Storage Developer Conference (SDC) EMEA 2022

June 14th 2022

A virtual conference

ABOUT SNIA

SNIA MISSION

The Storage Networking Industry Association (SNIA) is a global not-for-profit association advancing IT technologies, standards, and education programs for all IT professionals, enabling our members to develop robust solutions for storing and managing the massive volumes of information generated by today's businesses.

INDUSTRY STANDARDS & EDUCATION

For almost 25 years we have worked to bring insights of data storage technology to the IT world, making storage less complicated for the end user. As a result, SNIA has adopted the role of industry catalyst for the development of storage solution specifications and technologies, global standards, and storage education.

180 industry leading organizations
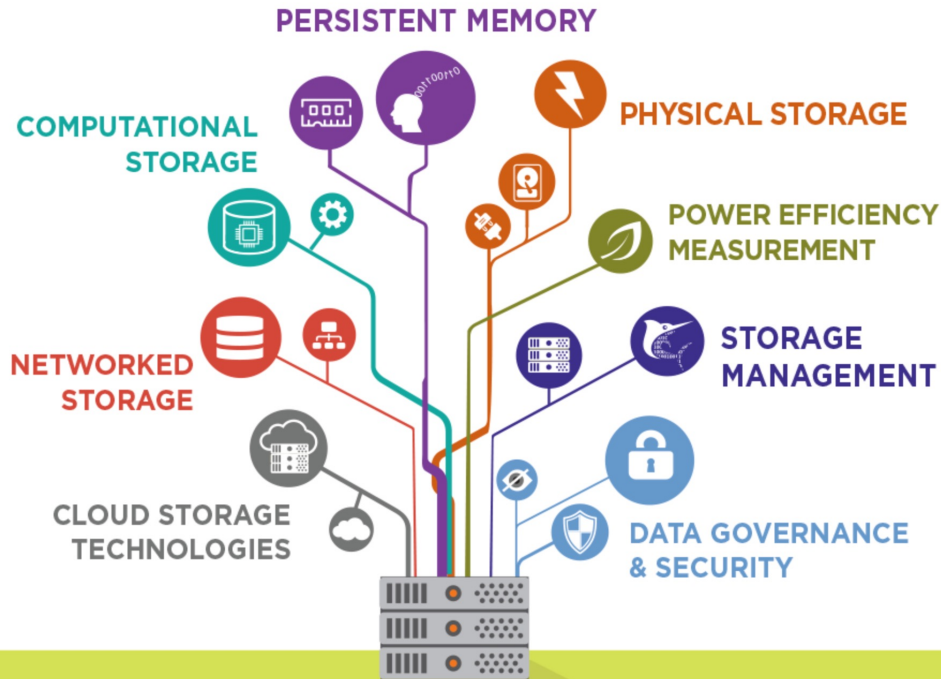
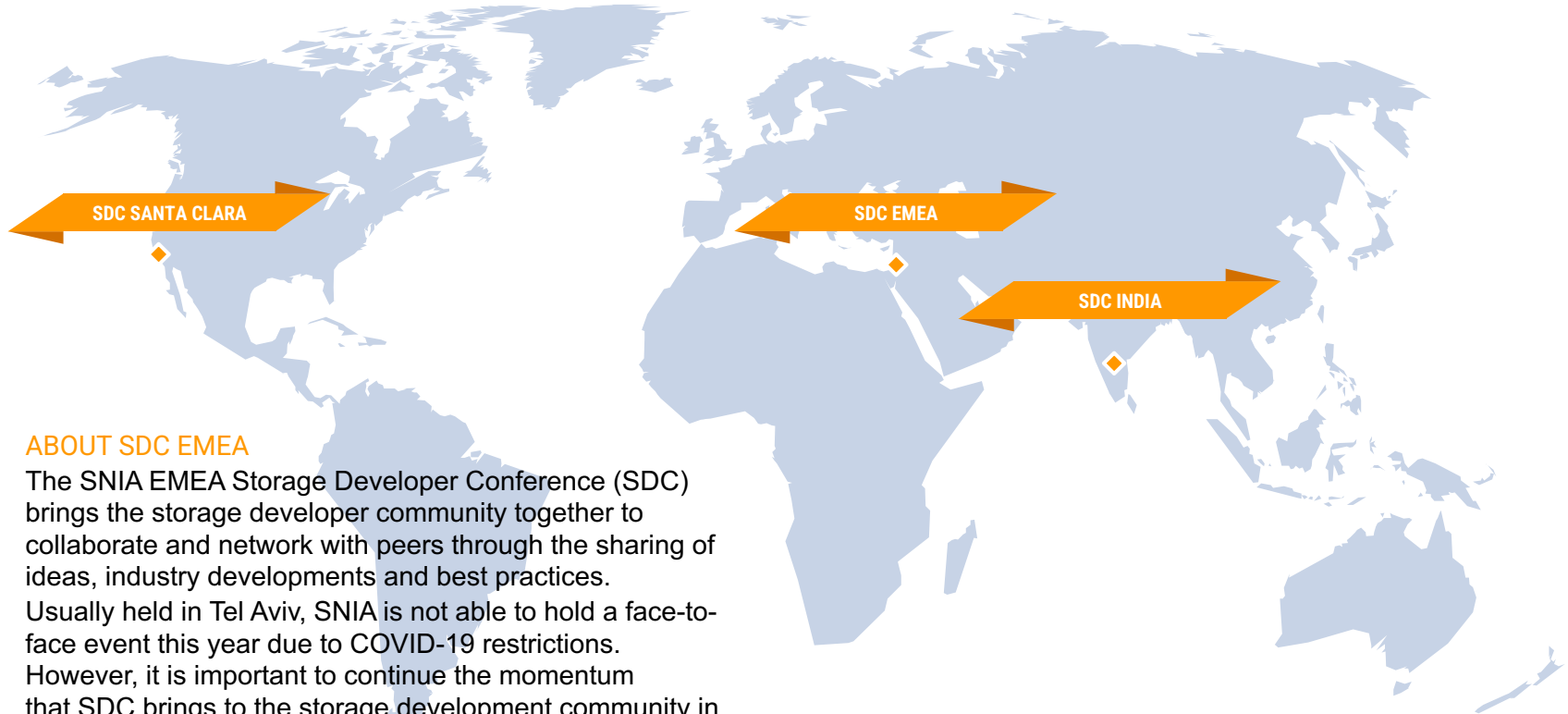**2,500** active contributing members

