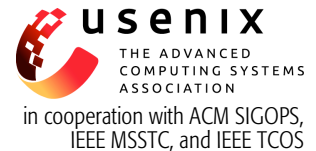# FAST '12: 10th USENIX Conference on File and Storage Technologies

February 14–17, 2012, San Jose, CA, USA
http://www.usenix.org/events/fast12/

usenix
THE ADVANCED
COMPUTING SYSTEMS
ASSOCIATION
in cooperation with ACM SIGOPS,
IEEE MSSTC, and IEEE TCOS

Join the leading storage systems researchers and practitioners at a premier research forum to discuss innovative design, implementation, and uses in the areas of file systems and storage. Insightful and useful results will be presented from the best of current research and practice, emphasizing both innovation and quantified experience. To learn more about FAST '12, including organizers, topics, location, and program schedules, see www.usenix.org/events/fast12. Information about who has attended and sponsored FAST is available on p. 4.

Attendance in 2011 was 463.

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. See below for opportunities to present your company and products to this premier audience from the storage community.

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

FAST '12 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 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
- Tabletop in lobby during peak attendance days
- 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
- 3 conference passes for your use*

Silver Student Grant Sponsor $10,000
- Company logo and link displayed on the conference web site
- Company logo featured on key conference signage
- Tabletop in lobby during peak attendance days
- 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 for your use*

Bronze Student Grant Sponsor $5,000
- Company logo and link displayed on the conference web site
- Company logo featured on key conference signage
- Company name in the conference on-site guide

Platinum Reception sponsor $40,000

- Sponsorship of the Poster Session and Happy Hour Reception OR Conference luncheon (subject to availability)
- 15-minute opportunity to address the attendees
- Company logo featured on signage at the conference and at the Poster Session Reception
- 1 Hour evening vendor Birds of a Feather session, with beer wine and refreshements for 30 people
- Company logo and link displayed on the conference web site and company name in conference on-site guide
- Opportunity to distribute one print marketing piece or one promotional item/gift at conference
- Tabletop exhibit during peak conference attendance days, with premium placement in the conference lobby area
- One full page, B/W ad in ;login: The USENIX magazine, on a space-available basis ($1700 value) during membership term
- **One-time use of the FAST'12 postal mailling list** (Mail piece must be approved by USENIX office.)
- 6 conference passes for your use*
- $5,000 USENIX Corporate Supporter status, with all benefits outlined at www.usenix.org/membership/supporter.html

Poster Session Happy Hour (1 still available) $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 at during happy hour
- tabletop located at entrance to Reception/Poster Session
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name in the conference on-site guide
- 4 conference passes for your use*

Lunch Sponsor (one available)   25,000

- 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 during the luncheon
- Tabletop located at entrance to Luncheon
- Opportunity to distribute one print marketing piece or one promotional item/gift at conference
- Company name in the conference on-site guide
- 4 conference passes for your use*

Conference Givaway–(2 available) $10,000

- Company logo and link displayed on the conference web site
- Company logo on attendee giveaway (bags, T-shirt or TBD) distributed at registration
- Company name in the conference on-site guide
- Company materials included in attendee packet, or on USB Flash Drive alongside conference proceedings
- 2 conference passes for your use*

Coffee Breaks Sponsor (2 available) $7,500

- Company logo and link displayed on the conference web site
- Company logo featured on signage at the coffee break stations
- Opportunity to staff 6' table in break area during breaks
- Company name in the conference on-site guide
- 1 conference pass for your use*

Conference Wireless Network Sponsor—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

Tabletop Exhibit Space   **check for availability**
- One skirted table in conference lobby area during peak conference attendance days
- Company logo featured on signage in a public area
- Company logo and link displayed on the event web site
- Company name in the conference on-site guide

Vendor Birds-of-a-Feather (BoF) Evening Sessions   **$2,800 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 evening session
- Refreshments including beer, wine, sodas, and dry snacks for 30 people
- Company name in the conference on-site guide

