SDC

STORAGE DEVELOPER CONFERENCE

SNIA ■ **SANTA CLARA, 2013**

STORAGE DEVELOPER CONFERENCE
SPONSORSHIP OPPORTUNITIES

WWW.STORAGEDEVELOPER.ORG
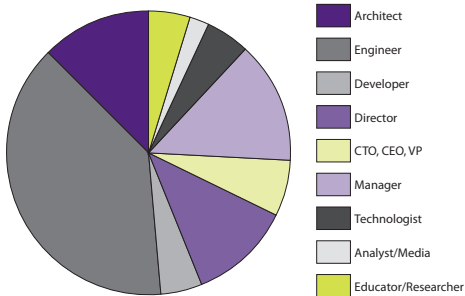
2013 Storage Developer Conference

SEPTEMBER 16 - 19, 2013
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 tenth 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

Legend:
- Architect
- Engineer
- Developer
- Director
- CTO, CEO, VP
- Manager
- Technologist
- Analyst/Media
- Educator/Researcher

With the 2012 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.

SDC 2012 registrant demographics from September, 2012

FOR INFORMATION AND TO SPONSOR

Contact:

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Business Development Representative
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marty.foltyn@snia.org

Lisa Mercurio
Membership Services Manager
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> SDC provided answers to my engineering roadmap plans and I was exposed to the latest tips and techniques to accelerate my product development. The conference content is the training my engineers need right now and it can be accessed by my employees half-way around the world. I look forward to bringing more of my staff to the conference in 2013.
>
> - Comment from a SDC 2012 Attendee

SNIA

www.storagedeveloper.org

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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 2012. SDC 2013 topics are currently being developed:

- File and data access protocols:
    - SMB/SMB2/SMB3, NFS
    - iSCSI
    - Fibre Channel including FCoE
- Hadoop
- Linux
- Green and Energy Efficient IT Technologies
- Solid State Storage
- Storage for Virtual Platforms
- Cloud Storage
- Consumer/Personal Storage
- Information and Data Management Technologies
- Storage Management Initiative Specification (SMI–S)
- Data Deduplication
- Data Backup and Archiving
- Storage Security and Identity Management
- Storage Utilizing Blade Technology
- Scalable and Distributed Storage Systems
- Large data storage and management
- New Fundamental Data, Storage and Device Technologies
- Development Techniques and Tools (e.g., Dual-Boot, Virtual Machines, IDEs, Bug Trackers)
- Getting the Most from Collaboration Tools
- Experiences and Ideas on Rapid Development
- Professional Development:
    - Making the Leap from Engineer to Manager
    - Working with Remote Technical Teams
- Leveraging Open Source in Storage Development

> I value the opportunity to have access to Microsoft developers, Samba developers, and engineers from companies whose products we use (NetApp, EMC/Isilon, others) -- gives me access to the kind of expertise which I as an end-user cannot generally acquire.
>
> - Comment from 2012 SDC Attendee

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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 SMB/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 2012 also hosted a Cloud Plugfest that was held simultaneously in Santa Clara and in Sophia Antipolis Cedex, France.

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.

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.

> 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 of the SDC 2012 Attendees

> Whether you are a storage developer or want to keep abreast of the latest trends, this is the conference of the year! — Comment from a SDC 2012 Attendee

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SPONSORSHIP PACKAGES AVAILABLE

2013 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 $24,500 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.

SDC Gold Sponsor - Eight (Only)

Available at $12,500 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.

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SDC Silver Sponsor

Available at $7,500 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.

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

NOTE - 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.

SDC 2013 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 $24,500 per package
- ☐ Option A
- ☐ Option B

☐ SDC Gold Sponsor - Eight available at $12,500 per package
- ☐ Option A
- ☐ Option B

☐ SDC Silver Sponsor available at $7,500 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 2013 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 415.402.0009.

SNIA