



## SIGCOMM 2008 Support Opportunities

A Data Communications Festival

<http://www.sigcomm.org/sigcomm2008/>

Dear Technology Partner,

We would like to invite you to participate as a **supporter** of ACM SIGCOMM 2008 Data Communications Festival, dedicated to identifying and addressing the difficult challenges of designing, implementing, deploying, and managing data networks and services.

SIGCOMM is the flagship annual conference of the Special Interest Group on Data Communications of the Association for Computing Machinery. It brings together researchers, developers, practitioners, and visionaries from all over the world, providing them with an environment where ideas flow freely and intellectual discussions happen easily between individuals instrumental in shaping the data communications and computer networking world of tomorrow. SIGCOMM is a highly selective conference where the quality of its technical program is guaranteed by an outstanding world renowned technical program committee. A number of social and technical events, such as speeches by visionary leaders in the field, panels on timely and controversial topics, tutorials on the basics and advances in the field, and workshops focusing on pressing issues of the day, provide ample opportunities for learning, educating, debating, and exchanging information between users, providers, and researchers. Influential technical leaders from government, academia, and industry attend this annual conference.

SIGCOMM 2008 will be held between Aug. 17-22 at the Grand Hyatt, Seattle, Washington, USA. The conference will present an excellent opportunity for you to get your company's brand and message across to the world's leading computer networking professionals, technology integration decision makers, and potential future employees. We expect that many partners from the industry will come together to support SIGCOMM 2008 and many of those attending will be in a position to include your company's products and services in the next generation networking solutions.

Below are some of the exciting opportunities that you can avail for enhancing your company's visibility at SIGCOMM 2008.

Yours truly,

Victor Bahl & David Wetherall  
SIGCOMM 2008 General Chairs



## SUPPORT THE LATEST DEVELOPMENTS IN COMPUTER & DATA COMMUNICATION TECHNOLOGIES

SIGCOMM is a 5-day event, featuring refereed paper presentations, demos, and poster sessions; workshops and tutorials. Papers describing significant research contributions include **areas of interests**, but are not limited to:

- Analysis and design of network architectures and algorithms
- Experimental results from operational networks or network applications
- Fundamental insights into network and traffic characteristics
- Network fault-tolerance and reliability, debugging, and troubleshooting
- Network management and traffic engineering
- Network security, vulnerability, and defenses
- Network, transport, and application-layer protocols
- Networking issues for Web-hosted applications, VOIP and gaming
- Operating system and other host support for networking
- Peer-to-peer, overlay, and content distribution networks
- Resource management, quality of service, and signaling
- Routing, switching, and addressing
- Tools and techniques for network measurement and simulation
- Unique issues relating to enterprise, datacenter or storage area networks
- Wireless, mobile, ad-hoc, and sensor networks

### Support Options

ACM SIGCOMM welcomes corporate support and offers a variety of ways in which companies can participate as a supporter. Information on the support opportunities, including benefits and amount, are given below. Also, if you prefer, we will happily develop a custom package for you.

### General support options in a nutshell

	Support Level	Logo + URL on Web site	Company name on email notifications & public acknowledgements	Ability to supply giveaways /SWAG	Recruiting / Exhibit table	Complimentary Conference Passes	Complimentary Student Reception Passes	Additional Dinner Banquet Passes
Platinum	\$15K	Y	Y	Y	Y	3	3	5
Gold	\$10K	Y	Y	Y	Y	2	2	3
Silver	\$5K	Y	Y	Y	N	1	1	1
Bronze	\$3K	Y	Y	Y	N	0	0	0

### PLATINUM LEVEL SUPPORT (OPTION P)

**\$15,000**

#### Marketing and Branding

- Company logo with support category prominently displayed on all conference materials
- Company logo with home page link prominently displayed on the conference website

- Company logo on collaterals to be handed out to each attendee. For example, logo will be on the title page of the conference proceedings. The proceedings are handed out to attendees and a copy is mailed to all ACM SIGCOMM members. Total world-wide distribution is over 2200
- Ability to supply giveaways/SWAG in attendee registration package. All items subject to approval by conference General Chairs.
- Company name on Email notifications related to the conference

