

SEPTEMBER 12-15, 2022
FREMONT MARRIOTT SILICON VALLEY
WWW.STORAGEDEVELOPER.ORG

STORAGE DEVELOPER CONFERENCE



BY Developers FOR Developers

Sponsorship Opportunities

STORAGE DEVELOPER CONFERENCE 2022



SDC 2022 SPONSORSHIPS

SEPTEMBER 12-15, 2022

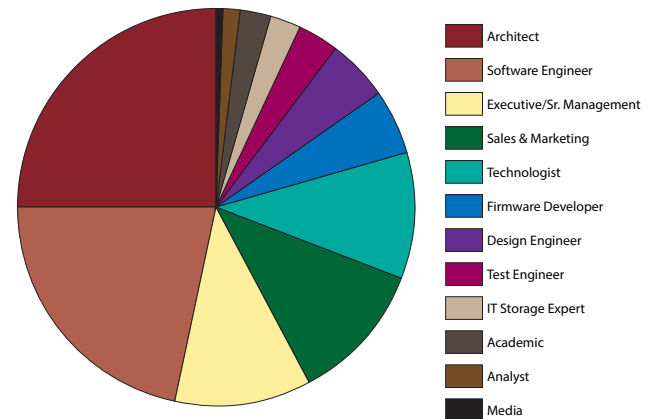
FREMONT MARRIOTT SILICON VALLEY, FREMONT, CA

DESIGNED BY STORAGE DEVELOPERS FOR STORAGE DEVELOPERS

Produced since 1998, 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 engineering managers, directors, and C-level executives the opportunity to meet the industry’s leading experts, as well as component and solution-providing vendors.

AUDIENCE AND CONFERENCE FOCUS

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, DevOps, product managers, storage product quality assurance engineers, product line CTOs, storage product customer support engineers, and in-house IT development staff.



Audience breakdown from Virtual SDC 2021

Great event for networking. The plugfests are an excellent opportunity for interoperability testing with many different vendors.

- Comment from an SDC Attendee

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 several SDC Attendees

SPONSORSHIP

For sponsorship questions, please contact sdcsponsor@snia.org.

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.

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.

SDC 2022 categories/topics include:

- 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

View and download presentations from 2021 at www.storagedeveloper.org

SDC 2022 SPONSORSHIPS

SPONSORSHIP PACKAGES AVAILABLE

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 Underwriter - One Available

Available at \$25,000 per package for SNIA Member; \$30,000 for non-member

Underwriter 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 in most desirable agenda slot. This presentation will be live-streamed, recorded for on-demand viewing, and will also be shared with sponsoring company.
- *Most prominent location, exhibit area display space with SDC-supplied table (approximately 6’ x 2’) for table-top, Sponsor-supplied display in the Sponsor Showcase with an opportunity for a 10’ back wall. Power included.
- Dedicated virtual sponsor landing page on SDC website to post collateral, videos, and company description to remain online post conference through the end of the year.
- Sponsorship of a Conference Meal/Reception
- Option to host a 60 minute Sponsored Birds of a Feather Session on Monday, Tuesday, or Wednesday evening. Food and Beverage is not included.
- Opportunity to sponsor the Conference Shirt
- Meeting room at the host Fremont Marriott hotel Hyatt Regency Hotel - selection of day based on order of contract receipt
- Advertisement in the SNIA Matters Newsletter (August-September edition)
- *Eight complimentary, full conference registrations (\$1,495 each in value).
- 300-word company description in Conference Guide
- Full-page color advertisement in Conference Guide in most prominent location

Underwriter Option B* includes above entitlements, but includes ten registration passes in lieu of exhibit area display space.

SDC is a fantastic way to get open access to experts of every generation of storage technologies. 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 several SDC Attendees

SDC Platinum Sponsor - Four (Only)

Available at \$14,900 per package for SNIA Member; \$18,900 for non-member

Platinum Option A Package Includes:

- 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. This presentation will be live-streamed, recorded for on-demand viewing, and will also be shared with sponsoring company.
- *Prominent location, exhibit area display space with SDC-supplied table (approximately 6’ x 2’) for table-top, Sponsor-supplied display in the Sponsor Showcase. Power included.
- Option to host a 60 minute Sponsored Birds of a Feather Session on Monday, Tuesday, or Wednesday evening. Food and Beverage is not included.
- Dedicated virtual sponsor landing page on SDC website to post collateral, videos, and company description to remain online post conference through the end of the year.
- Meeting room at the host Fremont Marriott - selection of day based on order of contract receipt
- Advertisement in the SNIA Matters Newsletter (August-September edition)
- *Six complimentary, full conference registrations (\$1,495 each in value).
- 200-word company description in Conference Guide
- Full-page color advertisement in Conference Guide

Platinum Option B* includes above entitlements, but includes eight registration passes in lieu of exhibit area display space.

