

2008 Storage Developer Conference



STORAGE DEVELOPER CONFERENCE

SANTA CLARA, 2008 SNIA

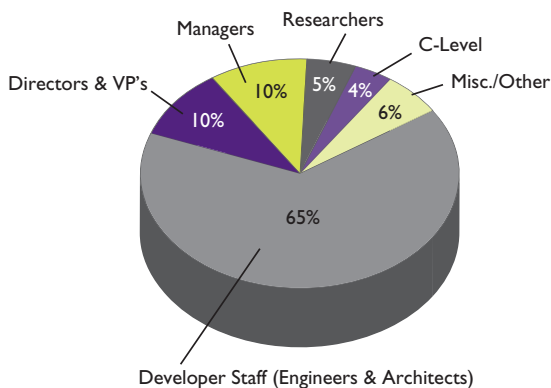
CO-LOCATED WITH THE CIFS/SMB/SMB2 PLUGFEST

SEPTEMBER 22 - 25, 2008
HYATT REGENCY HOTEL, CA

This is the “must-participate” event of the year that brings together solution-seeking developers, engineers, IT managers/directors, product/program managers and technical marketing managers with the industry’s leading experts and solution-providing vendors. SNIA’s Storage Developer Conference (SDC) is uniquely designed by storage developers for storage developers...

AUDIENCE AND CONFERENCE FOCUS

SDC 2007 Attendees



The audience for this conference (expected to exceed 250) comprises the IT storage development community -- primarily storage software and hardware developers, storage product and solution architects, storage software engineers, product managers, storage product quality assurance engineers, product line CTOs, storage product customer support engineers, and in-house IT development staff. In addition to software and hardware vendors, end user IT managers/directors and staff will find the expertise required to select, implement and then support storage and information management applications.

FOR INFORMATION AND TO SPONSOR

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SNIA

2008 Storage Developer Conference

CONFERENCE PROGRAM AGENDA

The SDC agenda offers world-class industry updates, education, and our acclaimed Hands-on-Lab for Developers (HoLD) covering critical areas of interest within the storage development, networking, data security, and information management topic areas. The content addresses the technical and knowledge needs of our targeted audience—delivered and demonstrated at SDC—in order to equip attendees from vendors, to large enterprises and organizations, to small and medium businesses with the insight and expertise they require to do their jobs efficiently.

The following is an example of topics that will be addressed:

- CIFS/SMB/SMB2
- Common Internet File System (CIFS)
- iSCSI
- eXtensible Access Method (XAM)
- Green Technologies
- Network File System (NFS)
- Fibre Channel Protocols
- Fibre Channel over Ethernet (FCoE)
- Storage Ready for Virtualization Platforms
- Storage for Grid/Utility Computing
- Open Source
- Storage Management Initiative-Specification (SMI-S)
- Information and Data Management Technologies
- Storage Security
- Enterprise, Small and Medium Business Solutions
- Emerging Storage and Data Technologies

PLUGFESTS

Now in its fourth year, and again expected to draw more than 250 developers and engineers participating in over 50 sessions in multiple tracks, the Storage Developer Conference is the only event created by the storage industry for the storage industry. Co-located with the 2008 CIFS/SMB/SMB2, the Storage Developer Conference provides the information and know-how to further advance your company's solutions with features that shorten time to market for a developed solution, increase acceptability and interoperability in production environments, and help you understand where storage technologies are heading.

CONFERENCE PRODUCER

The Storage Developer Conference is produced by the Storage Networking Industry Association (SNIA), the leading association for education, interoperability, and standards programs for the storage networking industry.

The conference program agenda is developed in conjunction with the SNIA Technical Council—senior CTO office, strategy department, and product management representatives from the leading industry vendors—all experts and all “savvy” on the needs of our audience.

The event is also supported by several industry leading trade publications, associations, and strategic partners.

