

## 2011 Storage Developer Conference



STORAGE DEVELOPER CONFERENCE

SNIA ■ SANTA CLARA, 2011

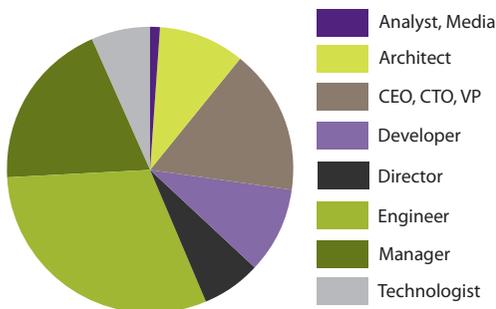
SEPTEMBER 19 - 22, 2011  
HYATT REGENCY HOTEL, CA

**THE CONFERENCE UNIQUELY DESIGNED BY STORAGE DEVELOPERS FOR STORAGE DEVELOPERS**

Co-located with the **CIFS/SMB/SMB2 Plugfest**

Now in its eighth year, this is the “must-participate” event of the year. SDC brings together solution-seeking developers, engineers, architects, product/program managers, and technical marketing managers. It will also provide managers, directors, and C-level executives the opportunity to meet the industry’s leading experts and solution-providing vendors.

### AUDIENCE AND CONFERENCE FOCUS



SDC 2010 registrant demographics from September, 2010

The audience for this conference 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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# 2011 Storage Developer Conference



## CONFERENCE PROGRAM AGENDA

The SDC agenda offers world-class industry updates and education. The content addresses the technical and knowledge needs of our targeted audience—delivered and demonstrated at SDC—in order to equip attendees from IT vendors and users, to large enterprises and organizations, to small and medium businesses with the insight and expertise they require to do their jobs efficiently.

**The following topics are examples of those that will be addressed at SDC 2011:**

- File and data access protocols:
  - CIFS/SMB/SMB2, NFS
  - iSCSI
  - Fibre Channel including FCoE
  - eXtensible Access Method (XAM)
- Green and Energy Efficient IT Technologies
- Solid State Storage
- Storage for Virtual Platforms
- Cloud Storage
- Consumer/Personal Storage
- Information and Data Management Technologies
- Storage Management Initiative Specification (SMI-S)
- Data Deduplication
- Data Backup and Archiving
- Storage Security and Identity Management
- Storage Utilizing Blade Technology
- Scalable and Distributed Storage Systems
- Large data storage and management
- New Fundamental Data, Storage and Device Technologies
- Development Techniques and Tools (e.g., Dual-Boot, Virtual Machines, IDEs, Bug Trackers)
- Getting the Most from Collaboration Tools
- Experiences and Ideas on Rapid Development
- Professional Development:
  - Making the Leap from Engineer to Manager
  - Working with Remote Technical Teams
- Leveraging Open Source in Storage Development

As planned, our Hands-on-Lab for Developers (HoLD) will cover critical areas of interest within the storage development, networking, data security, and information management topic areas.

## 2011 Storage Developer Conference



### **CO-LOCATED PLUGFEST**

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Vendors seeking product interoperability validation will want to participate in a Plugfest—once again a featured program and opportunity of SDC. Serious and long hours of real work are accomplished in our Plugfests (which are open for several hours for other event attendees). The CIFS/SMB/SMB2 Plugfest is planned to be co-located with SDC and again expected to be underwritten by Microsoft. Plugfests provide 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.

Companies, organizations, and associations interested in hosting a plugfest at this year's SDC, please contact Leo Leger, SNIA Executive Director, at 978-203-0442 or email [leo.leger@snia.org](mailto:leo.leger@snia.org).

### **CONFERENCE PRODUCER**

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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 and information management 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 many industry leading trade publications, associations, and strategic partners.

# 2011 Storage Developer Conference

## SPONSORSHIP PACKAGES AVAILABLE

2011 SDC Sponsors will have the option to tailor their conference participation to their needs and preferences. Want to have a presence in the exhibit area? ...select Option A. Prefer additional registration passes as a Sponsor entitlement? ...select Option B in any of the levels offered.

### SDC Platinum Sponsor - Three (Only)

Available at \$24,500 per package

Platinum Option A package includes:

- Most prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- One Featured Speaker/Mainstage “Industry Visionary” presentation
- \*Most prominent location, exhibit area 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)
- \*Six (6) complimentary, full conference registrations (\$1,395 each in value)
- 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

Platinum Option B\* package does not include exhibit area display space, but, includes ten (10) registration passes.

### SDC Gold Sponsor - Six (Only)

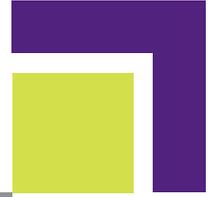
Available at \$12,500 per package;

Gold Option A package includes:

- Prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, onsite signage, and Conference Guide
- First three Sponsors may choose one agenda breakout session presentation in an appropriate topic track – must be a “Technical” presentation and not a product or company pitch. Others will be offered a mainstage panelist slot.
- \*Prominent location, exhibit area display space with SDC-supplied table (approximately 6’ x 3’) for table-top, Sponsor-supplied display in the Sponsor Showcase
- \*Four (4) complimentary, full conference registrations (\$1,395 each in value)
- 200-word company description in Conference Guide
- One-time post-event use of attendee list for a postal mailing through bonded mail house

Gold Option B\* package does not include exhibit area display space, but, includes seven (7) registration passes.

