

Storage Developer Conference (SDC) EMEA 2020

February 5th

Sheraton Hotel, Tel Aviv





ABOUT SNIA

SNIA MISSION

The Storage Networking Industry Association (SNIA) is a global not-for-profit association advancing IT technologies, standards, and education programs for all IT professionals, enabling our members to develop robust solutions for storing and managing the massive volumes of information generated by today's businesses.

INDUSTRY STANDARDS & EDUCATION

For more than 20 years we have worked to bring recognition of storage issues to the IT world, making storage less complicated for the end user. As a result, SNIA has adopted the role of industry catalyst for the development of storage solution specifications and technologies, global standards, and storage education.



2,000
active contributing
members



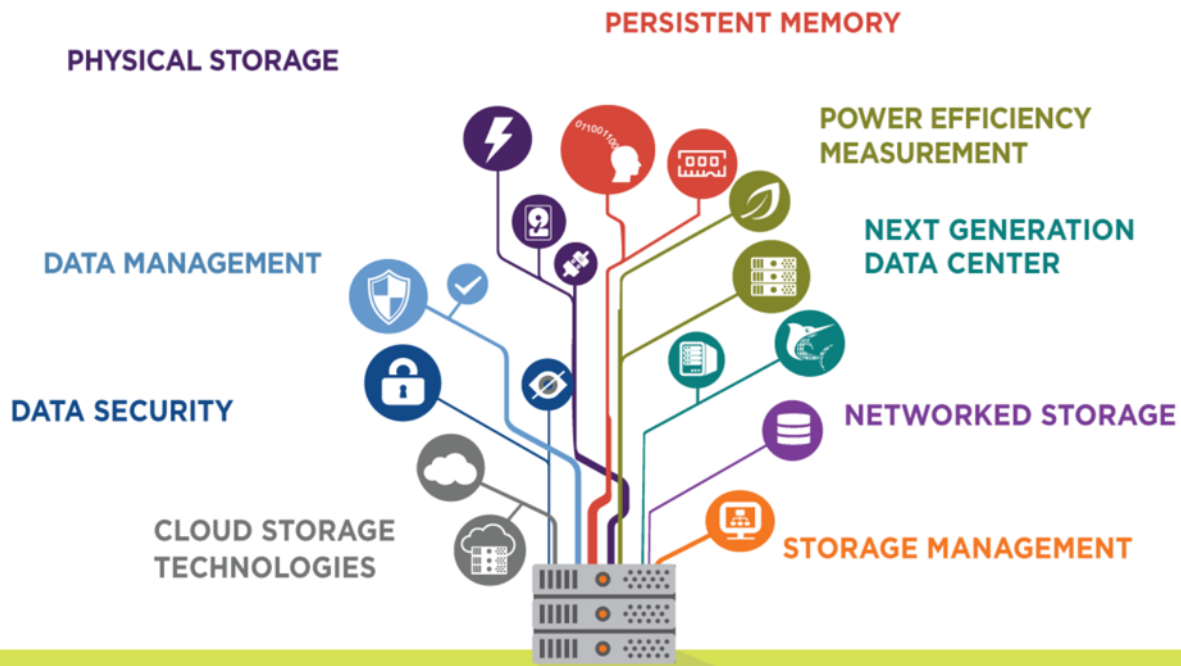
185
industry leading
organizations



50,000
IT end users & storage
pros worldwide



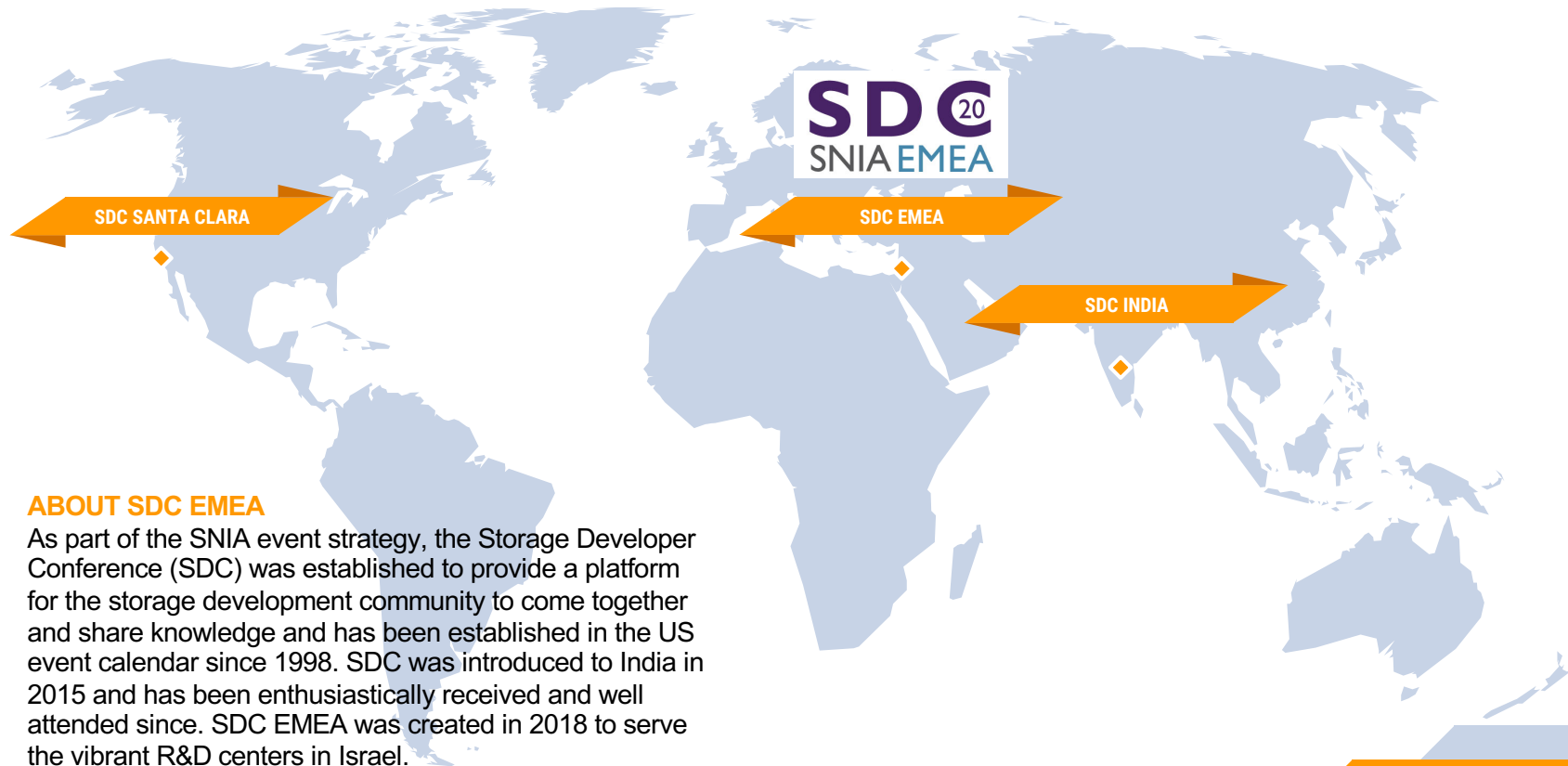
FOCUS AREAS



TECHNICAL DEVELOPMENT

As a global non-profit organization, SNIA is dedicated to developing standards and education programs to advance storage and information technology. Our focus is concentrated in the primary storage technology development areas.

THE 3RD ANNUAL STORAGE DEVELOPER CONFERENCE IN ISRAEL



ABOUT SDC EMEA

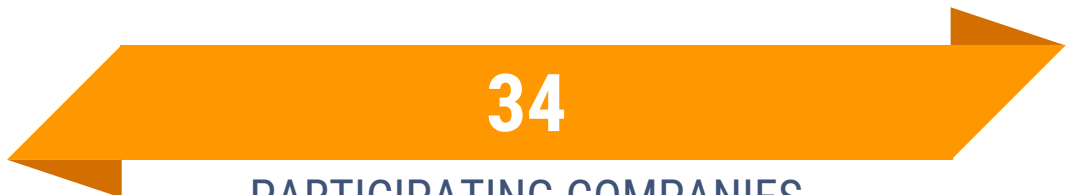
As part of the SNIA event strategy, the Storage Developer Conference (SDC) was established to provide a platform for the storage development community to come together and share knowledge and has been established in the US event calendar since 1998. SDC was introduced to India in 2015 and has been enthusiastically received and well attended since. SDC EMEA was created in 2018 to serve the vibrant R&D centers in Israel.



DELEGATES



EDUCATIONAL SESSIONS



PARTICIPATING COMPANIES



DELEGATE EVENT RATING



SDC EMEA 2020 AGENDA

- The SDC EMEA agenda offers world-class technical education from leading subject matter experts.
- The content will focus entirely on providing a platform for the brightest minds in the industry to share their expertise with storage developers and technicians.
- For potential sponsors this represents a unique opportunity to profile your company's technical leadership by selecting a speaker who is a recognized subject matter expert and can provide a deep technical insight into the selected topic. All speakers are requested to share their technical knowledge for the benefit of the audience and to avoid sales or marketing presentations.
- Sponsors will receive a speaking session in accordance with their chosen package, other sessions will be selected from the Call for Presentations process.





