

# Storage Developer Conference (SDC) India 2022

August 5-6<sup>th</sup> 2022

*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 almost 25 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.



**180**  
industry leading  
organizations



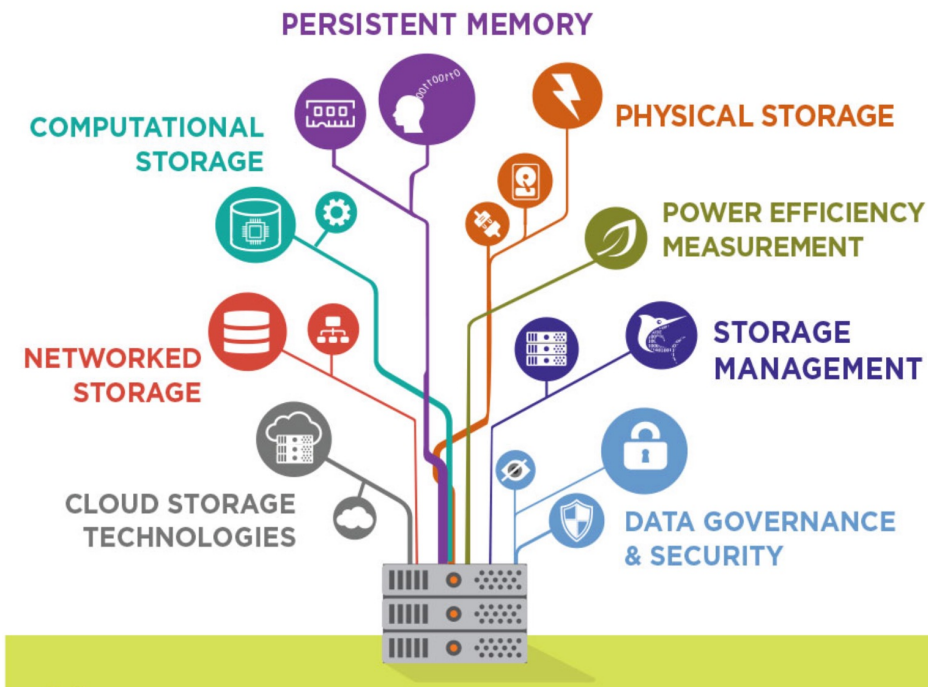
**2,500**  
active contributing  
members



