

SNIA DEVELOPER CONFERENCE



BY Developers FOR Developers

2026

Sponsorship Brochure

SNIA Developer Conference
September 28-30, Santa Clara, CA

September 28-30, 2026
Hyatt Santa Clara | Santa Clara, CA

Designed By Developers FOR Developers



About the Conference

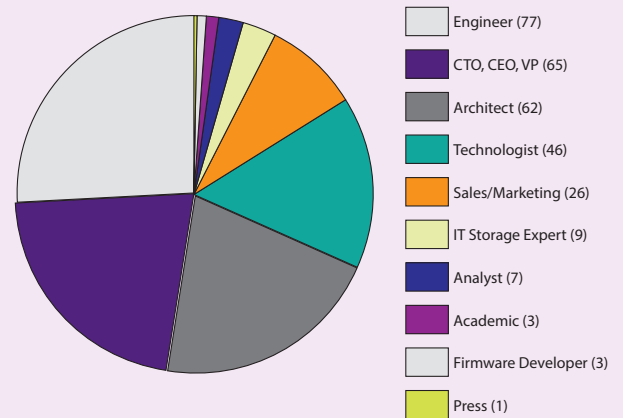
Produced since 1998, SDC is a “must-participate” event for the storage and data technology community. The conference brings together solution-driven developers, engineers, architects, product and program managers, and technical marketing leaders. It also offers engineering managers, directors, and C-level executives the opportunity to connect with leading industry experts and innovative component and solution providers.

Audience and Conference Focus

SDC serves the IT development community, with a primary focus on software and hardware developers, product and solution architects, software engineers, DevOps professionals, product managers, quality assurance engineers, product-line CTOs, customer support engineers, and in-house IT development teams.

Conference Producer

SDC is produced by SNIA, a global industry organization that develops standards and delivers education across all technologies related to data.



Audience Breakdown from SDC 2025

The conference program is developed in collaboration with SNIA's Technical Work Groups and subject-matter experts from leading technology companies. Together, they ensure the agenda reflects the most important technical challenges, emerging innovations, and real-world needs of today's IT development community.

Conference Program Agenda

The SDC agenda delivers world-class industry updates and technical education designed to meet the evolving needs of today's IT development community.

SDC 2026 focus areas include:

- AI / ML Applications for Storage
- AI / ML Infrastructure (optimization, pipelines, storage)
- Archival Storage (ceramic, DNA, glass, tape, etc.)
- Cloud Storage
- Composable Infrastructure / Disaggregated Storage
- Computational Storage / Memory
- Container Storage
- CXL / Memory Fabrics / Memory Pooling and Tiering
- Data / Storage Architecture
- Data Applications (analytics, automotive, IoT, rich data visualization)
- Data Movement / Placement
- Data Processing Units (DPUs)
- Data Security (encryption, sanitization)
- File Systems / NFS / SMB3
- Management (data, resources, storage)
- Solid-State Storage Solutions
- Storage Applications of Chiplets / UCIe
- Storage Networking, Fabrics, Performance, and Protocols
- Sustainability / Circularity / Green Technologies
- Other emerging topics

“This is the best storage developer conference I've attended.”

Why Sponsor SDC



SDC is not a traditional trade show. It is a deeply technical, developer-driven conference where real architectures are debated, standards are shaped, and the future of data technologies is built.

Sponsoring SDC places your organization at the center of the storage, memory, and data ecosystem—alongside the engineers, architects, and technical decision-makers who influence product direction, platform adoption, and infrastructure strategy across the industry.

Reach the People Who Build and Influence Technology

SDC attracts a uniquely technical audience, including:

- Software and hardware developers
- Systems and storage architects
- Engineers and DevOps professionals
- Product managers and product-line CTOs
- Technical leaders from enterprise IT, cloud providers, and solution vendors

These are not casual attendees. They are hands-on practitioners and technical decision-makers actively working on next-generation platforms.

Position Your Company as a Technical Leader

SDC sponsorships go far beyond logo placement.

Sponsors gain opportunities to:

- Deliver featured and technical sessions on real-world challenges and innovations
- Align their brand with standards development, engineering excellence, and future-focused problem solving
- Be seen not just as vendors—but as contributors to the industry's technical direction

Engage in Meaningful, High-Quality Conversations

Unlike high-volume expos, SDC is built for depth.

