Top 3 Reasons To Join SNIA

**LEAD THE INDUSTRY**
- Educate on all things storage
- Drive standards development and adoption
- Align strategic business objectives with worldwide standards

**COLLABORATE**
- Participate in multi-vendor interoperability activities
- Gain insight into disruptive industry trends
- Form strategic alliances
- Develop relationships throughout the industry

**INFLUENCE**
- Influence storage technologies important to the marketplace
- Amplify your vendor storage expertise and reputation
- Participate in the development of international standards

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**What SNIA Members Say**

- "SNIA is the organization for vendor-neutral storage advancements in the industry."
- "SNIA helps us pave the way for new technology, benefiting our company and the industry."
- "SNIA gives us a voice in the storage industry."
- "To be a leading storage vendor, we need to be a leader in SNIA."
- "SNIA helps my company build brand and thought leadership."

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**SNIA-at-a-Glance**

- **2,500** active contributing members
- **160** unique member companies
- **160** member company shareholders
- **160** full member & associate members
- **50,000** IT end users & storage pros worldwide
- **20 YRS** of standards development

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Learn more: [www.snia.org](http://www.snia.org)