# 2011 Storage Developer Conference



## SDC Silver Sponsor

Available at \$7,500 per package

Silver Option A package includes:

- Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- \*Exhibit area display space with SDC-supplied table (approximately 6' 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 (\$1,395 each in value)
- 50-word company description in Conference Guide

Silver Option B\* package does not include exhibit area display space, but includes four (4) registration passes.

## Contributing Sponsorships Available Include:

Sponsorship of the following SDC features are available at "all in" prices indicated below and include:

- Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- One (1) complimentary, full conference registration (\$1,395 in value)
- 50-word company description in Conference Guide (except if already a Sponsor)

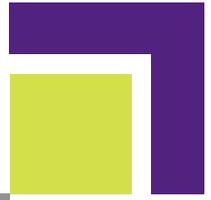
**Note:** Contributing Sponsors may choose to upgrade to a different level of sponsorship in addition to contributing a feature at a cost of 75% of that package. Existing Sponsors may contribute an additional feature at a cost of 75% of the prices below.

- Conference Badge and Lanyard Sponsor (supplied by SNIA with Sponsor's logo) — \$4,500
- Opening Night, Networking Reception (napkins with Sponsor's logo and ability for welcoming comments by Sponsor representative) — \$6,000
- SDC Event Shirt Co-Sponsor (with SNIA and Sponsor's logo comparably sized) — \$6,000
- SDC Event Carrying Case/Backpack Co-Sponsor (with SNIA and Sponsor's logo comparably sized) — \$8,500
- Conference wireless Internet access Sponsor — \$4,500
- Hotel Key Card featuring Sponsor's copy and logo (design provided by Sponsor) — \$4,500
- One of four (4) Daily (19th - 22nd) Event Breakfasts and Morning Refreshments Sponsorships (selection of day based on order of contract receipt) — \$4,500
- One of three (3) Daily (19th - 21st) Event Lunches and Afternoon Refreshments Sponsorships (selection of day based on order of contract receipt) — \$4,500
- Plugfest area food and refreshments (during full program) — \$4,500

## 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 and negotiate an arrangement.

# SDC 2011 Sponsorship Agreement



This agreement, effective, \_\_\_\_\_ (date),  
is between the SNIA and Advertiser/Sponsor Name: \_\_\_\_\_  
Advertiser/Sponsor Address: \_\_\_\_\_

Principal Contact Person: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

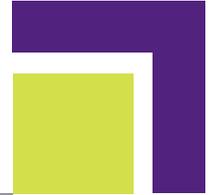
## AVAILABLE SPONSORSHIPS

Choose from the following sponsorship options:

- SDC Platinum Sponsor - Three at \$24,500 per package
  - Option A
  - Option B
- SDC Gold Sponsor - Six available at \$12,500 per package
  - Option A
  - Option B
- SDC Silver Sponsor available at \$7,500 per package
  - Option A
  - Option B
- Contributing Sponsorships
  - Conference Badge and Lanyard Sponsor — \$4,500
  - Opening Night, Networking Reception — \$6,000
  - SDC Event Shirt Co-Sponsor — \$6,000
  - SDC Event Carrying Case/Backpack Co-Sponsor — \$8,500
  - Conference wireless Internet access Sponsor — \$4,500
  - Hotel Key Card featuring Sponsor's copy and logo — \$4,500
  - One of four Daily Event Breakfasts and Morning Refreshments Sponsorships — \$4,500
  - One of three Daily Event Lunches and Afternoon Refreshments Sponsorships — \$4,500
  - Plugfest area food and refreshments — \$4,500

Total Cost/Amount to be invoiced: \$ \_\_\_\_\_

Approved by: \_\_\_\_\_  
Signature Date  
\_\_\_\_\_  
Printed Name Title



# SDC 2011 Sponsorship Agreement

Sponsoring Company/Organization: \_\_\_\_\_

## **BILLING OPTIONS**

**Choose from the following billing options:**

We require an electronic invoice to the following email address: \_\_\_\_\_

We will remit our payment to:  
Storage Networking Industry Association  
PO Box 894001  
Los Angeles, Ca 90189-4001

We wish to pay our invoice via credit card (Visa / MasterCard / Discover/ AMEX):

Cardholder Name: \_\_\_\_\_ Card Number: \_\_\_\_\_

Expires: \_\_\_\_\_ Cardholder Phone: \_\_\_\_\_

## **TERMS AND CONDITIONS APPLICABLE TO ALL SPONSORSHIP COMMITMENTS**

- 1) Payment in full is due 30 days from issue date of SNIA invoice.
- 2) Responsibility of copy and logo accuracy – the Sponsor agrees to indemnify and save harmless the SNIA and /or its agents from any liability, loss, and expense of any nature arising out of the display of any graphics, text, display, logo, and illustrations supplied by the Sponsor.

**Approved by SNIA:** \_\_\_\_\_

Signature

\_\_\_\_\_

Date

\_\_\_\_\_

Printed Name

\_\_\_\_\_

Title

Please submit pages 6 & 7 of this document as a pdf to [membership@snia.org](mailto:membership@snia.org) or fax your order to 415.402.0009.