50,000 IT end users & storage pros worldwide

FOCUS AREAS

As a global non-profit organization, SNIA is dedicated to developing standards and education programs to advance storage and information technology. Our focus is concentrated in the primary storage technology development areas.

THE 5th ANNUAL STORAGE DEVELOPER CONFERENCE IN EMEA WILL BE VIRTUAL AGAIN IN 2022

SDC SANTA CLARA

SDC EMEA

SDC INDIA

ABOUT SDC EMEA

The SNIA EMEA Storage Developer Conference (SDC) brings the storage developer community together to collaborate and network with peers through the sharing of ideas, industry developments and best practices.

Usually held in Tel Aviv, SNIA is not able to hold a face-to-face event this year due to COVID-19 restrictions. However, it is important to continue the momentum that SDC brings to the storage development community in a virtual event. SDC will continue to present excellent and informative content, as well as provide many opportunities for networking.

256

DELEGATES

36

EDUCATIONAL SESSIONS

75

PARTICIPATING COMPANIES

4.55/5

DELEGATE EVENT RATING

SDC EMEA 2022 AGENDA

The SDC EMEA agenda content will focus entirely on providing a platform for the brightest minds in the industry to share their expertise with fellow storage developers and technicians.

For potential sponsors this represents a unique opportunity to profile your company's technical leadership by selecting a speaker who is a recognized subject matter expert and can provide a deep technical insight into the selected topic.*

Speaking Options:

▷ Sponsors will receive a preferred speaking session in accordance with their chosen package.

▷ All other breakout sessions will be selected by the agenda committee during the Call for Presentations process. These are always over-subscribed and is therefore not a guaranteed speaking option.

▷ A new case study track has been introduced to allow sponsors to showcase customer technology solutions

*All speakers are requested to share their technical knowledge for the benefit of the audience and to avoid sales or marketing presentations.

Agenda

Tuesday June 14th

SDC EMEA (Virtual) 2022 CASE STUDY TRACK

New feature for 2022:

- An additional track will be provided at SDC EMEA to promote customer case studies

- Available to Technology and Branding Partner sponsors

- Vendor is requested to promote SDC EMEA via social media

Guidelines

- Format can be video, audio, scripted presentation

- Can provide supporting materials in pdf and/or links to their website

- No requirement to name the customer

- Must outline the business problem that required a solution, the technology deployed, any unique features, and the benefits that the customer derived

- No reference to competitors

SDC EMEA (Virtual) 2022 AGENDA TOPICS

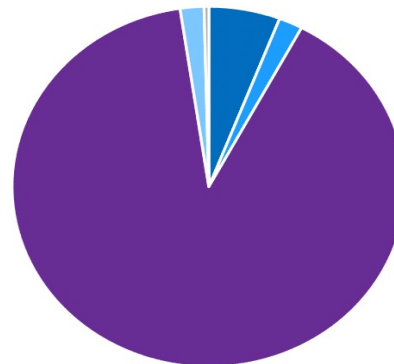Topics include (but are not limited to):

