



SDC 

STORAGE DEVELOPER CONFERENCE

SNIA  SANTA CLARA, 2017

STORAGE DEVELOPER CONFERENCE SPONSORSHIP OPPORTUNITIES

WWW.STORAGEDEVELOPER.ORG

1 SDC 2017 SPONSORSHIPS

2017 Storage Developer Conference

SEPTEMBER 11 - 14, 2017
HYATT REGENCY HOTEL, SANTA CLARA, CA

THE CONFERENCE UNIQUELY DESIGNED BY STORAGE DEVELOPERS FOR STORAGE DEVELOPERS

Co-located with the SNIA SMB3 Plugfest

Produced since 1998, 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.

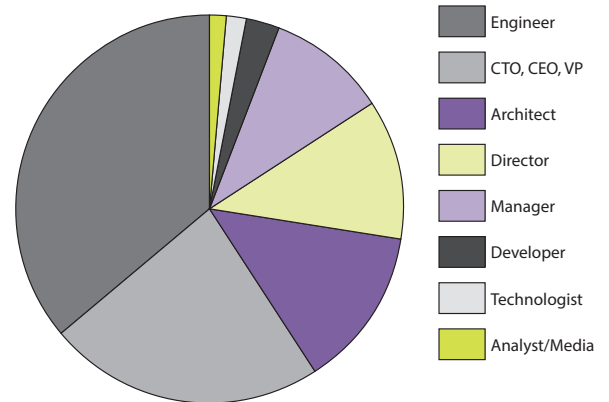
AUDIENCE AND CONFERENCE FOCUS

With the 2016 attendance exceeding 475, 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.

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

- Comment from an SDC Attendee

Audience breakdown from SDC 2016



TO SPONSOR SDC (See sponsorship options on following pages)

Contact:

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Business Development Representative

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marty.foltyn@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

SNIA

2017 Storage Developer Conference

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 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.

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.

SDC 2017 categories/topics include:

- Solid State Storage, Non-volatile Memory, Persistent Memory, NVDIMM
- Storage Architecture
- Storage Performance / Workloads
- Cloud Storage
- SMB
- Object and Object Drive Storage
- Data Protection and Capacity Optimization
- File Storage and File Access
- File Systems
- Storage Resource Management
- Storage Security and Identity Management
- Data Backup and Archiving
- RDMA (InfiniBand, RoCE, iWARP)
- Erasure Coding
- Hyperscaler Storage
- SMR
- NVMe
- Long Term Retention / Preservation
- Green and Energy Efficient IT Technologies
- Virtualization in Hardware
- Big Data / Analytics / IoT
- Emerging Data, Storage, Device and Transport Technologies

2017 Storage Developer Conference

SPONSORSHIP PACKAGES AVAILABLE

2016 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 Underwriter - One Available

Available at \$25,000 per package for members; \$30,000 for non-members

Underwriter 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 in most desirable agenda slot. This presentation will be live-streamed, recorded for on-demand viewing, and will also be shared with sponsoring company.
- *Most prominent location, exhibit area display space with SDC-supplied table (approximately 6' x 2') for table-top, Sponsor-supplied display in the Sponsor Showcase with an opportunity for a 10' back wall
- Sponsorship of a Conference Meal/Reception
- Opportunity to sponsor the Conference Shirt – Cost of shirt production is extra
- Dedicated hospitality suite or meeting room in the host Hyatt Regency Hotel - selection of day based on order of contract receipt
- Advertisement in the SNIA Matters Newsletter (August-September edition)
- *Eight (8) complimentary, full conference registrations (\$1,395 each in value). If Sponsor wishes to purchase registrations over and above what is allocated in Sponsorship entitlement, registration will be discounted by 20%.
- 300-word company description in Conference Guide
- Full-page color advertisement in Conference Guide in most prominent location
- Two-time post-event use of attendee list for a postal mailing by sponsor through bonded mail house

Underwriter Option B* includes above entitlements, but includes twelve (12) registration passes in lieu of exhibit area display space.

SDC is a fantastic way to get open access to experts of every generation of storage technologies. 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

2017 Storage Developer Conference

SDC Platinum Sponsor - Four (Only)

Available at \$14,900 per package for members, \$18,900 for non-members

Platinum Option A Package Includes:

- 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. This presentation will be live-streamed, recorded for on-demand viewing, and will also be shared with sponsoring company.
- *Prominent location, exhibit area display space with SDC-supplied table (approximately 6' x 2') for table-top, Sponsor-supplied display 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). If Sponsor wishes to purchase registrations over and above what is allocated in Sponsorship entitlement, registration will be discounted by 20%.
- 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* includes above entitlements, but includes ten (10) registration passes in lieu of exhibit area display space.

SDC Gold Sponsor - Eight (Only)

Available at \$9,900 per package for members; \$11,900 for non-members

Gold Option A package includes:

- Prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, onsite signage, and Conference Guide
- 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. This presentation will be video recorded and shared with sponsoring company.
- *Prominent location, exhibit area display space with SDC-supplied table (approximately 6' x 2') for table-top, Sponsor-supplied display in the Sponsor Showcase
- *Four (4) complimentary, full conference registrations (\$1,395 each in value). If Sponsor wishes to purchase registrations over and above what is allocated in Sponsorship entitlement, registration will be discounted by 20%.
- 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* includes above entitlements, but includes seven (7) registration passes in lieu of exhibit area display space.

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

2017 Storage Developer Conference

SDC Silver Sponsor

Available at \$5,900 per package for members; \$7,900 for non-members

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 2') for table-top, Sponsor-supplied display 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* includes above entitlements, but includes four (4) registration passes in lieu of exhibit area display space.

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.

- *Lanyard Sponsor (supplied by SNIA with Sponsor's logo) — \$4,500
- Networking Reception (napkins with Sponsor's logo and option for welcoming comments by Sponsor) — \$6,000
- 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 (11th - 14th) Event Breakfasts and Morning Refreshments Sponsorships (selection of day based on order of contract receipt) — \$4,500
- One of three (3) Daily (11th - 13th) 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.

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).

Companies, organizations, and associations interested in hosting a plugfest at this year's SDC, please contact Arnold Jones, arnold.jones@snia.org or 407.574.7273.

SDC 2017 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 Underwriter Sponsor - One available at \$25,000 for members; \$30,000 for non-members
 - Option A
 - Option B
- SDC Platinum Sponsor - Four available at \$14,900 for members; \$18,900 for non-members
 - Option A
 - Option B
- SDC Gold Sponsor - Eight available at \$9,900 per package for members; \$11,900 for non-members
 - Option A
 - Option B
- SDC Silver Sponsor available at \$5,900 per package for members; \$7,900 for non-members
 - Option A
 - Option B
- Contributing Sponsorships
 - Lanyard Sponsor — \$4,500
 - Networking Reception — \$6,000
 - 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 2017 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
Denver, CO 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 or fax your order to 719-694-1389.