### Onsite Benefit

- Company logo on *Supporter Wall* (premier placement)
- Public acknowledgement by General Chairs during the opening ceremonies
- Ability to set up a recruiting /exhibit table
- 3 complimentary conference registrations with invitation to the Dinner Cruise (~ value: \$2250)
  - Each conference registration includes access to all conference sessions August 19-21 2008, Proceedings (Conference/Workshop), Lunch and Coffee Breaks August 19-21, Welcome Reception August 18 (Mon), Dinner Banquet August 20 (Wed).
- 5 additional conference dinner banquet passes (Argosy Cruise or equivalent) (~ value \$375)
- 3 passes to "*Dinner with Students*" (Seattle Aquarium or an equivalent location) (~ value \$150)
- Approval to host a Hospitality Suite (prior notice required, cost of suite not covered)

## **GOLD LEVEL SUPPORT (OPTION G)**

**\$10,000**

### Marketing and Branding

- Company logo with support category prominently displayed on all conference materials
- Company logo and link prominently displayed on the conference website
- Company logo on collaterals to be handed out to each attendee. For example, logo will be on the title page of the conference proceedings. The proceedings are handed out to attendees and a copy is mailed to all ACM SIGCOMM members. Total world-wide distribution is over 2200.
- Ability to supply giveaways/SWAG in attendee registration package. All items subject to approval by conference General Chairs
- Company name on Email notifications related to the conference

### Onsite Benefit

- Company logo on *Supporter Wall*
- Public acknowledgement by General Chairs during the opening ceremonies
- Ability to set up a recruiting /exhibit table
- 2 complimentary conference registrations with invitation to the Dinner Cruise (~ value: \$1500)
  - Each conference registration includes access to all conference sessions August 19-21 2008, Proceedings (Conference/Workshop), Lunch and Coffee Breaks August 19-21, Welcome Reception August 18 (Mon), Dinner Banquet August 20 (Wed).
- 3 additional conference dinner banquet passes (Argosy Cruise or equivalent) (~ value \$225)
- 2 passes to "*Dinner with Students*" (Seattle Aquarium or an equivalent location) (~ value \$100)
- Approval to host a Hospitality Suite (prior notice required, cost of suite not covered)

## **SILVER LEVEL SUPPORT (OPTION S)**

**\$5,000**

### Marketing and Branding

- Company logo with support category prominently displayed on all conference materials
- Company logo and link prominently displayed on the conference website

- Company logo on collaterals to be handed out to each attendee. For example, logo will be on the title page of the conference proceedings. The proceedings are handed out to attendees and a copy is mailed to all ACM SIGCOMM members. Total distribution of 2200+
- Ability to supply giveaways/SWAG in attendee registration package. All items subject to approval by conference General Chairs.
- Company name on Email notifications related to the conference

#### Onsite Benefit

- Company logo on *Supporter Wall*
- Public acknowledgement by General Chairs during the opening ceremonies
- 1 complimentary conference registrations with invitation to the Dinner Cruise (~ value: \$750)
  - Each conference registration includes access to all conference sessions August 19-21 2008, Proceedings (Conference/Workshop), Lunch and Coffee Breaks August 19-21, Welcome Reception August 18 (Mon), Dinner Banquet August 20 (Wed).
- 1 additional conference dinner banquet passes (Argosy Cruise or equivalent) (~ value \$75)
- 1 pass to “*Dinner with Students*” (Seattle Aquarium or an equivalent location) (~ value \$50)

---

### BRONZE LEVEL SUPPORT (OPTION B)

**\$3,000**

#### Marketing and Branding

- Company logo with support category prominently displayed on all conference materials
- Company logo and link prominently displayed on the conference website
- Company logo on collaterals to be handed out to each attendee. For example, logo will be on the title page of the conference proceedings. The proceedings are handed out to attendees and a copy is mailed to all ACM SIGCOMM members. Total distribution of 2200+
- Ability to supply giveaways/SWAG in attendee registration package. All items subject to approval by conference General Chairs.
- Company name on Email notifications related to the conference

#### Onsite Benefit

- Company logo on *Supporter Wall*
- Public acknowledgement by General Chairs during the opening ceremonies

### Individualized Support Options

In addition to the general support options, you may choose any of the following personalized options. Alternatively we can work with you to create one.

