

Storage Developer Conference

SDC

Created BY Developers FOR Developers



About the Conference

Produced since 1998, SDC brings together solution-seeking developers, engineers, architects, product/program managers, and technical marketing managers for 4 days of technical deep dives and unparalleled networking.

Expected Attendance

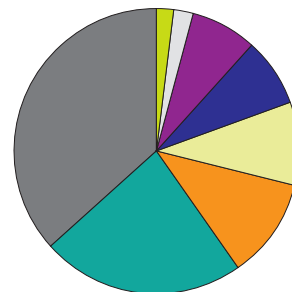
500

Hot Topics



- Persistent Memory
- Computational Storage
- Hyperscaler
- Object Drive
- NVMe
- NVMe-oF

Who Attends SDC?



Engineer	36%
CTO, CEO, VP	23%
Architect	12%
Director	9%
Technologist	8%
Manager	8%
Media	2%
Research	2%

Top 3 Reasons People Attend SDC

- Networking/Hallway Track
- Technical Content
- Learning Industry Trends

2019 Website Analytics

80K+
page views



32K+
unique page views



Attendee Feedback

“It’s the best forum for storage developers. Period.”

“I am really impressed by passionate and open discussions about technology.”

“One of the very best professional events in our industry, no question.”

“This type of conference is great for real working conversations.”

“Every part of the event provided value to me. I was uniformly impressed with the content, depth and breadth of knowledge, and enthusiasm of the speakers.”

“The opportunity to listen to and participate in the in-session, hallway, meal table, and BOF discussions was so valuable.”



100%

of attendees would recommend attending this conference to a colleague

2019 Sponsors

Intel	SerNet
Toshiba	SNIA SSSI
Radian	SNIA SMI
Supermicro	Arm
Amazon	Microsoft
NGD Systems	NetApp
OpenSDS	



SDC Sponsorship At-a-Glance

Sponsorship Level	Underwriter	Platinum	Gold	Silver	Contributing
SNIA Member	\$25,000	\$14,900	\$9,900	\$6,900	See below
Non-SNIA Member	\$30,000	\$18,900	\$11,900	\$8,900	See below
Packages Available	1	4	8	unlimited	unlimited
Entitlements					
Mainstage presentation in most desirable agenda slot	✓	✓			
Breakout session presentation			✓		
Sponsor logo on web, emails, and collateral	Most prominent location	Prominent location	Prominent location	✓	✓
Exhibit area display space	Most prominent location	Prominent location	Prominent location	✓	
Sponsorship of a meal or reception	✓				
Option to host a 60-minute sponsored Birds-of-a-Feather Session	✓	✓	✓	✓	
Opportunity to sponsor the conference shirt	✓				
Hospitality suite or meeting room	Dedicated	Shared			
Announcement in the SNIA Matters Newsletter	✓	✓			
Complimentary, full conference registrations (\$1,495 each in value)	8	6	4	2	1
Company description on SDC website	300-word	200-word	200-word	50-word	50-word
Banner advertisement on SDC mobile app	✓	✓			
Contact information of attendees who have opted-in	✓	✓	✓	✓	
As an alternative to exhibit area display space, sponsor may opt for additional registration passes	10	8	6	4	n/a

Contributing Sponsorships include entitlements listed above and give sponsor a choice of sponsoring various conference related items including lanyard, reception, wireless internet, refreshments, and more. Please see SDC Sponsorship Brochure for full details and pricing.