity Grant Sponsor</td>
<td>$5,000–$20,000</td>
<td>N/A</td>
<td>N/A</td>
<td>$</td>
</tr>
<tr>
<td>☑ Vendor-Track Talk</td>
<td>☑ $7,500 (sponsorship add-on) / ☑ $12,000 (stand-alone)</td>
<td>N/A</td>
<td>N/A</td>
<td>$</td>
</tr>
<tr>
<td>☑ LISA Lab / LISA BUILD</td>
<td>$5,000–$20,000</td>
<td>N/A</td>
<td>N/A</td>
<td>$</td>
</tr>
<tr>
<td>☑ Coffee Break Sponsor</td>
<td>$5,000</td>
<td>$4,650</td>
<td>$4,500</td>
<td>$</td>
</tr>
<tr>
<td>☑ Lanyard Sponsor</td>
<td>[reserved]</td>
<td>N/A</td>
<td>N/A</td>
<td>$</td>
</tr>
<tr>
<td>☑ Conference Wireless Sponsor</td>
<td>$3,500</td>
<td>$3,255</td>
<td>$3,150</td>
<td>$</td>
</tr>
<tr>
<td>☑ Vendor Passport Sponsor</td>
<td>$5,000</td>
<td>$4,650</td>
<td>$4,500</td>
<td>$</td>
</tr>
<tr>
<td>☑ Charging Station</td>
<td>$3,500</td>
<td>$3,255</td>
<td>$3,150</td>
<td>$</td>
</tr>
<tr>
<td>☑ Attendee Bag Insert / USB content</td>
<td>☑ flat paper: $2,750, or ☑ 3-D: $3,300</td>
<td>☑ flat paper: $2,530, or ☑ 3-D: $3,035</td>
<td>☑ flat paper: $2,475, or ☑ 3-D: $2,970</td>
<td>$</td>
</tr>
<tr>
<td>☑ Advertising in Conference Directory</td>
<td>☑ full-page: $2,000, or ☑ half-page: $1,000</td>
<td>☑ full-page: $1,840, or ☑ half-page: $920</td>
<td>☑ full-page: $1,800, ☑ half-page: $900</td>
<td>$</td>
</tr>
</tbody>
</table>

**TOTAL COSTS** $

New USENIX Supporter? Add $5,000.

**TOTAL DUE** $

The USENIX Association is a 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.

**Payment and Logistics**

Full payment is due 45 days after approval of this agreement, or 30 days prior to event, whichever comes first. If you would like to have the option of paying in two installments, please contact 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 and exhibitor fees are nonrefundable and nontransferable. Failure to submit payment does not release the applicant from liability. Your company will not be included or 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.
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.)

☐ Credit card payment
  USENIX prefers payment by check or EFT. If you would still like to pay
  via credit card, please check this box, and we will send you a link to
  both 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.

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 at the link shown
  above.

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 its invitees or guests, or to persons
  conducting or otherwise participating in the sponsored event. 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.

  By signing this agreement, Sponsor/Exhibitor agrees that all
  Sponsor/Exhibitor’s personnel, invitees, and guests will abide by the USENIX

Acceptance of Terms

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

Authorized Representative for Sponsor:

(print) ____________________________________________
(sign) ____________________________________________ Date: __________

Authorized Signature for USENIX Association:

(print) ____________________________________________
(sign) ____________________________________________ Date: __________

Please complete both pages of this agreement and return via email or fax to the Sponsorship Department (sponsorship@usenix.org, 510.548.5738) to secure your sponsorship or booth. Thank you!