---

### JUNIOR FACULTY/STUDENT TRAVEL SUPPORTER

**\$5,000 - \$20,000**

As the junior faculty /student travel supporter, you will have the opportunity to support students and faculty members who are just starting out in their careers, to attend SIGCOMM 2008. Each student and junior faculty will receive up to \$1,000 stipend to cover the cost of travel, hotel expenses, and registration fees, according to need. All applicants will be reviewed and selected by a committee appointed by the General Chairs and SIGCOMM Travel Grant Chair.

### **Support Twenty Students: \$22,500 (Option P-S)**

Entitled to all benefits given to **Platinum level** supporter, plus

- Special acknowledgement on conference web site
- Special acknowledgement by General Chairs during the “*Dinner with Students*” event
- Option to include a 100 word company profile / write-up in the registration packet
- Company logo on ribbon attached to sponsored attendee badges
- 2 additional complimentary conference registrations with invitation to the Dinner Cruise
- 3 additional conference dinner banquet passes (Argosy Cruise or equivalent)
- 3 additional complimentary passes to “*Dinner with Students*” (Seattle Aquarium or equivalent)

### **Support Ten Students: \$12,500 (Option G-S)**

Entitled to all benefits given to **Gold level** supporter, plus

- Special mention on the web site
- Special acknowledgement by General Chairs during the “*Dinner with Students*” event
- Option to include a 75 word company profile / write-up in the registration packet
- Company logo on ribbon attached to sponsored attendee badges
- 1 additional complimentary conference registration with invitation to the Dinner Cruise
- 1 additional conference dinner banquet passes (Argosy Cruise or equivalent)
- 2 additional complimentary passes to “*Dinner with Students*” (Seattle Aquarium or equivalent)

### **Support Five Students: \$7,500 (Option B-S)**

Entitled to all benefits given to **Bronze level** supporter, plus

- Special mention on the web site
- Special acknowledgement by General Chairs during the “*Dinner with Students*” event
- Option to include a 50 word company profile / write-up in the registration packet
- Company logo on ribbon attached to sponsored attendee badges
- 1 additional complimentary conference registrations with invitation to the Dinner Cruise

## **DINNER BANQUET SUPPORTER - *Exclusive opportunity* (OPTION P-D)**

**\$22,000**

The main conference banquet will be held on Wednesday evening with an expected attendance of over 400. This is one of the best values for your money since it allows you to become the exclusive supporter of the dinner banquet for roughly one third of the actual cost of the event. The banquet will include a cruise on Puget Sound on the biggest boat operated by the famous Argosy Cruise Line (see web site for details).

### **Support Level & Benefits:**

Entitled to all benefits given to **Platinum level** supporter plus

- Special acknowledgement on conference web site
- Special acknowledgement & thanks by General Chairs during the dinner banquet
- 100 word company profile / write-up to be included in registration packet
- Company logo on dinner invitation card, to be included in every registration packet
- 15 minute opportunity to introduce company and thank attendees for attending

- 2 additional complimentary conference registrations
- 3 additional complimentary passes to “*Dinner with Students*” (Seattle Aquarium or equivalent)

---

**RECEPTION SUPPORTER - *Exclusive opportunity (OPTION P-R)***

**\$18,000**

SIGCOMM 2008 will open with a reception on Monday evening, before the start of the main technical program. The reception will provide the first major opportunity for networking in a relaxed atmosphere. A nice location is being sought for this event - Hors d'œuvre & drinks will be served. Actual cost of conference reception is over two times the cost of sponsoring it. Expected attendance is over 300

**Support Level & Benefits:**

Entitled to all benefits given to **Platinum level** supporter plus

- Special acknowledgement on conference web site
- Special acknowledgement by General Chairs during the reception
- Company signage prominently displayed at the reception area
- 15 minute opportunity to introduce company and thank attendees for participating
- 1 additional complimentary conference registration with invitation to the Dinner Cruise
- 2 additional conference Dinner Banquet Passes (Argosy Cruise or equivalent)
- 1 additional complimentary pass to “*Dinner with Students*” (Seattle Aquarium or equivalent)

