

2014 SNIA Analytics and Big Data Sponsorship Opportunities

The Analytics and Big Data Committee now offers two opportunities to promote your company's brand and services:

- **White Paper Underwriter**
- **Analytics and Big Data Summit Sponsor**

WHITE PAPER UNDERWRITER

The SNIA Analytics and Big Data Committee is working with Intersect360 Research to develop a series of White Papers. Two White Papers are planned to be published in 2014. The first is scheduled for September 1st and will be available for the Analytics and Big Data Summit as well as distributed at other industry events. It can be shared with clients and used for online and other promotions. The first White Paper will be titled **"What's Really Happening in Big Data — Walk-in Trends for the Rest of 2014."** The second White Paper is scheduled for December 1, 2014.

Underwriter opportunities are limited to 10 companies, and are on a first come, first serve basis. The cost to be an Underwriter of a White Paper is based on frequency and commitment. See details including discounts on page 3.

Underwriter Entitlements:

- Logo as Underwriter on White Paper cover and in all references where White Paper is distributed
- Rights to distribute electronically or in original print version format. Content may not otherwise be repurposed.
- September "Summit Issue" will be distributed at the SNIA Analytics and Big Data Summit on September 18, 2014

About Intersect360 Research

Intersect360 Research is a market intelligence, research, analysis and consulting company serving suppliers, users, and policy makers across the high performance computing industry.

In all of its services, Intersect360 Research provides its clients with data and opinions that are actionable: insights which help them make decisions that are measurably positive to their business. Its research into the HPC industry focuses on understanding end-user dynamics to provide a unique 360-degree view of the technology and trends that will affect the dynamics of this complex industry.

For More Information and to Sponsor:

Contact:

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Include your logo on the cover.

2014 SNIA Analytics and Big Data Sponsorship Opportunities

ANALYTICS AND BIG DATA SUMMIT

Co-located with the last day of SNIA's Storage Developer Conference, September 18, 2014, the Analytics and Big Data Summit is designed to provide IT professionals with responsibility for information management and storage with valuable advice and implementable, ROI-focused solutions.

The day's agenda will feature presentations from industry luminaries, panel discussions and a cocktail networking opportunity in the evening. Breakfast, lunch, and snacks will be provided.



Sponsorship Packages Available

SNIA Analytics and Big Data Summit Platinum Sponsor - Three available

Available at \$6,500 per package

Platinum package includes:

- Most prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- One featured industry mainstage general session presentation
- Most prominent table-top display space in the SNIA Analytics and Big Data Summit reception area - Sponsor's option
- Use of attendee list for follow-up contact
- Four complimentary Summit passes for Sponsor's staff and ten complimentary Summit passes for qualified end-users and/or recommended qualified industry analysts and media

SNIA Analytics and Big Data Summit Gold Sponsor - Five available

Available at \$4,500 per package

Gold package includes:

- Prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, onsite signage, and Conference Guide
- Participation in a mainstage general session panel discussion
- Prominent table-top display space in the SNIA Analytics and Big Data Summit reception area - Sponsor's option
- Use of attendee list for follow-up contact
- Two complimentary Summit passes for Sponsor's staff and six complimentary Summit passes for qualified end-users and/or recommended qualified industry analysts and media

SNIA Analytics and Big Data Summit Silver Sponsor

Available at \$2,500 per package

Silver package includes:

- Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- Table-top display space in the SNIA Analytics and Big Data Summit reception area - Sponsor's option
- One complimentary Summit pass for Sponsor's staff and three complimentary Summit passes for qualified end-users and/or recommended qualified industry analysts and media

2014 SNIA Analytics and Big Data Sponsorship Opportunities Agreement

This agreement, effective _____, 2014 is between the
SNIA and Sponsor Name: _____
Advertiser/Sponsor Address: _____

Principal Contact Person: _____
Phone: _____ Email Address: _____

Available Sponsorships

Choose from the following sponsorship options:

SNIA Analytics and Big Data White Paper Underwriter

- ☐ First issue planned for September 1, 2014 as "Summit Issue" - Ten sponsorships available at \$2,950 each
 - ☐ Two issues: September 1, 2014 and second issue planned for December 1, 2014 - Ten or TBD* sponsorships at \$5,000 for both.
- * As available on a first come, first serve basis.

SNIA Analytics and Big Data Summit

- ☐ Platinum Sponsor - Three at \$6,500 per package
- ☐ Gold Sponsor - Five at \$4,500 per package
- ☐ Silver Sponsor - \$2,500 per package

Total Cost/Amount to be invoiced: \$ _____

Approved by: _____
Signature Date

Printed Name Title

Mix 'n' Match Event Discounts

Sponsor additional SNIA events and save! SNIA has two other planned events for 2014 with available sponsorships. These are: **Data Storage Innovation Conference**, April 22-24, Santa Clara, CA and **Storage Developer Conference**, September 15-18, Santa Clara, CA. If you sponsor either of these events in addition to your Analytics and Big Data Summit Sponsorship, you will receive a discount on the Sponsorship list price on ALL of the events in which you are a sponsor. As a sponsor of the Analytics and Big Data Summit plus 1 additional event, you will receive a 10% discount on the sponsorship list prices for BOTH events. As a Sponsor of the Analytics and Big Data Summit and 2 additional events, you will receive a 15% discount on each event.

Analytics and Big Data Sponsorship Bundle

If you are both an Underwriter of an Analytics and Big Data White Paper and a Sponsor of the Analytics and Big Data Summit, you will receive 10% off of each sponsorship price.

2014 SNIA Analytics and Big Data Support Opportunities Agreement

BILLING OPTIONS

Choose from the following billing options:

- ☐ We require an electronic invoice to the following email address: _____
- ☐ We will remit our payment to:
Storage Networking Industry Association
PO Box 894001
Los Angeles, Ca 90189-4001
- ☐ We wish to pay our invoice via credit card (Visa / MasterCard / Discover/ AMEX):

Cardholder Name: _____ Card Number: _____

Expires: _____ Cardholder Phone: _____

TERMS AND CONDITIONS APPLICABLE TO ALL SPONSORSHIP COMMITMENTS

- 1) Payment in full is due 30 days from issue date of SNIA invoice.
- 2) Responsibility of copy and logo accuracy – the Sponsor agrees to indemnify and save harmless the SNIA and /or its agents from any liability, loss, and expense of any nature arising out of the display of any graphics, text, display, logo, and illustrations supplied by the Sponsor.

Approved by SNIA:

Signature

Date

Printed Name

Title

Please submit pages 3 & 4 of this document as a pdf to
membership@snia.org or fax your order to 719-694-1389.