



STORAGE DEVELOPER CONFERENCE

**SNIA** ■ SANTA CLARA, 2015

STORAGE DEVELOPER CONFERENCE  
**SPONSORSHIP OPPORTUNITIES**

[WWW.STORAGEDEVELOPER.ORG](http://WWW.STORAGEDEVELOPER.ORG)

# SDC 2015 SPONSORSHIPS

## 2015 Storage Developer Conference

**SEPTEMBER 21 - 24, 2015**  
**HYATT REGENCY HOTEL, SANTA CLARA, CA**

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

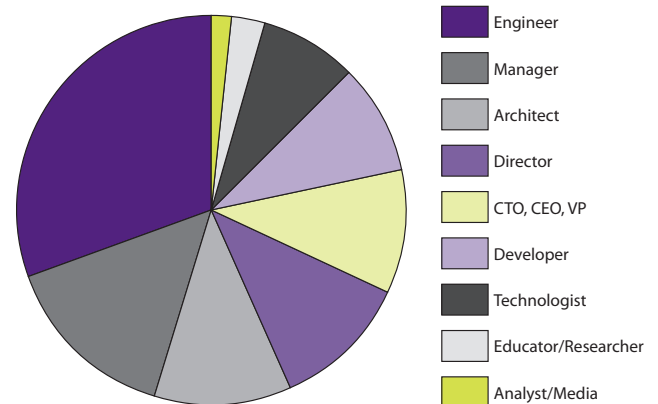
Co-located with the **SNIA SMB2/SMB3 Plugfest**

Now in its twelfth 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 engineering managers, directors, and C-level executives the opportunity to meet the industry’s leading experts, as well as component and solution-providing vendors.

#### AUDIENCE AND CONFERENCE FOCUS

With the 2014 attendance exceeding 450, 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, DevOps, product managers, storage product quality assurance engineers, product line CTOs, storage product customer support engineers, and in-house IT development staff.

**Audience breakdown from SDC 2014**



#### FOR INFORMATION AND TO SPONSOR

**Contact:**

Marty Foltyn  
Business Development Representative  
858.720.9780  
[marty.foltyn@snia.org](mailto:marty.foltyn@snia.org)

Lisa Mercurio  
Membership Services Manager  
781.293.9860  
[lisa.mercurio@snia.org](mailto:lisa.mercurio@snia.org)

This is the best storage developer conference I've attended... I liked the breadth across relevant aspects of the industry and the blend appears to be balanced as well... Very well organized and great content... Lively hallway discussions.

- Comments from several SDC Attendees

## 2015 Storage Developer Conference

### CONFERENCE PROGRAM AGENDA

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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.

**SDC 2015 suggested categories/topics for consideration for sessions and case studies include:**

- Big Data Storage and Management
- New Fundamental Data, Storage and Device Technologies
- Storage Workloads Generated by Apps/Hypervisors/Operating Systems
- Storage Performance
- Solid State Storage, Non-volatile Memory, Persistent Memory, NVDIMM
- Storage for Virtual Platforms
- Cloud Storage
- Object and Object Drive Storage
- File and Block Access Protocols:
  - SMB3, NFS
  - iSCSI, FC/FCoE, InfiniBand
- Protocol Enhancements
  - SMR (ZAC, ZBC)
  - SSD
- NVMe
  - NVMe over Fabric (RDMA, Fibre Channel)
  - NVMe over PCIe
- RDMA (InfiniBand, RoCE, iWARP)
- File Systems
- Long Term Retention / Preservation
- Green and Energy Efficient IT Technologies
- High Speed, Low Latency Interconnects
- Storage Resource Management
- Data Deduplication
- Data Backup and Archiving
- Storage Security and Identity Management
- Scalable and Distributed Storage Systems
- Development Techniques and Tools
- Leveraging Open Source in Storage Development
- Anything else of interest to our audience

## 2015 Storage Developer Conference

### 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.

### SPONSORSHIP PACKAGES AVAILABLE

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2015 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 - Four (Only)

Available at \$19,500 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 in the Sponsor Showcase
- Shared hospitality suite or meeting room in the host Hyatt Regency Hotel (one day including evening each with other Platinum Sponsors) - selection of day based on order of contract receipt
- Advertisement in the SNIA Matters Newsletter (August-September edition)
- \*Six (6) complimentary, full conference registrations (\$1,395 each in value)
- 200-word company description in Conference Guide
- Full-page color advertisement in Conference Guide
- Two-time post-event use of attendee list for a postal mailing by sponsor through bonded mail house

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

Nothing's better for technical depth...Great technical conference for protocol and filesystem people...It opened doors to some of the technologies that I am not an expert in.

- Comments from several SDC Attendees

## 2015 Storage Developer Conference

### SDC Gold Sponsor - Eight (Only)

Available at \$9,500 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. Allocation will be on first come first serve receipt of contract.
- \*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 by sponsor through bonded mail house

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

### SDC Silver Sponsor

Available at \$5,900 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.

Great event for networking. The plugfests are an excellent opportunity for interoperability testing with many different vendors.

- Comment from an SDC Attendee

This conference allowed me to gain an understanding of the current state of industry consensus regarding the development of the hot topics in storage.

- Comment from an SDC Attendee

## 2015 Storage Developer Conference

### Contributing Sponsor

Sponsorship of the following SDC features are available at “all in” prices indicated below (items designated with \* may be negotiated when supplied by sponsor) 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
- 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) — \$7,000
- SDC Event \*Carrying Case/Backpack Co-Sponsor (with SNIA and Sponsor's logo comparably sized) — \$9,500
- 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 (20th - 24th) Event Breakfasts and Morning Refreshments Sponsorships (selection of day based on order of contract receipt) — \$4,500
- One of three (3) Daily (20th - 23rd) 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

### 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.

### Mix 'n' Match Sponsorship Discounts

Sponsor additional SNIA events and save! SNIA has another planned event for 2015 with available sponsorships. This is the Data Storage Innovation Conference (DSI), April 7-9, in Santa Clara, CA. If you sponsor this event in addition to your SDC Sponsorship, you will receive a discount on the Sponsorship list price on both of the events in which you are a sponsor. As a sponsor of SDC and DSI, you will receive a 10% discount on the sponsorship list prices for BOTH events.

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.

### Plugfest Participation

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 SNIA SMB2/SMB3 Plugfest is planned to be co-located with SDC and preliminarily planned to be underwritten by Microsoft. Companies, organizations, and associations interested in hosting a plugfest at this year's SDC, please contact Arnold Jones, [arnold.jones@snia.org](mailto:arnold.jones@snia.org) or 407.574.7273.

## SDC 2015 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 - Four at \$19,500 per package
  - ☐ Option A
  - ☐ Option B
- ☐ SDC Gold Sponsor - Eight available at \$9,500 per package
  - ☐ Option A
  - ☐ Option B
- ☐ SDC Silver Sponsor available at \$5,900 per package
  - ☐ Option A
  - ☐ Option B
- ☐ Contributing Sponsorships
  - ☐ Conference Badge and Lanyard Sponsor — \$4,500
  - ☐ Networking Reception — \$6,000
  - ☐ SDC Event Shirt Co-Sponsor — \$7,000
  - ☐ SDC 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 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 2015 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 912706  
Los Angeles, CA 80291-2706
- ☐ We wish to pay our invoice via credit card (Visa / MasterCard / 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 719-694-1389.