---

**LUNCH SUPPORTER - *3 Opportunities (OPTION G-L)***

**\$15,000**

A different thematic lunch with a variety of good quality vegetarian and non-vegetarian dishes will be served on each of the three days (Tues-Thurs) of the main program to all attendees. . The actual cost of the lunch is well over two times the cost of sponsoring it. Expected attendance in each of these lunches is 400

**Support Level & Benefits:**

Entitled to all benefits given to **Gold level** supporter plus

- Special mention on the web site
- Special acknowledgement by General Chairs during the lunch
- Company signage prominently displayed at the lunch area
- 15 minute opportunity to introduce company and thank attendees for participating
- 1 additional complimentary conference registration with invitation to the Dinner Cruise
- 1 additional conference dinner banquet pass (Argosy Cruise or equivalent)

---

**DINNER WITH STUDENTS SUPPORTER - *2 Corporate Supporter (OPTION S-D)***

**\$10,000**

SIGCOMM puts a lot of effort into attracting students to the conference by directly subsidizing their travel and by hosting events such as the student dinner, specifically designed to foster student interpersonal networking within the research community. Your company can be an exclusive supporter at the \$18K platinum level. This event is free for students. Other attendees may join by paying an additional fee (approximately \$50). The dinner attendance will likely be capped at 300. Possible

locations: Experience Music Project, Seattle Aquarium, etc. Actual cost of conference reception is over two times the cost of sponsoring it. Expected attendance is over 200.

### Support Level & Benefits:

Entitled to all benefits given to **Silver level** supporter, plus

- Special acknowledgement by General Chairs during the event
- 10 minute opportunity to introduce company and thank attendees for participating
- 5 additional conference dinner banquet passes (Argosy Cruise or equivalent)

---

### **LIVE BROADCAST AND ARCHIVES SUPPORTER (OPTION S-L) \$8,000**

SIGCOMM 2008 needs your support live broadcast all the talks on the IPv4 and IPv6 global multicast academic community network. Support this worthy cause for a small amount of \$8K

### Support Level & Benefits

Entitled to all benefits given to **Silver level** supporter plus

- Special mention on the web site
- 1 additional complimentary conference registration with invitation to the Dinner Cruise

---

### **OUTRAGEOUS SESSION SUPPORTER - *Exclusive opportunity* (OPTION S-O) \$8,000**

Support this fun-filled highly popular session. It is mostly a social event where conference attendees poke fun at the overall networking community and the topics it targets. Refreshments are served throughout the session.

### Support Level & Benefits:

Entitled to all benefits given to **Silver level** supporter, plus

- Special mention on the web site
- Special acknowledgement by Session Chairs
- 1 additional complimentary conference registration with invitation to the Dinner Cruise

---

### **WORKSHOP SUPPORTER (OPTION S-W) \$5,000**

SIGCOMM organizes several workshops on the day before and after the main conference. These workshops are focused, interactive forums where authors present preliminary results in emerging topics of interest among the broader SIGCOMM community. Become a workshop supporter for a mere \$5000. You may chose the workshop of your choice.

### Support Level & Benefits

Entitled to all benefits given to **Silver level** supporter plus

- Special mention on the web site
- Special mention by the Workshop Chairs during the workshop opening ceremony

### **LATTE AND ESPRESSO STAND SUPPORTER - *Exclusive opportunity (OPTION B-C)* \$5,000**

---

The conference is in Seattle, you have got to support this option. We hope to have a manned espresso/latte stand going after lunch from 2:00 to 5:00 on all three days (Tuesday-Thursday) of the conference. Support this stand and become a hero.

#### **Support Level & Benefits**

Entitled to all benefits given to **Bronze level** supporter plus

- Special mention by the General Chairs during the opening ceremony
- Exclusive company signage near the latte stand

### **CONFERENCE BREAK SUPPORTER - *Exclusive opportunity (OPTION B-C)* \$4,000**

---

Support six coffee breaks on the main program days (Tuesday-Thursday).

