

Announcing a New SNIA Conference

Storage Plumbing and Data Engineering Conference

SP → DE CON

June 10-12, 2013 • Santa Clara, CA → SNIA

By experts, for experts
(and those that
want to be...)

www.spdecon.org

Specifically differentiated from both SNW and Storage Developer Conference (SDC), SNIA's new storage industry event, the Storage Plumbing and Data Engineering Conference (SPDEcon, pronounced "Speedy-con"), is targeted for "hardcore" storage development and data engineering experts whose positions may involve configuring, integrating, and supporting storage and data management solutions – often referred to as the "storage plumbing."

Join us in Santa Clara for an intimate, tight-knit, industry-unique, vendor-neutral learning experience whether you are a vendor employee, systems engineer, sysadmin, reseller, systems integrator, or technical consultant working in this area. Participate if you are part of that highly specialized "techno-geek" squad for any company, organization or department where these skills are expected of you. SPDEcon will provide a deep-dive into key technical details of storage and data management and the know-how to further advance solutions, increase acceptability and interoperability in production environments, and the help to understand where "storage plumbing" technologies are heading.

Categories/Topics for sessions, tutorials, case studies, and industry roadmap include:

- Storage Workloads Generated by Apps/Hypervisors/Operating Systems
- Storage Performance: Measurement and Evaluation
- Plumbing Considerations for Big Data Storage and Management
- Key-value and NoSQL Storage
- New Fundamental Data, Storage, and Device Technologies
- Solid State Storage and Non-Volatile Memory
- Storage for Virtual Platforms
- Storage in the Cloud - Grounded and Based Upon Properly Engineered Systems
- Distributed Storage
- File and Block Access Protocols
- File Systems
- Long Term Preservation
- Green and Energy Efficient IT
- High Speed, Low Latency Interconnects
- Data and Storage Management
- Data Deduplication, Data Backup and Archiving for the Data Engineer
- Data Security and Identity Management
- Scalable and Distributed Storage Systems
- Free/Open Source Software
- Industry Segment Roadmaps (e.g. SCSI, Fibre Channel, InfiniBand, Open Fabrics, LTO/Ultrium)

For more information, visit www.spdecon.org



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Sponsorship Participation Available

2013 SPDEcon Sponsors will have the opportunity to be integral partners in this unique SNIA-owned and produced conference. A limited number of Premier Sponsor packages are available that will provide your company with one of the two per day General Session (mainstage) “keynote level” presentations. 2013 SPDEcon Contributing Sponsors will also enjoy a high-value experience before a very qualified audience of storage practitioners and data experts.

Choose from the following two sponsorship options:

- SPDEcon Premier Sponsor – Four (only) at \$4,500 per package
- SPDEcon Contributing Sponsor – \$2,250 each per package

SPDEcon Premier Sponsor – Four (only) at \$4,500 per Package – Entitlements Include:

- Most prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- One Featured “Keynote Level” general session (mainstage) Industry Speaker presentation session
- Most prominent table-top position (6’ x 2’ table, chairs and power provided) in the display and networking area (TBD – may be integrated into back of General Sessions ballroom)
- Use of attendee list for follow-up contact via a bonded, third-party mail-house
- Two complimentary SPDEcon passes for Sponsor’s staff

SPDEcon Contributing Sponsor – \$2,250 per Package – Entitlements Include:

- Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- Table-top position (6’ x 2’ table, chairs and power provided) in the display and networking area
- One complimentary SPDEcon pass for Sponsor’s staff

Other Sponsorship Opportunities: If you are interested in sponsoring something else that we agree is appropriate for use or distribution at SPDEcon, please do not hesitate to propose it and we will be pleased to consider and negotiate an arrangement.

Note: Sponsors also sponsoring SNIA Storage Developer Conference (SDC) in 2013 will receive a 10% discount off list prices of BOTH their sponsorship packages.

Approvals - Terms and Conditions Applicable to Total Sponsorship Commitment

Sponsorship Package Selected: _____ Other Sponsorship Opportunities Selected: _____

Total Cost/Amount to be invoiced \$ _____ (Payment in full is due 30 days from issue date of SNIA invoice)

Sponsoring Company _____ Address _____

Signature _____ Signature Date _____

Printed Name _____ Title _____

Approved by SNIA _____ Signature Date _____

Printed Name _____ Title _____

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