**50,000**  
IT end users & storage  
pros worldwide



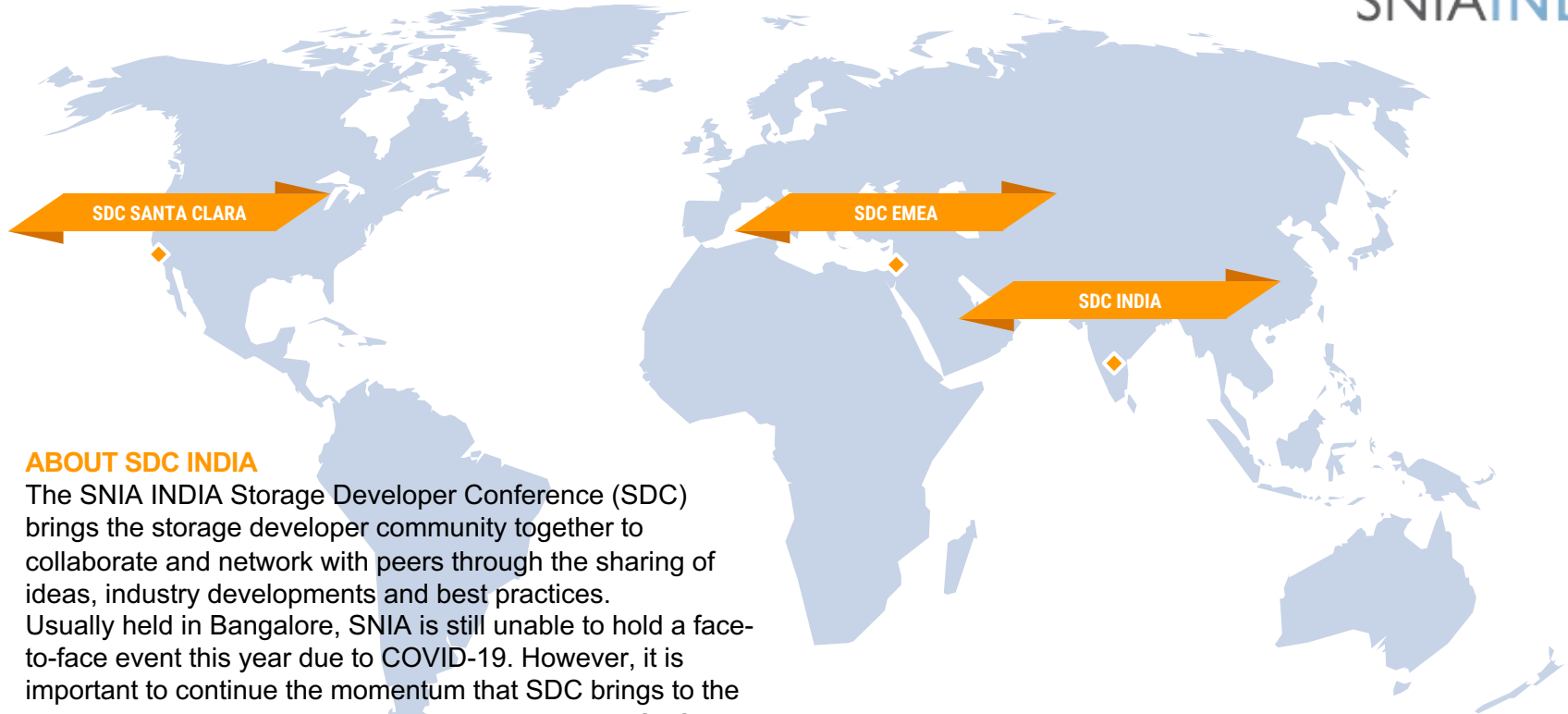
## FOCUS AREAS



### 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 8th ANNUAL STORAGE DEVELOPER CONFERENCE IN INDIA IS VIRTUAL IN 2022



## ABOUT SDC INDIA

The SNIA INDIA 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 Bangalore, SNIA is still unable 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.

**305**

DELEGATES

**54**

EDUCATIONAL SESSIONS

**48**

PARTICIPATING COMPANIES

**4.74/5**

DELEGATE EVENT RATING



# SDC INDIA 2022 AGENDA

The SDC India 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 preferential 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 over-subscribed 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.*

## Agenda

**Friday 5<sup>th</sup> August**  
SDC Day One

**Saturday 6<sup>th</sup> August**  
SDC Day Two



# SDC INDIA (Virtual) 2022 AGENDA TOPICS

Topics include (but are not limited to):

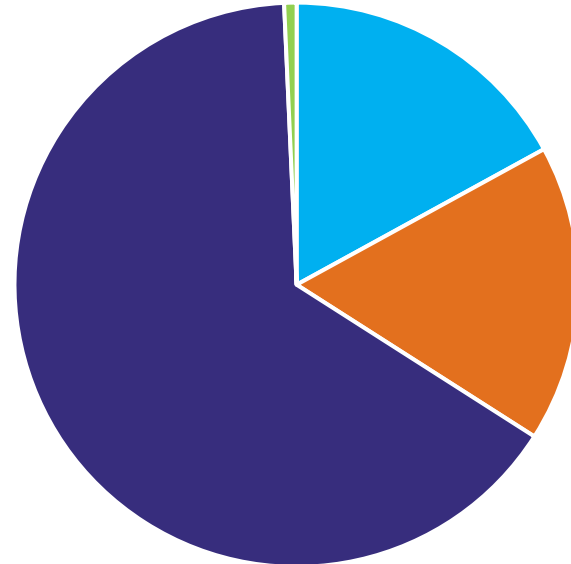
- Blockchain and Storage
- Cloud Storage
- Composable Infrastructure
- Computational Storage
- Container Storage
- Compute Express Link (CXL)
- Data Management
- Data Movement
- Data Placement
- Data Processing Units
- Data Protection and Data Security
- DNA Data Storage
- Emerging technologies
- File Systems
- Long term archival storage
- Machine Learning/Artificial Intelligence
- Memory Pooling
- NFS
- NVM Express
- Persistent Memory
- SMB
- Solid State Storage Solutions
- Storage Architecture
- Storage Fabrics Protocols
- Storage Networking
- Storage Performance / Workloads
- Storage Resource Management



# AUDIENCE

## WHO WILL ATTEND

The audience for this conference comprises of 300+ 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



# SPONSORSHIP

Profile your technical leadership to the storage development community





## REASONS TO SPONSOR

The SNIA Storage Developer Conference (SDC) remains unique in the industry in that it is built by storage developers for the benefit of storage developers. As such it can be seen as an opportunity for the storage community to come together, to learn, share experiences, and to form new alliances and partnerships. For sponsors this represents an opportunity to showcase their technology advancements and to engage directly with the brightest minds. Direct benefits include:

- Highlighting technology leadership
- Gain a sense of what other developers are doing in each technology space
- Have your technology team be better educated
- Meet other established companies and start-ups and form alliances
- Recruitment opportunities
- Chance to provide engineers with public speaking opportunities
- Identify and create new standards and specifications
- Network with peers



## SPONSORSHIP OPPORTUNITIES

### SDC India (Virtual) Premier Partner\*

Available at INR 150,000/USD 1,950 (INR 120,000/USD 1,560 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) with online moderated Q&A
- Option to participate in sponsor showcase track – details to be announced
- Option to host a Birds of a Feather Session (additional cost INR 25,000/USD 325)
- 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.*



## SPONSORSHIP OPPORTUNITIES

### SDC India (Virtual) Technology Partner\*

Available at INR 120,000/USD 1,560 (INR 90,000/USD 1,170 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
- Option to participate in sponsor showcase track – details to be announced
- 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.*



## ALLIANCE OPPORTUNITIES

### SDC India (Virtual) Alliance/Association Partners

Available at INR 35,000/USD 455

Sponsor category for SNIA India 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 (20mins or 40mins) with online moderated Q&A
- 5 Complimentary registrations



## SPONSORSHIP OPPORTUNITIES

### SDC India (Virtual) Branding Partner

Available at INR 35,000/USD 455 (INR 25,000/USD 325 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



# THANK YOU

**for your interest in SDC India 2022 (Virtual)**

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

You can email me at  
[paul.talbut@snia.org](mailto:paul.talbut@snia.org)