

USENIX 2001 EXHIBITION

**Maximize Your Impact.
Put Yourself at the Forefront of Attendees' Attention by becoming a USENIX 2001 Annual Conference Sponsor.**

For More Information About Sponsoring Events at USENIX 2001, contact

Brenda Geffner
Sponsorship Office

Tel: 818 342 6218
Fax: 818 342 4830
brenda@bgassociates.com

2001 USENIX ANNUAL CONFERENCE SPONSORSHIP PACKAGES

(All sponsorships are given on a first come, first serve basis)

I. CONFERENCE RECEPTION PLATINUM SPONSORSHIP PACKAGE:

The Conference Reception gives great exposure for your company because everyone attends, giving you ample opportunity to meet and mingle. It is recognized as the key networking event while everyone dines on great food, drinks and entertainment.

- \$40,000
- 4 Sponsorships Available

Includes:

1. 20' x 8' booth space (Can upgrade for \$1950 per 10' x 8' space)
2. Conference Reception Official Sponsor – Logo on Welcome Banner for Conference Reception
3. One Full page two color ad in On-Site Brochure
4. Listing in program guide as a sponsor of reception event
5. Logo on Conference Website
6. 4 Conference passes (excluding tutorials)
7. One time use of Conference Attendee Mailing List (emails not included)
8. Literature table display available

II. COFFEE BREAK SILVER SPONSORSHIP PACKAGE:

The Coffee Break provides constant visibility for your company's logo throughout the day. This Coffee Break Silver Sponsorship Package is a great value since it includes booth, two breaks, signage, and advertising.

- \$15,000
- 4 Sponsorships Available – Exclusive to each day

Includes:

1. 10' x 8' Booth space (Can upgrade for \$1950 per 10' x 8' space)
2. Coffee Break Official Sponsor for one full day (2 Coffee Breaks per day) – Opportunity to hang your company's banner at coffee break for the day (banner must be pre-approved by USENIX)
3. Signage will be placed throughout the Coffee Break of sponsored day with logo and thank you
4. Half page two color ad in on-site brochure
5. Logo on Conference Website
6. Literature table display available

III. COFFEE BREAKS:

Have every attendee see your logo by sponsoring a conference coffee break. We provide tabletop signs and hang your supplied banner to publicize your company and acknowledge your support of our attendees.

- \$5,000
- Exclusive sponsorship per break (USENIX creates signage for Coffee Break)

USENIX 2001 EXHIBITION

IV. HAPPY HOUR IN THE EXHIBITION HALL:

Attendees love free food and drinks! Happy Hour at the Exhibition Hall has been a popular venue for meeting attendees at the end of the day's technical sessions.

■ \$10,000

Includes:

1. 10' x 8' Booth space (Can upgrade for \$1950 per 10' x 8' space)
2. Signage will be placed throughout the exhibition hall during the happy hour acknowledging sponsor (USENIX creates signage) – Opportunity to hang own banners in hall (banner must be pre-approved by USENIX)
3. Logo on Conference Website
4. Literature table display available

V. LUNCH IN THE EXHIBITION HALL:

Lunch is provided on the second day of the exhibition which draw attendees giving you another opportunity to meet attendees and other vendors. This is always a hit with USENIX attendees, who appreciate the break from technical sessions.

■ \$10,000

Includes:

1. 10' x 8' Booth space (Can upgrade for \$1950 per 10' x 8' space)
2. Signage will be placed throughout the exhibition hall during lunch acknowledging sponsor (USENIX creates signage) – Opportunity to hang own banners in hall (banner must be pre-approved by USENIX)
3. Logo on Conference Website
4. Literature table display available

VI. HOST A BoF session:

Host the BoFs at the USENIX Annual Conference. Attendees enjoy sodas and beer at the BoFs. Your sponsorship will go towards the drinks. Signs with your logos will be placed around the BoF to thank you for your generosity.