SDC Gold Sponsor - Eight (Only)

Available at \$9,900 per package for SNIA Member; \$11,900 for non-member

Gold Option A package includes:

- Prominently displayed Sponsor logo on conference event website, event marketing and audience recruitment collateral, onsite signage, and Conference Guide
- Dedicated virtual sponsor landing page on SDC website to post collateral, videos, and company description to remain online post conference through the end of the year.
- 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. This presentation will be video recorded and shared with sponsoring company.
- *Prominent location, exhibit area display space with SDC-supplied table (approximately 6’ x 2’) for table-top, Sponsor-supplied display in the Sponsor Showcase. Power included.
- Option to host a 60 minute Sponsored Birds of a Feather Session on Monday, Tuesday, or Wednesday evening. Food and Beverage is not included.
- *Four complimentary, full conference registrations (\$1,495 each in value).
- 200-word company description in Conference Guide

Gold Option B* includes above entitlements, but includes 6 registration passes in lieu of exhibit area display space.

SDC 2022 SPONSORSHIPS

SDC Silver Sponsor

Available at \$6,900 per package for SNIA Member; \$8,900 for non-member

Silver Option A package includes:

- Sponsor logo on conference event website, event marketing and audience recruitment collateral, on-site signage, and Conference Guide
- Dedicated virtual sponsor landing page on SDC website to post collateral, videos, and company description to remain online post conference through the end of the year.
- *Exhibit area display space with SDC-supplied table (approximately 6' x 2') for table-top, Sponsor-supplied display in the Sponsor Showcase. Power included.
- Option to host a 60 minute Sponsored Birds of a Feather Session on Monday, Tuesday, or Wednesday evening. Food and Beverage is not included.
- *Two complimentary, full conference registrations (\$1,495 each in value)
- 50-word company description in Conference Guide

Silver Option B* includes above entitlements, but includes four registration passes in lieu of exhibit area display space.

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 complimentary, full conference registration (\$1,495 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.

- SNIA 25th Anniversary Reception Sponsorship — \$8,000
- Networking Reception (napkins with Sponsor’s logo and option for welcoming comments by Sponsor) — \$6,000
- One of four Daily (12th-15th) Event Breakfasts and Morning Refreshments Sponsorships (selection of day based on order of contract receipt) — \$4,500
- One of three Daily (12th-14th) Event Lunches and Afternoon Refreshments Sponsorships (selection of day based on order of contract receipt) — \$4,500
- SDC Event *Carrying Case/Backpack Co-Sponsor (with SNIA and Sponsor’s logo comparably sized) — \$9,500
- *Lanyard Sponsor (supplied by SNIA with Sponsor’s logo) — \$4,500
- Conference wireless Internet access Sponsor — \$4,500
- Hotel Key Card featuring Sponsor’s copy and logo (design provided by Sponsor) — \$4,500

INTEROPERABILITY LAB PARTICIPATION

Vendors seeking product interoperability validation will want to participate in SNIA’s Interoperability Lab—once again a featured program and opportunity of SDC. Serious and long hours of real work are accomplished in our Interoperability Lab (which are open for several hours for other event attendees).

Companies, organizations, and associations interested in hosting a plugfest, please contact the Technical Council Managing Director, tcmd@snia.org.

SDC 2022 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:

Underwriter Sponsor (One available)

\$25,000 SNIA Member company Option A Option B

\$30,000 Non-SNIA Member company Option A Option B

Platinum Sponsor (Four available)

\$14,900 SNIA Member company Option A Option B

\$18,900 Non-SNIA Member company Option A Option B

Gold Sponsor (Eight available)

\$9,900 SNIA Member company Option A Option B

\$11,900 Non-SNIA Member company Option A Option B

Silver Sponsor (unlimited)

\$6,900 SNIA Member company Option A Option B

\$8,900 Non-SNIA Member company Option A Option B

Contributing Sponsorships

- SNIA 25th Anniversary Reception Sponsorship— \$8,000
- Networking Reception Sponsorship — \$6,000
- One of four Daily Event Breakfasts and Morning Refreshments Sponsorships —\$4,500
- One of three Daily Event Lunches and Afternoon Refreshments Sponsorships — \$4,500
- SDC Event Carrying Case/Backpack Co-Sponsor — \$9,500
- Lanyard Sponsor — \$4,500
- Conference wireless Internet access Sponsor — \$4,500
- Hotel Key Card featuring Sponsor's copy and logo — \$4,500

Total Due: \$_____

Approved by: _____

Signature

Date

Printed Name

Title

SDC 2022 SPONSORSHIPS

SDC 2022 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
5201 Great America Parkway, Suite 320
Santa Clara, CA 95054

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
sdcsponsor@snia.org.