Storage Developer Conference (SDC) EMEA 2021
June 8th 2021
A virtual conference
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.
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
The SNIA EMEA Storage Developer Conference (SDC) brings the storage developer community together to collaborate and network with peers through the sharing of ideas, industry developments and best practices. Usually held in Tel Aviv, SNIA is not able to hold a face-to-face event this year due to COVID-19. However, it is important to continue the momentum that SDC brings to the storage development community in a virtual event. SDC will continue to present excellent and informative content, as well as provide many opportunities for networking.
SDC EMEA 2020 METRICS

- **151** Delegates
- **32** Educational Sessions
- **38** Participating Companies
- **4.55/5** Delegate Event Rating
The SDC EMEA agenda content will focus entirely on providing a platform for the brightest minds in the industry to share their expertise with fellow 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.*

Speaking Options:

- Sponsors will receive a preferred speaking session in accordance with their chosen package.
- All other breakout sessions will be selected by the agenda committee during the Call for Presentations process. These are always oversubscribed and is therefore not a guaranteed speaking option.

*All speakers are requested to share their technical knowledge for the benefit of the audience and to avoid sales or marketing presentations.

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**Agenda**

**Tuesday 8th June**  
SDC Day One

**Wednesday 9th June**  
SDC Day Two (Optional)
Topics include (but are not limited to):

- AI/ML in storage
- Blockchain
- Cloud Storage
- Composable Infrastructure
- Computational Storage
- Container Storage
- Data Management
- Data Protection and Data Security
- Emerging technologies (GenZ, OpenCAPI, CCIX)
- Erasure Coding
- File Systems
- Long term archival storage
- 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
The audience for this conference comprises of 150+ 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.
SPONSORSHIP

Profile your technical leadership to the storage development community
SPONSORSHIP OPPORTUNITIES

SDC EMEA (Virtual) Premier Partner*
Available at USD 3,750/Euro 3,125 (USD 3,000/Euro 2,500 for SNIA members)**

Premier Partner package includes:

- Prominently displayed sponsor logo and company description on conference event website, and logo branding on all event marketing email campaigns
- Presence on event scrolling banner (sponsor to supply artwork)
- Virtual Keynote presentation session (40mins presented in 2 x 20mins sections) with online moderated Q&A
- Branded Virtual Expo booth to post videos and photos, technical papers, company brochures etc
- Dedicated virtual lounge room for delegate meetings – available on-demand
- Access to messaging and pre-scheduled video meetings
- 20 Complimentary registrations
- Delegate contacts of those who agree to allow profile sharing with sponsors

*Available only to data storage manufacturers, distribution/resellers and solutions providers

**Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.
SPONSORSHIP OPPORTUNITIES

SDC EMEA (Virtual) Technology Partner*
Available at USD 2,400/Euro 2,000 (USD 1,980/Euro 1,650 for SNIA members)**

Technology Partner package includes:
- Prominently displayed sponsor logo on conference event website, and logo branding on all event marketing email campaigns
- Virtual breakout presentation session with online moderated Q&A
  - Session can be 20mins or 40mins presented in 2 x 20mins sections
- Branded Virtual Expo booth to post videos and photos, technical papers, company brochures etc
- Access to messaging and pre-scheduled video meetings
- 10 Complimentary registrations
- Delegate contacts of those who agree to allow profile sharing with sponsors

*Available only to data storage manufacturers, distribution/resellers and solutions providers.

**Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.
SDC EMEA (Virtual) Alliance Partners

Available at USD 1,800/Euro 1,500 *

Sponsor category for SNIA EMEA strategic partners and industry associations whose work is considered highly relevant to the data storage community

Alliance Partner package includes:

- Prominently displayed sponsor logo on conference event website, and logo branding on all event marketing email campaigns
- Virtual breakout presentation session (40mins presented in 2 x 20mins sections) with online moderated Q&A
- 5 Complimentary registrations

*Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.
**SPONSORSHIP OPPORTUNITIES**

**SDC EMEA (Virtual) Branding Partner***

Available at USD 750/Euro 625 (USD 500/Euro 420 for SNIA members)**

Branding Partner package includes:

- Prominently displayed sponsor logo on conference event website, and logo branding on all event marketing email campaigns
- 5 Complimentary registrations

*Available only to data storage manufacturers, distribution/resellers and solutions providers.

**Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.
THANK YOU

for your interest in SDC EMEA (Virtual)

For questions or to request a conference order form...
You can email me at
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