■ \$5,000 per BoF session

VII. TERMINAL ROOM:

USENIX provides our conference attendees with the use of network desktops and Internet connectivity during the conference. As the Terminal Room sponsor, your logo will be used as the screensaver on each desktop for each terminal user to see. Your logo will be prominently displayed in the terminal room and your support will be acknowledged in our on-site directory.

■ \$10,000 (USENIX creates signage for Terminal Room)

VIII. HOSPITALITY SUITES:

Host a hospitality suite in the evening. You do not pay a fee to USENIX, but you must make arrangements through our Conference Office. Email conference@usenix.org for more information.

■ By Arrangement

**For More
Information
About
Sponsoring
Events at
USENIX 2001,
contact**

Brenda Geffner
Sponsorship Office

Tel: 818 342 6218
Fax: 818 342 4830
brenda@bgassociates.com

USENIX 2001 EXHIBITION

PROMOTIONAL ITEMS

Promotional Items will be produced by USENIX, Sponsors Logo will be placed on all items and given to every conference attendee. Promotional Items are exclusive sponsorships.

LANYARDS:

Every attendee must wear a badge, and there is no better way to get your company name recognized than having it on the neck strap of each attendee. USENIX handles all badge ordering and production.

- \$10,000 – Exclusive
- \$30,000 for all Conference Exhibitions: USENIX Annual, Security, ALS and LISA

PENS:

USENIX conferences are educational and informative. Get your company name recognized on pens distributed with all attendee packets. The pens will continue to be useful and your logo will be visible long after the conference. USENIX handles all pen ordering and production.

- \$7,000 – Exclusive
- \$20,000 for all Conference Exhibitions: USENIX Annual, Security, ALS and LISA

CONFERENCE RECEPTION GLASSES:

When raising a glass everyone will see your company's logo, and attendees will add this glass to their collection and keep it as a memento. USENIX handles all ordering and production.

- \$6,000 (First 1000 glasses only) – Exclusive

SPORT WATER BOTTLES:

Everyone drinks water during the conference sessions, why not keep your logo with them. USENIX handles all ordering and production.

- \$6,000 (Given with Show Bag) – Exclusive

NOTEPAD:

Are you always looking for paper to write things on? Well, you are not the only one. That is why having your logo on a 5x7 note pad, is a great sponsorship item and will be used at the conference and back home. USENIX handles all ordering and production.

- \$5,000 – Exclusive

POST-IT:

Small, but mighty, this item is easy to carry and is used by everyone at the conference (for phone nos. and quick notes) as well as at the office. USENIX handles all ordering and production.

- \$5,000 – Exclusive

**For More
Information
About
Sponsoring
Events at
USENIX 2001,
contact**

Brenda Geffner
Sponsorship Office

Tel: 818 342 6218

Fax: 818 342 4830

brenda@bgassociates.com

Sponsorship Opportunities are exclusive rights to exhibitors. To become an exhibitor contact Dana Geffner at 831 457 0600 or dana@bgassociates.com

USENIX 2001 EXHIBITION

PROMOTIONAL ITEMS (CONTINUED)

TOTE BAGS:

If you want to see each attendee carry your logo with them throughout the conference, sponsor our tote bags. Your logo is imprinted on high quality canvas bags and distributed to all conference attendees. Our attendees are often given many things to carry and these tote bags become an essential part of the conference experience. USENIX takes care of all bag ordering and production.

- \$17,000

SHOW BAG INSERTS:

- \$2,500 – 4 available (you supply the inserts)

If you have an idea for another item/activity you would like to sponsor, please contact us.

ADVERTISING SPACE FOR ON-SITE DIRECTORY

- Full Page two color ad: \$1200
- Half page two color ad: \$600
- Full Page four color ad: \$2000
(Inside front, outside back and inside back cover only)

**For More
Information
About
Sponsoring
Events at
USENIX 2001,
contact**

Brenda Geffner
Sponsorship Office

Tel: 818 342 6218

Fax: 818 342 4830

brenda@bgassociates.com

Sponsorship Opportunities are exclusive rights to exhibitors. To become an exhibitor contact Dana Geffner at 831 457 0600 or dana@bgassociates.com