Announcing a New SNIA Conference and Call for Presentations

Storage Plumbing and Data Engineering Conference

SP⇒DEcon

June 10-12, 2013 • Santa Clara, CA ⟶ SNIA

By experts, for experts (and those who want to be...)

Specifically differentiated from both SNW and Storage Developer Conference (SDC), SNIA's new storage industry event, the Storage Plumbing and Data Engineering Conference (SPDEcon, pronounced "Speedy-con"), is targeted for "hardcore" storage development and data engineering experts whose positions may involve configuring, integrating, and supporting storage and data management solutions – often referred to as the "storage plumbing."

Sessions planned such as those listed below should provide insights into such technology areas as file systems, IO, storage system tuning and performance enhancement. Presentations on development of in-house software and augmenting open source software for storage and data infrastructure are planned. Topic submissions covering concepts pioneering state-of-the-art storage and data management, piloted in a deployment cycle of design, building and testing are also being solicited.

Join us in Santa Clara for an intimate, tight-knit, industry-unique, vendor-neutral learning experience whether you are a vendor employee, systems engineer, sysadmin, reseller, systems integrator, or technical consultant working in this area. Participate if you are part of that highly specialized "techno-geek" squad for any company, organization or department where these skills are expected of you. SPDEcon will provide a deep-dive into key technical details of storage and data management and the know–how to further advance solutions, increase acceptability and interoperability in production environments, and the help to understand where "storage plumbing" technologies are heading.

Categories/Topics for sessions, tutorials, case studies, and industry roadmap include:

- Storage Workloads Generated by Apps/Hypervisors/Operating Systems
- Storage Performance: Measurement and Evaluation
- Plumbing Considerations for Big Data Storage and Management
- Key–value and NoSQL Storage
- New Fundamental Data, Storage, and Device Technologies
- Solid State Storage and Non-Volatile Memory
- Storage for Virtual Platforms
- Storage in the Cloud - Grounded and Based Upon Properly Engineered Systems
- Distributed Storage
- File and Block Access Protocols
- File Systems
- Long Term Preservation
- Green and Energy Efficient IT
- High Speed, Low Latency Interconnects
- Data and Storage Management
- Data Deduplication, Data Backup and Archiving for the Data Engineer
- Data Security and Identity Management
- Scalable and Distributed Storage Systems
- Free/Open Source Software
- Industry Segment Roadmaps (e.g. SCSI, Fibre Channel, InfiniBand, Open Fabrics, LTO/Ultrium)

For information on speaking or attending, visit www.spdecon.org

Sponsorship Participation Available

2013 SPDEcon Sponsors will have the opportunity to be integral partners in this unique SNIA-owned and produced conference. A limited number of Sponsor packages are available that will provide your company with one of the two per day General Session (mainstage) "keynote level" presentations. 2013 SPDEcon Associate Sponsors will also enjoy a high-value experience before a very qualified audience of storage practitioners and data experts.

Choose from the following two sponsorship options:

• SPDEcon Sponsor – Four (only) at $4,500 per package
• SPDEcon Associate Sponsor – $2,250 each per package

SPDEcon Sponsor – Four (only) at $4,500 per Package – Entitlements Include:

• Most prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
• One Featured "Keynote Level" general session (mainstage) Industry Speaker presentation session
• Most prominent table-top position (6' x 2' table, chairs and power provided) in the display and networking area (TBD – may be integrated into back of General Sessions ballroom)
• Use of attendee list for follow-up contact via a bonded, third-party mail-house
• Two complimentary SPDEcon passes for Sponsor's staff

SPDEcon Associate Sponsor – $2,250 per Package – Entitlements Include:

• Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
• Table-top position (6' x 2' table, chairs and power provided) in the display and networking area
• One complimentary SPDEcon pass for Sponsor's staff

Other Sponsorship Opportunities: If you are interested is sponsoring something else that we agree is appropriate for use or distribution at SPDEcon, please do not hesitate to propose it and we will be pleased to consider and negotiate an arrangement.

Note: Sponsors also sponsoring SNIA Storage Developer Conference (SDC) in 2013 will receive a 10% discount off list prices of BOTH their sponsorship packages.

Approvals - Terms and Conditions Applicable to Total Sponsorship Commitment

Sponsorship Package Selected:_____ Other Sponsorship Opportunities Selected:_____

Total Cost/Amount to be invoiced $_____ (Payment in full is due 30 days from issue date of SNIA invoice)

Sponsoring Company_____Address _____

Signature _____Signature Date_____

Printed Name_____Title_____

Approved by SNIA _____Signature Date_____

Printed Name_____Title_____

Contact Lisa Mercurio at lisa.mercurio@snia.org or 781.293.9860, or,
Leo Leger at leo.leger@snia.org or 978.203.0442 for more information about sponsoring.

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