

Data Storage Innovation Conference

Innovation in Storage Products, Services, and Solutions



April 22-24, 2014
Hyatt Regency Hotel, Santa Clara, CA

The Data Storage Innovation Conference (DSI, www.DSIcon.org) is for decision-makers, technology implementers, and those expected to recognize, influence, and support data storage innovation as actual production solutions. DSI is owned and produced by the Storage Networking Industry Association (SNIA) and is being specifically differentiated from SNIA's long-running Storage Developer Conference (SDC).

2014 DSI Sponsors will have the opportunity to be integral partners in this unique conference. Sponsoring this inaugural event will provide your company with a high-quality experience before an audience of storage practitioners for storage practitioners, architects, sysadmins, systems engineers, systems integrators, and technical/product consultants.

DSI is expected to draw 450 attendees that will participate in sessions providing insights into new technology areas such as software defined storage, cloud, and big data, along with many other aspects of data management and storage with network connectivity considerations.

We offer DSI Platinum Sponsorship packages that allow your company to deliver one of the four mainstage General Session presentations available to Platinum Sponsors. Companies that opt for the Gold Sponsorship can present an agenda Breakout Session at the event. Both are great opportunities to get visibility in front of this target audience.

DSI Platinum, Gold, and Silver Sponsorships come with display spaces at the event for critical networking time to present your key products and services.

Other benefits include complimentary conference passes, post-event email blasts, website recognition, and more.

FOR DSI INFORMATION AND TO SPONSOR

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www.DSIcon.org



Data Storage Innovation Conference Sponsorship Packages



Platinum Sponsor - Four available

Available at \$14,500

Platinum Sponsor package includes:

- Entitlement to deliver a Mainstage speaking presentation
- 10'x10' premium exhibit space located in the Innovation Expo
- 12 Conference passes (6 for internal* use and 6 for external** use)
- Designated space on the Innovation Way corridor located outside of the breakout sessions featuring a highboy and two stools supplied by DSI. Sponsor may also feature a pull-up banner or sign of approximately 3' wide x 6' high (supplied by Sponsor in this space).
- Most prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Full page ad in Conference Guide
- 200 word company description in Conference Guide
- Entitlement to place collateral in the Conference Attendee bag
- One post-event email blast to Conference Attendee list

Gold Sponsor - Eight available

Available at \$9,000 per package

Gold Sponsor package includes:

- Entitlement to present an agenda Breakout Session
- 10'X10' exhibit space located in the Innovation Expo
- 8 Conference passes (4 for internal* use and 4 for external** use)
- Prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Entitlement to place collateral in the Conference Attendee bag
- 100 word company description in Conference Guide
- One post-event email blast to Conference Attendee list

Silver Sponsor

Available at \$4,500 per package

Silver Sponsor package includes:

- One 6'x2' display table located in the Innovation Expo
- 4 Conference passes (2 for internal* use and 2 for external** use)
- Prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Entitlement to place collateral on a shared collateral table
- 50 word company description in Conference Guide

Contributing Sponsorships

A great way to get your company prime visibility at the event. Sponsor the conference shirt, attendee bag, wireless internet, badges and lanyards, any of our meals and/or breaks and more. Sponsorship prices for these items will include cost of the item/service as well as a nominal fee for promotion.

If you are interested in sponsoring any of the above or something else that we agree is appropriate for use or distribution at DSI, please don't hesitate to propose it, and we'll be pleased to consider and negotiate an arrangement.

These contributing sponsorships also include the following entitlements:

- Prominently displayed Sponsor logo on conference event website, on-site signage, and Conference Guide
- Entitlement to place collateral on a shared collateral table
- 50 word company description in Conference Guide
- 2 Conference passes (1 for internal* use and 1 for external** use or TBD)

Data Storage Innovation Conference Sponsorship Packages



Sponsorship Packages — At-a-Glance

Sponsorship Level	Price	Passes Included Total: Internal*/External**	Exhibit Space	Speaking Opportunities	Collateral Distribution	Promotion in Guide	Attendee Outreach
Platinum	\$14,500	12: 6 / 6	10'x10' Premium Space in Innovation Expo Additional Exhibit Space and Sign on Innovation Way	Mainstage Speaking Presentation	Bag Insert	Full Page Ad / 200 Word Description	One Time Email Blast
Gold	\$9,000	8: 4 / 4	10'x10' Space in Innovation Expo	Breakout Session	Bag Insert	100 Word Description	One Time Email Blast
Silver	\$4,500	4: 2 / 2	6'x2' Table in Innovation Expo		Shared Collateral Table	50 Word Description	
Contributing	TBD	2: 1 / 1 or TBD			Shared Collateral Table	50 Word Description	

Use of Included Passes

Designated recipients of **Internal* Passes** that are considered eligible to use passes included as an entitlement and part of a DSI sponsorship package must be an employee or contractor of the sponsoring company or organization. This includes on-site sponsor support and exhibit staff; those in company technical, sales, or other support and representation role; as well as any others in administrative or relevant internal functions. If after satisfying your internal pass requirements, they may be used as External Passes** as explained below.

Designated recipients of **External** Passes** that are considered eligible to use passes included as an entitlement and part of a DSI sponsorship package would not be employees of the sponsoring company or organization. This would include but is not limited to customers and prospective customers (end-users are particularly encouraged to attend), reseller/channel representatives, business partners, and/or their customers, etc. In all cases, it is the sponsoring company or organization that determines the use and distribution of these passes and will be held responsible for any abuse of this privilege.

Mix 'n' Match Sponsorship Discounts

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

Data Storage Innovation Conference Sponsorship Agreement

This agreement, effective _____, 201() is between the SNIA

and Sponsor Name: _____

Principal Contact Person: _____

Phone: _____ Email Address: _____

Data Storage Innovation Conference Sponsorship Agreement



AVAILABLE SPONSORSHIPS

Choose from the following sponsorship options:

- Platinum Sponsor - Four at \$14,500 per package
- Gold Sponsor - Eight at \$9,000 per package
- Silver Sponsor - \$4,500 per package
- Contributing Sponsor (Description) _____ (Cost) _____

Total Cost/Amount to be invoiced: \$ _____

Approved by: _____
Signature Date

Printed Name Title

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.