Sponsors benefit from:

- Extended face time with engineers and architects
- Birds of a Feather sessions that create authentic, peer-level dialogue
- An environment designed for technical exchange—not sales noise
- Access to attendees who are actively evaluating, building, and influencing solutions

Align With the Organization That Sets the Standards

As the producer of SDC, SNIA is a globally respected authority in data and storage technologies. Sponsoring SDC aligns your company with the organization that:

- Develops and supports international standards
- Convenes the industry's technical leaders
- Provides vendor-neutral education and collaboration platforms

This alignment reinforces trust, credibility, and long-term relevance.



Sponsorship Packages Available

SDC sponsors can tailor their conference participation to match their goals and budget. Whether you want a strong presence in the exhibit area, premium branding, or high-visibility thought leadership opportunities, SDC offers flexible options to maximize your impact.

SDC Underwriter – One Available

Investment:

\$25,000 for SNIA Members

\$30,000 for Non-Members

The SDC Underwriter is the premier sponsorship opportunity, offering maximum visibility, branding, and engagement throughout the conference.

Ideal for companies seeking maximum brand visibility, executive-level exposure, and direct engagement with the SDC developer and architect community.

Underwriter Option A Includes:

- **Premier brand placement**
Most prominent logo placement on the conference website, marketing and audience recruitment campaigns, and on-site signage
- **Featured mainstage presentation Tuesday morning**
One “Industry Visionary” featured session in a prime agenda slot
(Recorded for on-demand viewing and provided to the sponsor)
- **Premium exhibit space**
Most prominent tabletop display location in the Sponsor Showcase
(SDC-supplied 6’ x 2’ table, opportunity for a 10’ back wall, power included)*
- **Conference meal or reception sponsorship**
- **Birds of a Feather session opportunity**
Option to host a 60-minute sponsored session Monday or Tuesday evening (Food and beverage not included)
- **Conference T-shirt sponsorship**
- **Private meeting room at the Hyatt Santa Clara**
Day selection based on order of signed contract
- **Advertisement in the SNIA Newsletter (August–September edition)**
- **Complimentary registrations**
8 full conference passes (a \$1,595 value each)*

Underwriter Option B*

Includes all benefits above, with 10 complimentary full conference registrations in place of exhibit area display space.



SDC Platinum Sponsor – Four Available

Investment:

\$14,900 for SNIA Members / \$18,900 for Non-Members

Platinum Option A Includes:

- **Prominent brand placement**
Logo placement on the conference website, event marketing and audience recruitment campaigns, and event signage
- **Featured mainstage presentation Tuesday morning**
One "Industry Visionary" featured session (Recorded for on-demand viewing and provided to the sponsor)
- **Prominent exhibit space**
Tabletop display location in the Sponsor Showcase
(SDC-supplied 6' x 2' table, sponsor-supplied display, power included)*
- **Birds of a Feather session opportunity**
Option to host a 60-minute sponsored session Monday or Tuesday evening (Food and beverage not included)
- **Private meeting room at the Hyatt Santa Clara**
Day selection based on order of signed contract
- **Advertisement in the SNIA Newsletter (August–September edition)**
- **Complimentary registrations**
6 full conference passes (a \$1,595 value each)*

Platinum Option B*

Includes all benefits above, with 8 complimentary full conference registrations in place of exhibit area display space.

SDC Gold Sponsor – Eight Available

Investment:

\$9,900 for SNIA Members / \$11,900 for Non-Members

Gold Option A Includes:

- **Prominent brand placement**
Logo placement on the conference website, event marketing and audience recruitment campaigns, and event signage
- **Technical breakout session presentation**
One agenda breakout session in an appropriate topic track
(Must be technical in nature and not a product or company pitch. Session will be recorded and provided to the sponsor.)
- **Prominent exhibit space**
Tabletop display location in the Sponsor Showcase
(SDC-supplied 6' x 2' table, sponsor-supplied display, power included)*
- **Birds of a Feather session opportunity**
Option to host a 60-minute sponsored session Monday or Tuesday evening (Food and beverage not included)
- **Complimentary registrations**
4 full conference passes (a \$1,595 value each)*

Gold Option B*

Includes all benefits above, with 6 complimentary full conference registrations in place of exhibit area display space.



