SDC

STORAGE DEVELOPER CONFERENCE

SNIA ■ **SANTA CLARA, 2014**

STORAGE DEVELOPER CONFERENCE
SPONSORSHIP OPPORTUNITIES

WWW.STORAGEDEVELOPER.ORG

2014 Storage Developer Conference

SEPTEMBER 15 - 18, 2014
HYATT REGENCY HOTEL, SANTA CLARA, CA

THE CONFERENCE UNIQUELY DESIGNED BY STORAGE DEVELOPERS FOR STORAGE DEVELOPERS

Co-located with the SNIA SMB/SMB2/SMB3 Plugfest

Now in its eleventh year, this is the "must-participate" event of the year. SDC brings together solution-seeking developers, engineers, architects, product/program managers, and technical marketing managers. It will also provide managers, directors, and C-level executives the opportunity to meet the industry's leading experts and solution-providing vendors.

AUDIENCE AND CONFERENCE FOCUS

With the 2013 attendance exceeding 400, the audience for this conference comprises the IT 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. In addition to software and hardware vendors, end user IT managers/directors and staff will find the expertise required to select, implement and then support storage and information management applications.

FOR INFORMATION AND TO SPONSOR

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> This is the best storage developer conference I've attended... I liked the breadth across relevant aspects of the industry and the blend appears to be balanced as well... Very well organized and great content... Lively hallway discussions.
>
> — Comments from a few SDC Attendees

SNIA

www.storagedeveloper.org

2014 Storage Developer Conference

CONFERENCE PROGRAM AGENDA

The SDC agenda offers world-class industry updates and education. The content addresses the technical and knowledge needs of our targeted audience—delivered and demonstrated at SDC—in order to equip attendees from IT vendors and users, to large enterprises and organizations, to small and medium businesses with the insight and expertise they require to do their jobs efficiently.

The following topics are examples of those that were addressed at SDC 2013. SDC 2014 topics are currently being developed:

- Big Data Storage and Management
- New Fundamental Data, Storage and Device Technologies
- Storage Workloads Generated by Apps/Hypervisors/Operating Systems
- Solid State Storage
- Storage for Virtual Platforms
- Cloud Storage
- File and Block access protocols: CIFS/SMB/SMB2, NFS and iSCSI, FC/FCoE, InfiniBand
- File Systems
- Long Term Preservation
- Green and Energy Efficient IT Technologies
- High Speed, Low Latency Interconnects
- Storage Management Initiative Specification (SMI–S)
- Data Deduplication
- Data Backup and Archiving
- Storage Security and Identity Management
- Scalable and Distributed Storage Systems
- Development Techniques and Tools
- Leveraging Open Source in Storage Development
- Getting the Most from Collaboration Tools
- Professional Development for Engineers
- Experiences and Ideas on Rapid Development

CO-LOCATED PLUGFESTs

Vendors seeking product interoperability validation will want to participate in a Plugfest—once again a featured program and opportunity of SDC. Serious and long hours of real work are accomplished in our Plugfests (which are open for several hours for other event attendees). Plugfests provide the information and know-how to further advance your company's solutions with features that shorten time to market for a developed solution, increase acceptability and interoperability in production environments, and help you understand where storage technologies are heading.

The SNIA SMB2/SMB3 Plugfest is planned to be co-located with SDC and preliminarily planned to be underwritten by Microsoft (the 2012 Plugfest was also co-underwritten by NetApp). SDC 2013 also hosted a Cloud Plugfest and a new iSCSI Plugfest.

Companies, organizations, and associations interested in hosting a plugfest at this year's SDC, please contact Arnold Jones, arnold.jones@snia.org or 407.574.7273.

SDC 2014 SPONSORSHIPS

2014 Storage Developer Conference

CONFERENCE PRODUCER

The Storage Developer Conference is produced by the Storage Networking Industry Association (SNIA), the leading association for education, interoperability, and standards programs for the storage networking and information management industry.

The conference program agenda is developed in conjunction with the SNIA Technical Council—senior CTO office, strategy department, and product management representatives from the leading industry vendors—all experts and all savvy on the needs of our audience.

The event is also supported by many industry leading trade publications, associations, and strategic partners.

SPONSORSHIP PACKAGES AVAILABLE

2014 SDC Sponsors will have the option to tailor their conference participation to their needs and preferences. Want to have a presence in the exhibit area? …select Option A. Prefer additional registration passes as a Sponsor entitlement? …select Option B in any of the levels offered.

SDC Platinum Sponsor - Four (Only)

Available at $19,500 per package

Platinum Option A 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 Speaker/Mainstage "Industry Visionary" presentation
- *Most prominent location, exhibit area display space in the Sponsor Showcase
- Shared hospitality suite or meeting room in the host Hyatt Regency Hotel (one day including evening each with other Platinum Sponsors) - selection of day based on order of contract receipt
- Advertisement in the SNIA Matters Newsletter (August-September edition)
- *Six (6) complimentary, full conference registrations ($1,395 each in value)
- 200-word company description in Conference Guide
- Full-page color advertisement in Conference Guide
- Two-time post-event use of attendee list for a postal mailing by sponsor through bonded mail house

Platinum Option B* package does not include exhibit area display space, but, includes ten (10) registration passes.