#### **Support Level & Benefits**

Entitled to all benefits given to **Bronze level** supporter plus

- Special mention by the General Chairs during the opening ceremony
- Exclusive company signage near the coffee table(s)

### **INTERNET ACCESS & COMPUTER ROOM SUPPORTER - 2 Corporate Supporter \$4,000**

---

Support Internet connectivity via a terminal room and Wi-Fi access on the main program days (Tuesday-Thursday). Become an exclusive supporter of this event for a cost of \$6500

#### **Support Level & Benefits**

Entitled to all benefits given to **Bronze level** supporter plus

- Special mention on the web site
- Special mention by the General Chairs during the opening ceremony
- Exclusive signage stating "*Internet Access provided compliments of CompanyName*"

### **WORK-IN-PROGRESS, DEMO & POSTER SUPPORTER - *Exclusive opportunity* \$4,000**

---

#### **Support Level & Benefits**

Entitled to all benefits given to **Bronze level** supporter plus

- Special mention on the web site
- Special mention by the General Chairs during the opening ceremony

## Support Options in a Nutshell

### General Support Options:

Level	Label	Amount
Platinum	Option P	\$15K
Gold	Option G	\$10K
Silver	Option S	\$5K
Bronze	Option B	\$3K

### Specialized Support Options:

Description	Level	Label	Amount
Student Travel	Various	Option	\$7.5k - \$22.5K
Dinner Banquet (Cruise)	Platinum	Option P-D	\$22K
Reception (offsite)	Platinum	Option P-R	\$18K
Lunch (onsite)	Gold	Option G-L	\$15K
Dinner with Students (offsite)	Silver	Option S-D	\$10K
Live Broadcast	Silver	Option S-L	\$8K
Outrageous Session	Silver	Option S-O	\$8K
Workshop	Bronze	Option S-W	\$5K
Latte/Esspresso Stand	Bronze	Option B-E	\$5K
Conference Breaks	Bronze	Option B-C	\$4K
Internet Access & Computer Room	Bronze	Option B-I	\$4K
Demo & Poster Session	Bronze	Option B-D	\$4K

### Special Recognition

Several companies have been loyal supporters of SIGCOMM for many years, this year we would like to recognize them. In particular we will be highlighting our 10+ year supporters; 5-10 years supporter; and 3-5 year supporters. Please let us know if your company qualifies for any of these. Details of how we will be acknowledging these companies are being worked out.

## SIGCOMM 2008 Supporter Sign-up Form

Please return your completed document via email to: Stephanie Smith [smith\\_s@hq.acm.org](mailto:smith_s@hq.acm.org)

Option	<i>Please write the label or the option description</i>
Company Name	<i>This is exactly how your company name will appear on your signage and other collateral.</i>
Company URL	
Address	
City, State, Zip	
Contact Person	
Telephone Number	
FAX Number	
Email Address	
Special Requests	

Email your Company logo with permission to use it on the SIGCOMM 2008 web site to:  
Tristan Henderson ([tristan@cs.st-andrews.ac.uk](mailto:tristan@cs.st-andrews.ac.uk))

### Method of payment:

ACM/SIGCOMM requires payment in full before we can confirm your company's participation at SICOMM 2008. While there is no deadline, the sooner you send your form, the greater exposure your company will get via all conference related correspondence and web presence.

Please email a copy of all your completed forms and payment to Victor Bahl [bahl@microsoft.com](mailto:bahl@microsoft.com) and/or David Wetherall [djw@cs.washington.edu](mailto:djw@cs.washington.edu)

**Make check payable to: ACM/SIGCOMM, Please reference: SIGCOMM 2008**

### Send completed forms and check to:

Stephanie Smith  
Program Coordinator: Conference Operations  
Association for Computing Machinery  
2 Penn Plaza, Suite 701  
New York, NY 10121  
Tel: 212.626.0612; Fax: 212.302.5826

ACM is a non-profit organization; your contributions of support may be tax-deductible to the extent that it exceeds the Fair Market Value of the goods and services received. Federal Tax Identification # 13-1921358.

Thank you for your support.