

STORAGE DEVELOPER CONFERENCE



By Developers FOR Developers



About the Virtual Conference

September 28-29, 2021

Produced since 1998, SDC brings together solution-seeking developers, engineers, architects, product/program managers, and technical marketing managers for 2 days of unparalleled technical deep dives and networking.

SDC 2020 Virtual Attendance

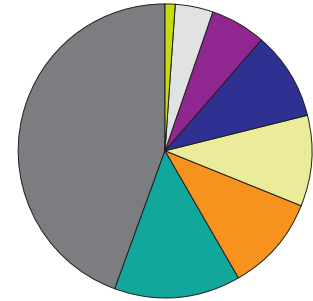
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Hot Topics



- Persistent Memory
- Computational Storage
- Container Storage
- Blockchain
- NVMe
- NVMe-oF

Who Attends SDC?



Engineer	44%
Architect	14%
CTO, CEO, VP	11%
Manager	10%
Director	10%
Research, Fellow, PhD	6%
Technologist	4%
Media	1%

Top 3 Reasons People Attend SDC

- Technical Content
- Learning Industry Trends
- Networking

2020 SDC Video Views

27K+

SDC 2020
Video Views



Attendee Feedback



“It’s the best forum for storage developers. Period.”

“I am really impressed by passionate and open discussions about technology.”

“One of the very best professional events in our industry, no question.”

“This type of conference is great for real working conversations.”

“Every part of the event provided value to me. I was uniformly impressed with the content, depth and breadth of knowledge, and enthusiasm of the speakers.”

“The SDC event was great! We are so happy to have been able to take part.”



98%

of attendees would recommend attending this conference to a colleague

2020 Sponsors

Amazon	NVM Express
Amphenol	SNIA CMSI
arm	SNIA SFF TA
Calsoft	SNIA SMI
Dell Technologies	Soda Foundation
Futurewei	Supermicro
Kioxia	

www.storagedeveloper.org



SDC Virtual Sponsorship At-a-Glance

Sponsorship Level	Underwriter	Platinum	Gold	Silver	Contributing
SNIA Member	\$12,500	\$7,500	\$5,000	\$2,500	See below
Non-SNIA Member	\$14,500	\$9,000	\$6,500	\$3,500	See below
Entitlements					
Virtual Keynote Presentation	✓	✓			
Virtual Breakout session presentation			✓		
Sponsorship Level Designation on conference website	✓	✓	✓	✓	✓
Webpage in SDC Virtual Expo to post collateral and videos, with a dedicated slack room for attendee interaction	✓	✓	✓	✓	
Option to host a Birds-of-a Feather session	✓	✓	✓	✓	
Option to sponsor attendee give-away items	✓	✓	✓	✓	
Announcement in SNIA Matters Newsletter	✓	✓	✓	✓	
Complimentary company registrations	Unlimited Company and 15 guest/partners	15	10	5	1
Contact information of attendees who have opted-in	✓	✓	✓	✓	

Contributing Sponsorships include entitlements listed above and give sponsor a choice of sponsoring various conference-related items including conference shirts, thumb drive (with or without conference presentations pre-loaded and/or sponsor material), bags, backpacks, wireless phone chargers, and branded Amazon gift cards.