> Nothing's better for technical depth…Great technical conference for protocol and filesystem people…It opened doors to some of the technologies that I am not an expert in.
>
> - Comments from a few of the SDC 2013 Attendees

2014 Storage Developer Conference

SDC Gold Sponsor - Eight (Only)

Available at $9,500 per package;

Gold Option A package includes:
- Prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, onsite signage, and Conference Guide
- First three Sponsors may choose one agenda breakout session presentation in an appropriate topic track – must be a "Technical" presentation and not a product or company pitch. Others will be offered a mainstage panelist slot. Allocation will be on first come first serve receipt of contract.
- *Prominent location, exhibit area display space with SDC-supplied table (approximately 6' x 3') for table-top, Sponsor-supplied display in the Sponsor Showcase
- *Four (4) complimentary, full conference registrations ($1,395 each in value)
- 200-word company description in Conference Guide
- One-time post-event use of attendee list for a postal mailing by sponsor through bonded mail house

Gold Option B* package does not include exhibit area display space, but, includes seven (7) registration passes.

SDC Silver Sponsor

Available at $5,900 per package

Silver Option A package includes:
- Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- *Exhibit area display space with SDC-supplied table (approximately 6' x 3') for 12" W x 24" H table-top, Sponsor-supplied sign as area for collateral distribution etc. in the Sponsor Showcase
- *Two (2) complimentary, full conference registrations ($1,395 each in value)
- 50-word company description in Conference Guide

Silver Option B* package does not include exhibit area display space, but includes four (4) registration passes.

> Great event for networking. The plugfests are an excellent opportunity for interoperability testing with many different vendors.
> - Comment from a SDC 2013 Attendee

> This conference allowed me to gain an understanding of the current state of industry consensus regarding the development of the hot topics in storage.
> - Comment from a SDC 2013 Attendee

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Contributing Sponsor

Sponsorship of the following SDC features are available at "all in" prices indicated below (items designated with * may be negotiated when supplied by sponsor) and include:

- Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- One (1) complimentary, full conference registration ($1,395 in value)
- 50-word company description in Conference Guide (except if already a Sponsor)

Note: Contributing Sponsors may choose to upgrade to a different level of sponsorship in addition to contributing a feature at a cost of 75% of that package. Existing Sponsors may contribute an additional feature at a cost of 75% of the prices below.

- Conference Badge and *Lanyard Sponsor (supplied by SNIA with Sponsor's logo) — $4,500
- Networking Reception (napkins with Sponsor's logo and ability for welcoming comments by Sponsor representative) — $6,000
- SDC Event *Shirt Co-Sponsor (with SNIA and Sponsor's logo comparably sized) — $7,000
- SDC Event *Carrying Case/Backpack Co-Sponsor (with SNIA and Sponsor's logo comparably sized) — $9,500
- Conference wireless Internet access Sponsor — $4,500
- Hotel Key Card featuring Sponsor's copy and logo (design provided by Sponsor) — $4,500
- One of four (4) Daily (16th - 19th) Event Breakfasts and Morning Refreshments Sponsorships (selection of day based on order of contract receipt) — $4,500
- One of three (3) Daily (16th - 18th) Event Lunches and Afternoon Refreshments Sponsorships (selection of day based on order of contract receipt) — $4,500
- Plugfest area food and refreshments (during full program) — $4,500

Other Sponsorships

If you are interested in sponsoring something else that we agree is appropriate for use or distribution at SDC, please do not hesitate to propose it, and we'll be pleased to consider and negotiate an arrangement.

Mix 'n' Match Sponsorship Discounts

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

SDC 2014 Sponsorship Agreement

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

_____

_____

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

AVAILABLE SPONSORSHIPS

Choose from the following sponsorship options:

☐ SDC Platinum Sponsor - Four at $19,500 per package
    ☐ Option A
    ☐ Option B
☐ SDC Gold Sponsor - Eight available at $9,500 per package
    ☐ Option A
    ☐ Option B
☐ SDC Silver Sponsor available at $5,900 per package
    ☐ Option A
    ☐ Option B
☐ Contributing Sponsorships
    ☐ Conference Badge and Lanyard Sponsor — $4,500
    ☐ Networking Reception — $6,000
    ☐ SDC Event Shirt Co-Sponsor — $7,000
    ☐ SDC Event Carrying Case/Backpack Co-Sponsor — $9,500
    ☐ Conference wireless Internet access Sponsor — $4,500
    ☐ Hotel Key Card featuring Sponsor's copy and logo — $4,500
    ☐ One of four Daily Event Breakfasts and Morning Refreshments Sponsorships — $4,500
    ☐ One of three Daily Event Lunches and Afternoon Refreshments Sponsorships — $4,500
    ☐ Plugfest area food and refreshments — $4,500

Total Cost/Amount to be invoiced: $_____

Approved by: _____   _____
                  Signature   Date

        _____   _____
            Printed Name   Title

SDC 2014 Sponsorship Agreement

Sponsoring Company/Organization: _____

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 / 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 6 & 7 of this document as a pdf to
membership@snia.org or fax your order to 719-694-1389.

SNIA

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