- Blockchain and Storage
- Cloud Storage
- Composable Infrastructure
- Computational Storage
- Container Storage
- Compute Express Link (CXL)
- Data Management
- Data Movement
- Data Placement
- Data Processing Units
- Data Protection and Data Security
- DNA Data Storage
- Emerging technologies

- File Systems
- Long term archival storage
- Machine Learning/Artificial Intelligence
- Memory Pooling
- NFS
- NVM Express
- Persistent Memory
- SMB
- Solid State Storage Solutions
- Storage Architecture
- Storage Fabrics Protocols
- Storage Networking
- Storage Performance / Workloads
- Storage Resource Management

AUDIENCE

WHO WILL ATTEND

The audience for this conference comprises of 200+ professionals from the data 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.

- CEO/CTO/VP/Director
- Manager
- Engineer/Architect/Developer
- Academic
- Sales

STORAGE DEVELOPER CONFERENCE
SDC 22 EMEA

SPONSORSHIP

Profile your technical leadership to the storage development community

SDC EMEA (Virtual) Premier Partner*

Available at USD 3,750/Euro 3,125 (USD 3,000/Euro 2,500 for SNIA members)**

Premier Partner package includes:

○ Prominently displayed sponsor logo and company description on conference event website, and logo branding on all event marketing email campaigns

○ Presence on event scrolling banner (sponsor to supply artwork)

○ Virtual Keynote presentation session (40mins or 2 x 20mins) with online moderated Q&A

○ Branded Virtual Expo booth to post videos and photos, technical papers, company brochures etc

○ Dedicated virtual lounge room for delegate meetings – available on-demand

○ Access to messaging and pre-scheduled video meetings

○ 20 Complimentary registrations

○ Delegate contacts of those who agree to allow profile sharing with sponsors

*Available only to data storage manufacturers, distribution/resellers and solutions providers

**Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.

SDC EMEA (Virtual) Technology Partner*

Available at USD 2,400/Euro 2,000 (USD 1,980/Euro 1,650 for SNIA members)**

Technology Partner package includes:

○ Prominently displayed sponsor logo on conference event website, and logo branding on all event marketing email campaigns

○ Virtual breakout presentation sessions with online moderated Q&A

   ○ 1x20mins breakout

   ○ 1x15mins case study

○ Branded Virtual Expo booth to post videos and photos, technical papers, company brochures etc

○ Access to messaging and pre-scheduled video meetings

○ 10 Complimentary registrations

○ Delegate contacts of those who agree to allow profile sharing with sponsors

*Available only to data storage manufacturers, distribution/resellers and solutions providers.

**Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.

SPONSORSHIP OPPORTUNITIES

SDC EMEA (Virtual) Branding Partner*

Available at USD 750/Euro 625 (USD 500/Euro 420 for SNIA members)**

Branding Partner package includes:

○ Prominently displayed sponsor logo on conference event website, and logo branding on all event marketing email campaigns

○ 1 x 15mins session in case study track

○ 5 Complimentary registrations

*Available only to data storage manufacturers, distribution/resellers and solutions providers.

**Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.

ALLIANCE OPPORTUNITIES

SDC EMEA (Virtual) Alliance Partners

Available at USD 1,800/Euro 1,500 *

Sponsor category for SNIA EMEA strategic partners and industry associations whose work is considered highly relevant to the data storage community

Alliance Partner package includes:

○ Prominently displayed sponsor logo on conference event website, and logo branding on all event marketing email campaigns

○ Virtual breakout presentation session (2 x 20mins sessions) with online moderated Q&A

○ 5 Complimentary registrations

Costs may be subject to local sales tax depending on where the sponsor requires the invoice to be raised.

SPONSORSHIP OPPORTUNITIES

SDC EMEA (Virtual) SNIA Partner*

Available at USD 500/Euro 420 for SNIA Forums, Initiatives and Committees

SNIA Partner package includes:

- Prominently displayed group logo on conference event website, and logo branding on all event marketing email campaigns
- Virtual breakout presentation session with online moderated Q&A
  - Optional 1x20min session
- Branded Virtual Expo booth to post videos and photos, technical papers, brochures etc
- 5 Complimentary registrations

Available only to recognised SNIA groups.

THANK YOU

for your interest in SDC EMEA (Virtual)

For questions or to request a conference order form…
You can email me at
paul.talbut@snia.org