SDC Silver Sponsor

Investment:

\$6,900 for SNIA Members / \$8,900 for Non-Members

Silver Option A Includes:

- **Brand visibility**
Sponsor logo on the conference website, event marketing and audience recruitment campaigns, on-site signage, and in the Conference Guide
- **Exhibit space** - Tabletop display location in the Sponsor Showcase
(SDC-supplied 6' x 2' table, sponsor-supplied display, power included)*
- **Birds of a Feather session opportunity**
Option to host a 60-minute sponsored session Monday or Tuesday evening (Food and beverage not included)
- **Complimentary registrations**
2 full conference passes (a \$1,595 value each)*

Silver Option B*

Includes all benefits above, with 4 complimentary full conference registrations in place of exhibit area display space.

Contributing Sponsor Opportunities

Contributing Sponsorships allow organizations to support specific conference features through fixed "all-in" packages.

All Contributing Sponsors receive:

- Sponsor logo placement on the conference website, marketing campaigns, and event signage
- One (1) complimentary full conference registration (\$1,595 value)

Existing SDC sponsors may add a Contributing Sponsorship feature at 75% of the prices listed below.

(Items marked with an asterisk may be negotiable if supplied by the sponsor.)

Available Contributing Sponsorships

- Networking Reception Sponsor (Branded napkins and option for sponsor welcoming remarks) – \$6,000
- Daily Breakfast & Morning Refreshments Sponsor
(One of three event days; selection based on contract order) – \$4,500
- Daily Lunch & Afternoon Refreshments Sponsor
(One of three event days; selection based on contract order) – \$4,500
- SDC Event Carrying Case / Backpack Co-Sponsor* (SNIA and sponsor logos comparably sized) – \$9,500
- Lanyard Sponsor* (Supplied by SNIA with sponsor logo) – \$4,500
- Conference Wireless Internet Sponsor – \$4,500

SNIA SMB3 Interoperability Lab Participation

Vendors seeking product interoperability validation are invited to participate in SNIA's SMB3 Interoperability Lab, a featured program at SDC. The lab provides a hands-on environment for extended testing and is also open during select hours for attendees to observe and engage.

Organizations interested in hosting a plugfest should contact the SNIA Technical Council Managing Director at tcmd@snia.org.



SDC 2026 Sponsorship Agreement

This agreement, effective, _____ (date), is between SNIA and the

Advertiser/Sponsor Name: _____

Advertiser/Sponsor Address: _____

Principal Contact Person: _____

Phone: _____ Email Address: _____

AVAILABLE SPONSORSHIPS

Choose from the following sponsorship options:

Underwriter Sponsor (1 available)

- \$25,000 SNIA Member company Option A Option B
- \$30,000 Non-SNIA Member company Option A Option B

Platinum Sponsor (4 available)

- \$14,900 SNIA Member company Option A Option B
- \$18,900 Non-SNIA Member company Option A Option B

Gold Sponsor (8 available)

- \$9,900 SNIA Member company Option A Option B
- \$11,900 Non-SNIA Member company Option A Option B

Silver Sponsor (unlimited)

- \$6,900 SNIA Member company Option A Option B
- \$8,900 Non-SNIA Member company Option A Option B

Contributing Sponsorships

- Networking Reception Sponsorship – \$6,000
- One of three Daily Event Breakfasts and Morning Refreshments Sponsorships –\$4,500
- One of three Daily Event Lunches and Afternoon Refreshments Sponsorships – \$4,500
- SDC Event Carrying Case/Backpack Co-Sponsor – \$9,500
- Lanyard Sponsor – \$4,500
- Conference wireless Internet access Sponsor –\$4,500

Total Due: \$_____

Approved by: _____

Signature

Date

Printed Name

Title

SDC 2026 Sponsor Billing and Payment Agreement



Company/Organization Responsible for Billing and Payment: _____

Billing Address: _____

Billing Contact Name: _____

Billing Contact Phone: _____ Email: _____

BILLING OPTIONS

Choose from the following billing options:

We require an electronic invoice to the following email address:

We will remit our payment to:

SNIA

5201 Great America Parkway, Suite 320

Santa Clara, CA 95054

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

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 7 & 8 of this document as a pdf to sdcsponsor@snia.org.