The Data Storage Innovation Conference (DSI, www.DSIcon.org) is for decision-makers, technology implementers, and those expected to recognize, influence, and support data storage innovation as actual production solutions.

DSI 2016 Sponsors will have the opportunity to be integral partners in this unique conference. Sponsoring this event will provide your company with a high-quality experience before an audience of storage practitioners, architects, sysadmins, systems engineers, systems integrators, and technical/product consultants.

Your Sponsorship will enable you to reach this audience through:
- Exhibit space
- Speaking opportunities
- Recruiting
- Networking
- Logo and branding opportunities
- Post-event email blasts
- Birds of a Feather Meetings

FOR DSI INFORMATION AND TO SPONSOR
Contact:
Lisa Mercurio   Marty Foltyn
Membership Services Manager Business Development Representative
781.293.9860   858.720.9780
lisa.mercurio@snia.org  marty.foltyn@snia.org

SNIA's DSI Conference 2015 - Percent of Registrants by Category

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“The opportunity to network both before, after, and way after the day’s events with both vendors and attendees was a great benefit.”
- 2015 DSI Attendee

Please submit pages 3 & 4 of this document as a pdf to membership@snia.org or fax your order to 719-694-1389.
Data Storage Innovation Conference Sponsorship Packages

Platinum Sponsor - Four available
Available at $15,900
Platinum Sponsor package includes:
- Entitlement to deliver a Mainstage speaking presentation
- 10’x10’ premium exhibit space located in the Innovation Expo
- 12 Conference passes to use at Sponsor’s discretion - including distribution to customers, partners, etc.
- Designated space on the Innovation Way corridor located outside of the breakout sessions featuring a 6’x6’ table and two chairs supplied by DSI. Sponsor may also feature a pull-up banner or sign of approximately 3’ wide x 6’ high (supplied by Sponsor in this space).
- Most prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Full page ad in Conference Guide
- 200 word company description in Conference Guide
- Entitlement to place collateral in the Conference Attendee bag
- One post-event email blast to Conference Attendee list

Gold Sponsor - Eight available
Available at $9,900 per package
Gold Sponsor package includes:
- Entitlement to present an agenda Breakout Session
- 10’x10’ exhibit space located in the Innovation Expo
- 8 Conference passes to use at Sponsor’s discretion - including distribution to customers, partners, etc.
- Prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Entitlement to place collateral in the Conference Attendee bag
- 100 word company description in Conference Guide
- One post-event email blast to Conference Attendee list

Silver Sponsor
Available at $4,900 per package
Silver Sponsor package includes:
- One 6’x2’ display table located in the Innovation Expo
- 4 Conference passes to use at Sponsor’s discretion - including distribution to customers, partners, etc.
- Prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Entitlement to place collateral on a shared collateral table
- 50 word company description in Conference Guide

Contributing Sponsorships
A great way to get your company prime visibility at the event. Sponsor the conference shirt, attendee bag, wireless Internet, badges and lanyards, any of our meals and/or breaks and more. Sponsorship prices for these items will include cost of the item/service as well as a nominal fee for promotion.

If you are interested in sponsoring any of the above or something else that we agree is appropriate for use or distribution at DSI, please don’t hesitate to propose it, and we’ll be pleased to consider and negotiate an arrangement.

These contributing sponsorships also include the following entitlements:
- Prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Entitlement to place collateral on a shared collateral table
- 50 word company description in Conference Guide
- 2 Conference passes (1 for internal* use and 1 for external** use or TBD)

Data Storage Innovation Conference Sponsorship Packages

Sponsorship Packages — At-a-Glance

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Price</th>
<th>Passes Included</th>
<th>Exhibit Space</th>
<th>Speaking Opportunities</th>
<th>Collateral Distribution</th>
<th>Promotion in Guide</th>
<th>Attendee Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$15,900</td>
<td>12</td>
<td>10’x10’ Premium Space in Innovation Expo</td>
<td>Mainstage Speaking Presentation</td>
<td>Bag Insert</td>
<td>Full Page Ad / 200 Word Description</td>
<td>One Time Email Blast</td>
</tr>
<tr>
<td>Gold</td>
<td>$9,900</td>
<td>8</td>
<td>10’x10’ Space in Innovation Expo</td>
<td>Breakout Session</td>
<td>Bag Insert</td>
<td>100 Word Description</td>
<td>One Time Email Blast</td>
</tr>
<tr>
<td>Silver</td>
<td>$4,900</td>
<td>4</td>
<td>6’x2’ Table in Innovation Expo</td>
<td>Shared Collateral Table</td>
<td>50 Word Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributing</td>
<td>TBD</td>
<td>2</td>
<td>Shared Collateral Table</td>
<td>50 Word Description</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Contributing Sponsorships (continued)
- Conference Badge and Lanyard Sponsor — $4,500
- Networking Reception — $6,000
- Event Shirt Co-Sponsor — $7,000
- Event Carrying Case/Backpack Co-Sponsor — $9,500
- Conference wireless Internet access Sponsor — $4,500
- Hotel Key Card featuring Sponsor’s copy and logo — $4,500
- One of three Daily Event Breakfasts and Morning Refreshments Sponsorships — $4,500
- One of three Daily Event Lunchees and Afternoon Refreshments Sponsorships — $4,500
- Plugfest area food and refreshments — $4,500

Mix ‘n’ Match Sponsorship Discounts
Sponsor additional SNIA events and save! SNIA has more planned events with available sponsorships. These are the Storage Developer Conference in September 2016 and the Data Storage Security Summit in September 2016. If you sponsor any of these events in addition to your DSI Sponsorship, you will receive a 10% discount on the Sponsorship list price on both, or all, of the events in which you are a sponsor.

After any ‘Mix ‘n’ Match’ discounts are applied and calculated, SNIA Members will be provided with an additional 10% discount as a privilege of their membership status.

Data Storage Innovation Conference Sponsorship Agreement

This agreement, effective ________________, 201( ) is between the SNIA and Sponsor Name:

Principal Contact Person: ____________________________________________

Phone: ____________________ Email Address: ________________________________