Storage Developer Conference (SDC) India 2020
Q4 2020
Bangalore
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.
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.
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 INDIA 2019 METRICS

- **220** Delegates
- **36** Educational Sessions
- **45** Participating Companies
- **4.71/5** Delegate Event Rating
The SDC India 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 sponsor package, other sessions will be selected from the Call for Presentations process.

Agenda

Thursday
SDC Day One
Networking reception (subject to sponsorship)

Friday
SDC Day Two
Topics include (but are not limited to):

- Artificial Intelligence and storage
- Blockchain
- Cloud Storage
- Composable Infrastructure
- Computational Storage
- Container Storage
- Data Management
- Data Protection and Data Security/Privacy
- Emerging Data, Storage, Device and Transport Technologies (GenZ, OpenCAPI, CCIX)
- Erasure Coding
- File Systems
- Long term archival storage
- Machine Learning
- Memory Pooling
- NFS
- NVM Express
- Object and Object Drive Storage
- Orchestration
- Persistent Memory
- SMB
- Solid State Storage Solutions
- Storage Architecture
- Storage Fabrics Protocols
- Storage Networking
- Storage Performance / Workloads
- Storage Resource Management
- Storage Security
WHO WILL ATTEND

The audience for this conference comprises of 200+ 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 India Premier Partner (4)

Available at INR 250,000 (INR 200,000 for SNIA India members)

Premier Partner package includes:

- Prominently displayed sponsor logo on conference event website, event marketing email campaigns and audience acquisition collateral, on-site signage, delegate registration pages and Conference Guide
- One mainstage presentation session (30mins)
- Option to have an exhibit table in the foyer (literature only)
- Complimentary ticket for the speaker and co-speaker (maximum two)
- Four complimentary guest tickets
- 20% discount on group delegate tickets (five or more delegates)*
- Full page advertisement in the Conference Guide
- Attendee list contacts of those who agree to receive information from sponsors

* With every five company delegates that register, one complimentary ticket code will be issued
SPONSORSHIP OPPORTUNITIES

SDC India Technology Partner (8)
Available at INR 170,000 (INR 125,000 for SNIA India members)

Technology Partner package includes:

- Prominently displayed sponsor logo on conference event website, event marketing email campaigns 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.
- Complimentary ticket for the speaker and co-speaker (maximum two)
- Two complimentary guest tickets
- 20% discount on group delegate tickets (five or more delegates)*
- Attendee list contacts of those who agree to receive information from sponsors

* With every five company delegates that register, one complimentary discount ticket code will be issued
SPONSORSHIP OPPORTUNITIES

SDC India Branding Partner (4)
Available at INR 80,000 (INR 60,000 for SNIA India members)

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
- Two complimentary guest tickets
SDC India Additional Sponsor Opportunities

- Networking reception – Available at INR 200,000
  - Either open invitation to delegates or closed for your own invitations
- Event t-shirt sponsor: Available at INR 150,000 – sponsor to provide artwork
- Wireless internet sponsor: Available at INR 75,000
- Lanyard sponsor: Available at INR 50,000
- Group ticket discounts – register 10 people from your team and receive two free tickets

If you have an interest in any of these sponsorships please contact paul.talbut@snia.org for more detail.
THANK YOU
for your interest in SDC India
For questions or to request a conference order form...
You can email me at paul.talbut@snia.org