Lanyard Sponsor   **$7,500**
- Company name and logo displayed on badge lanyard distributed to each attendee
- Company logo and link displayed on the conference web site
- Company name listed as sponsor in the on site guide
- Company name and logo listed as on conference signage
- 1 conference passes *

General Support   **5,000-$20,000**
- 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
- 1-4 Conference passes , commensurate with level of support*

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

2011 Attendee Profile   (Total attendees in 2011 was 461)

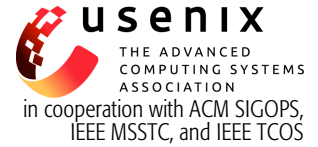| JOB FUNCTION			
Developer/Programmer/Architect	33%	System Engineer	2%
Academic/Researcher	30%	Other	4%
Student	16%	System/Network Administrator	9%
Technical Manager	11%	Consultant	2%

Sample of Attendee Enterprises and Institutions

- Amazon.com
- AMCC
- Apple
- Argonne National Laboratory
- BlueArc Corp
- Carnegie Mellon University
- Cisco
- Cray
- CSC Scientific Computing
- Daegu University
- Data Domain
- EMC
- Environment Canada
- eweek.com
- Federal Reserve Board
- Google
- Hanyang University, South Korea
- Harvey Mudd College
- Hewlett Packard
- Hitachi
- IBM
- Imperial College London

- Intel
- Johns Hopkins University
- Juniper Networks
- Lawrence Berkeley National Labs
- Los Alamos National Labs
- LSI Corp
- Microsoft
- NEC
- NetApp
- NTT
- Oak Ridge National Labs
- Oregon State University
- Oracle
- Panasas
- Permabit Technology
- Pixar Studios
- Qualcomm
- Rackable
- Red Hat
- Riverbed Technology
- Seagate
- SGI
- PDSI/Carnegie Mellon
- Rackspace

- Stanford Linear Accelerator Center
- Stony Brook University
- Sun Microsystems
- Symantec
- Tokyo Institute of Technology
- Toshiba
- University of California
- University of Ioannina, Greece
- University of Massachusetts
- University of Michigan
- University of Notre Dame
- University of Rochester
- University of Texas
- University of Tokyo
- University of Wisconsin
- Vanderbilt University
- VMware
- Xen.org
- Yahoo!
- And many others

Sample of Past Sponsors

- Cleversafe
- Data Domain
- Dell
- EMC
- Facebook
- Google
- HP Labs
- IBM Research
- Isilon
- Marvell
- Microsoft Research
- National Science Foundation
- NetApp
- Omnidbond/OrangeFS

- Seagate
- SNIA
- Spectralogic
- Sun Microsystems
- Swifftest
- Vmware
- Yahoo!

Contact sponsorship@usenix.org for more information

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FAST '12 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
❏ Platinum Stipend Sponsor	$40,000	*included*	−$4,000	$
❏ Gold Student Grant Sponsor	$20,000	*included*	−$2,000	$
❏ Silver Student Grant Sponsor	$10,000	+$5,000	−$1,000	$
❏ Bronze Student Grant Sponsor	$5,000	+$5,000	−$500	$
❏ Poster Session Reception	$25,000	*included*	−$2,500	$
❏ Conference Reception	reserved	*included*	**reserved**	**reserved**
❏ Lunch Sponsor	$25,000	+$5,000	−$2,500	$
❏ Coffee Breaks Sponsor	$7,500	+$5,000	−$600	$
❏ Conference giveaway	$8,000	+$5,000	−$800	$
❏ Conference WIreless Sponsor	$5,000	+$5,000	−$500	$
❏ Lobby Tabletop	$3,000	+$5,000	−$300	$
❏ Lanyard sponsor	$7,500	+5,000	-$750	$
❏ Vendor BoF Session	$2,800 per session	+$5,000	−$250 per session	$
❏ General Support	$5,000-20,000	+$5,000		$
	$			

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 45 days after approval of this contract, or by agreement.

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. All benefits are available schedule permitting. Prices and benefits subject to change without notice.

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

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.

Acceptance of Agreement

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): _____