SDC EMEA 2020 AGENDA TOPICS

Topics include (but are not limited to):

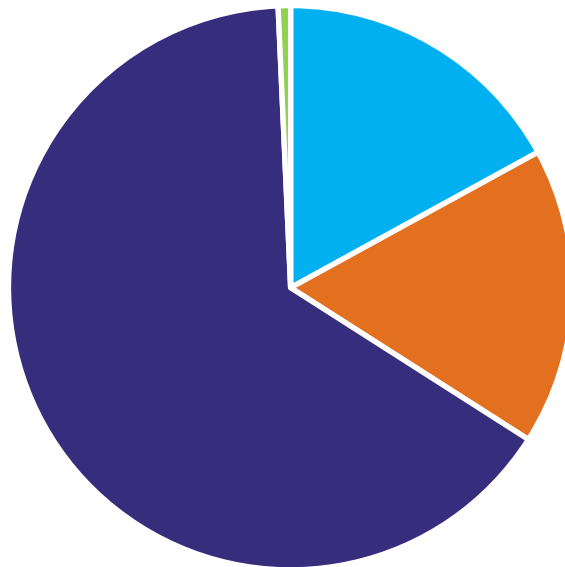
- Persistent Memory, NVDIMM, Non-volatile Memory
- Solid State Storage
- Storage Architecture
- Storage Performance / Workloads
- Cloud Storage
- SMB
- NFS
- Object and Object Drive Storage
- Data Protection and Capacity Optimization
- File Storage and File Access
- File Systems
- Storage Resource Management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



AUDIENCE

WHO WILL ATTEND

The audience for this conference comprises of 160+ professionals from the data storage development community – primarily storage software and hardware developers, storage product and solution architects, storage software engineers, product managers, storage product quality assurance engineers, product line CTOs, storage product customer support engineers, and in-house IT development staff.



- CEO/CTO/VP/Director
- Manager
- Engineer/Architect/Developer
- Academic

“ *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.*



SPONSORSHIP

Profile your technical leadership to the storage development community



SPONSORSHIP OPPORTUNITIES

SDC EMEA Event Underwriter (1)

Available at USD 8,000

Event Underwriter package includes:

- ☐ Most prominently displayed sponsor logo on conference event website, event marketing and audience acquisition collateral, on-site signage, delegate registration pages and Conference Guide
- ☐ Conference opening presentation session (40 mins)
- ☐ Sponsorship of event lunch
- ☐ Option to have an exhibit table in the foyer
- ☐ Complimentary attendance for the speaker and co-speaker (maximum two)
- ☐ Six additional complimentary conference registrations
- ☐ Full page advertisement in the Conference Guide
- ☐ Attendee list contacts of those who agree to receive information from sponsors



SPONSORSHIP OPPORTUNITIES

SDC EMEA Premier Partner (2)

Available at USD 5,750

Premier Partner package includes:

- Prominently displayed sponsor logo on conference event website, event marketing and audience acquisition collateral, on-site signage, delegate registration pages and Conference Guide
- One mainstage presentation session (35mins)
- Option to have an exhibit table in the foyer
- Complimentary attendance for the speaker and co-speaker (maximum two)
- Four additional complimentary conference registrations
- Full page advertisement in the Conference Guide
- Attendee list contacts of those who agree to receive information from sponsors



SPONSORSHIP OPPORTUNITIES

SDC EMEA Technology Partner (3)

Available at USD 3,200

Technology Partner package includes:

- Sponsor logo on conference event website, event marketing and audience acquisition collateral, on-site signage, delegate registration pages and Conference Guide
- One breakout session in the technology tracks (subject to approval by the agenda committee). Allocation of agenda timing will be based on order of receipt of contract.
- Option to have an exhibit table in the foyer
- Complimentary attendance for the speaker and co-speaker (maximum two)
- Two additional complimentary conference registrations



SPONSORSHIP OPPORTUNITIES

SDC EMEA Branding Partner (2)

Available at USD 1,250

Branding Partner package includes:

- ☐ Sponsor logo on conference event website, event marketing and audience acquisition collateral, on-site signage, delegate registration pages and Conference Guide
- ☐ Option to have an exhibit table in the foyer
- ☐ Two complimentary full conference registrations



SPONSORSHIP OPPORTUNITIES

SDC EMEA Additional Sponsor Opportunities

- ☐ Event t-shirt sponsor: Available at USD 2,300
- ☐ Wireless internet sponsor: Available at USD 1,000
- ☐ Lanyard sponsor: Available at USD 750
- ☐ If you have an interest in any of these sponsorships please contact paul.talbut@snia.org for more detail.



ADDITIONAL FEATURES

SMB3 PLUGFEST 2019

- Underwriter - Microsoft
- 9 Participating companies
- 26 engineers attended over four days





THANK YOU

for your interest in SDC EMEA

For questions or to request a conference order form...

You can email me at
paul.talbut@snia.org