

19th USENIX Security Symposium

August 9 – 13, 2010, Washington, DC
www.usenix.org/sec10

The USENIX Security Symposium brings together researchers, advanced practitioners, system administrators, system programmers, and others interested in the latest advances in systems and network security.

All content will address novel and scientifically significant practical works in security or applied cryptography. The Symposium will span five days: a training program will be followed by a two and one-half day technical program, which will include refereed papers, invited talks, Work-in-Progress reports, panel discussions, and Birds-of-a-Feather sessions. To learn more about USENIX Security '10, including organizers, topics, location, and program schedules, see www.usenix.org/sec10.

2009 Attendee Profile

2009 Attendance: 428

PRIMARY JOB FUNCTION			
Academic/Researcher	35%	Consultant	3%
Student	34%	Technical Manager	2%
Security Admin/Engineer/Analyst	9%	System/Network Administrator	3%
Developer/Programmer/Architect	8%	Other	4%
		System Engineer	2%

Sample of Recent Sponsors

- Google
- Microsoft Research
- Symantec
- Barracuda Networks
- BAE Systems
- Endeavor Security
- NTTDoCoMo
- Netwitness
- Sxip Identity
- Arbor Networks
- Raritan
- O'Reilly Publishing
- VMware
- IBM Research

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. Please see the sponsorship opportunities on the following pages for examples of some of the ways you can participate.

Please contact Camille Mulligan, Exhibits Manager, to discuss a custom package for you: sponsorship@usenix.org or (510) 528-8649 ext. 17.

USENIX Security '10 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 featured in marketing materials for the event (schedule permitting)
- Company logo and link prominently displayed on the event Web site
- Option to staff a 6' table during peak hours of attendance for recruiting, sales and marketing
- \$5,000 USENIX Corporate Supporter status, with all benefits outlined at www.usenix.org/membership/supporter.html
- Company logo featured on key event signage
- One-piece sponsor collateral material of up to 10 stapled pages inserted in every attendee registration packet
- Company name, URL, and description (50 words) in the event on-site guide
- 5 symposium passes for your use*
- 8 additional passes to the Symposium Reception

Silver Student Grant Sponsor

\$10,000

- Company logo featured in marketing materials for the event (schedule permitting)
- Option to staff a 6' table during peak hours of attendance for recruiting, sales and marketing
- Company logo and link displayed on the event Web site
- Company logo featured on key event signage
- One-piece sponsor collateral material of up to 5 stapled pages inserted in every attendee registration packet
- Company name, URL, and description (50 words) in the event on-site guide
- 3 symposium passes for your use*
- 5 additional passes to the Symposium Reception

Bronze Student Grant Sponsor

\$5,000

- Company logo and link displayed on the event Web site
- Company name, URL, and description (30 words) in the event on-site guide
- 2 symposium passes for your use*
- 3 additional passes to the Symposium Reception

Reception Sponsor—Exclusive Opportunity

\$25,000

- Company logo featured in marketing materials for the event (schedule permitting)
- Company logo and link prominently displayed on the event 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
- Opportunity to distribute one print marketing piece or one promotional item/gift at the reception
- Company name, URL, and description (100 words) in the event on-site guide
- 5 symposium passes for your use*
- 10 additional passes to the Symposium Reception

Coffee Breaks Sponsor

\$5,000

- Company logo and link displayed on the event Web site
- Company logo featured on signage at the coffee break stations
- Company name, URL, and description (30 words) in the event on-site guide
- 2 symposium passes for your use*

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

USENIX Security '10 Sponsorship Opportunities

Conference USB Flash Drive—Exclusive Opportunity \$5,000

- Company logo and link displayed on the event Web site
- Company logo on USB Flash drive with Proceedings distributed to attendees at registration
- Your company content on all USB flash drives with Security Symposium Proceedings, distributed to all attendees
- Company name, URL, and description (50 words) in the event on-site guide
- 2 symposium passes for your use*

Conference Network Support—Exclusive Opportunity \$5,000

- Company logo and link displayed on the event Web site
- Company literature distributed in a public area
- Company logo featured on signage in a public area
- Company name, URL, and description (50 words) in the event on-site guide
- 2 symposium passes for your use*

Vendor Birds-of-a-Feather (BoF) Sessions \$2,000 per session

- Company logo and link displayed on the event 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 event on-site guide
- 1 symposium pass for your use*

General Support \$5,000

- Company logo and link displayed on the event Web site
- Company name, URL, and description (50 words) in the event on-site guide
- 2 symposium passes for your use*

Promotional Material Distribution flat paper: \$1,000; 3-D: \$1,500

- Company name and link displayed on the event Web site
- Company materials inserted on USB Flash drive, and/or handed out to attendees at registration (inserts to be supplied by the sponsor; flat insert can be up to 10 stapled pages). Distribution at special events by arrangement.

Advertising in the Conference On-site Guide full page ad: \$1,000; half page ad: \$600

- Company ad printed in black-and-white in the event on-site guide, inserted in every attendee registration packet

Tabletop Exhibit Space

Limited Tabletop Exhibit space will be available. Please contact camille@usenix.org for details, pricing and availability.

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

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August 11-13, 2010, Washington, DC
www.usenix.org/sec10

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
<input type="checkbox"/> Gold Student Grant Sponsor	\$20,000	<i>included</i>	-\$2,000	\$
<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>	-\$2,500	\$
<input type="checkbox"/> Coffee Breaks Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> FlashDrive Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Conference Network Sponsor	\$5,000	+\$5,000	-\$500	\$
<input type="checkbox"/> Vendor BoF Session	\$2,000 per session	+\$5,000	-\$200 per session	\$
<input type="checkbox"/> General Support	\$5,000	+\$5,000	-\$500	\$
<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"/> Advertising in On-site Guide	full page: \$1,000; half page: \$600	+\$5,000	full page: -\$100; half page: -\$60	\$
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 two week prior to event, whichever comes first. Other payment terms available on request.

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.

USENIX Security '10 Sponsorship Agreement (continued)

Please sign and return both pages of this form by mail or fax to:
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): _____