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SPONSORSHIP PACKAGES AVAILABLE

SDC Platinum Sponsor - Three (Only)

Available at \$45,000 per package, which includes:

- Most prominently displayed logo on conference event website, event marketing and audience recruitment collateral, onsite signage, onsite conference guide
- One “Featured Speaker” Keynote-Level (Mainstage) “Industry Visionary” presentation
- Most prominent location, display space (for up to 10’ x 10’ Sponsor-supplied booth property, or, set-up of choice by Platinum Sponsor) in the Sponsor Showcase
- Shared hospitality suite or meeting room in the host Hyatt Regency Hotel (one day and evening each with other Platinum Sponsors) - selection of day based on order of contract receipt
- Advertisement in SNIA’s “FarSighted” Quarterly Newsletter (August-September edition)
- Twelve (12) complimentary, full conference registrations (\$1,195 each in Value – SNIA Member price)
- Exclusive sponsorship of one daily luncheon (attribution on website, guide, signage) and selection of day based on order of contract receipt
- 200-word company description in Conference Guide
- Full-page advertisement (color or black and white - TBD) in Conference Guide
- Two-time post-event use of attendee list for a postal mailing through bonded mail house

SDC Gold Sponsor - Six (Only)

Available at \$22,500 per package, which includes:

- Prominently displayed logo on conference event website, event marketing and audience recruitment collateral, onsite signage, onsite conference guide
- One agenda, “Breakout” session presentation in an appropriate topic track – must be a “Technical” presentation and not a product or company “pitch”
- Prominent location, display space area and SDC-supplied table (approximately 6’ x 3’) for table-top, Sponsor-supplied display in the Sponsor Showcase
- Six (6) complimentary, full conference registrations (\$1,195 each in value – SNIA Member price)
- 200-word company description in Conference Guide
- One-time post-event use of attendee list for a postal mailing through bonded mail house

2008 Storage Developer Conference

SDC Silver Sponsor

Available at \$10,000 per package, which includes:

- Logo on conference event website, event marketing and audience recruitment collateral, on-site signage, on-site conference guide
- Display space area and SDC-supplied table (approximately 3' x 3') for 12" W x 24" H table-top, Sponsor-supplied sign as area for collateral distribution etc. in the Sponsor Showcase
- Two (2) complimentary, full conference registrations (\$1,195 each in value – SNIA Member price)
- 50 word company description in conference guide and on website

Other Sponsorships Available Include:

(Must be at least a Silver Sponsor - these are incremental options. Each available at \$10,000 except Breakfast Sponsor at \$5,000)

- Official Conference Badge and Lanyard Sponsor
- Exclusive Opening Night, Networking Reception Sponsor
- Official SDC Event Shirt Co-Sponsor (along with SNIA – and with comparably sized logo)
- Official SDC Event Materials Carrying Bag & Backpack (TBD) Co-Sponsor (along with SNIA – and with comparably sized logo)
- Exclusive Daily Event Breakfast Sponsor (selection of day based on order of contract receipt)

Each of the above Sponsorships includes:

- All charges for Opening Reception, event breakfasts and materials (badges/lanyards, shirts, and bags)
- Additional Sponsor recognition in conference on-site signage and on-site Conference Guide
- Two (2) additional complimentary full conference registrations (\$1,195 each in value - SNIA Member price)

NOTE - Other Sponsorships:

If you are interested in sponsoring something else that we agree is appropriate for use or distribution at SDC, please do not hesitate to propose it and we'll be pleased to consider it and negotiate an arrangement.

2008 Sponsorship Agreement



This agreement, effective, _____, 2008 is
between the SNIA and Advertiser/Sponsor Name: _____

Advertiser/Sponsor Address:

Principal Contact Person: _____

Phone: _____ Email Address: _____

AVAILABLE SPONSORSHIPS

Choose from the following sponsorship options:

- SDC Platinum Sponsor - Three available at \$45,000 per package
- SDC Gold Sponsor - Six available at \$22,500 per package
- SDC Silver Sponsor available at \$10,000 per package
- Additional Sponsorships

(Must be at least a Silver Sponsor - these are incremental options. Each is available at \$10,000 except Breakfast Sponsor at \$5,000.)

Choose from the following options:

- Official Conference Badge and Lanyard Sponsor
- Exclusive Opening Night, Networking Reception Sponsor
- Official SDC Event Shirt Co-Sponsor (along with SNIA – and with comparably sized logo)
- Official SDC Event Materials Carrying Bag or Back-Pack (TBD) Co-Sponsor (along with SNIA – and with comparably sized logo)
- Exclusive Daily Event Breakfast Sponsor (selection of day based on order of contract receipt)

Total Cost/Amount to be invoiced: \$ _____

Approved by: _____
Signature Date

Printed Name Title

