SEPTEMBER 16-18, 2024

HYATT SANTA CLARA

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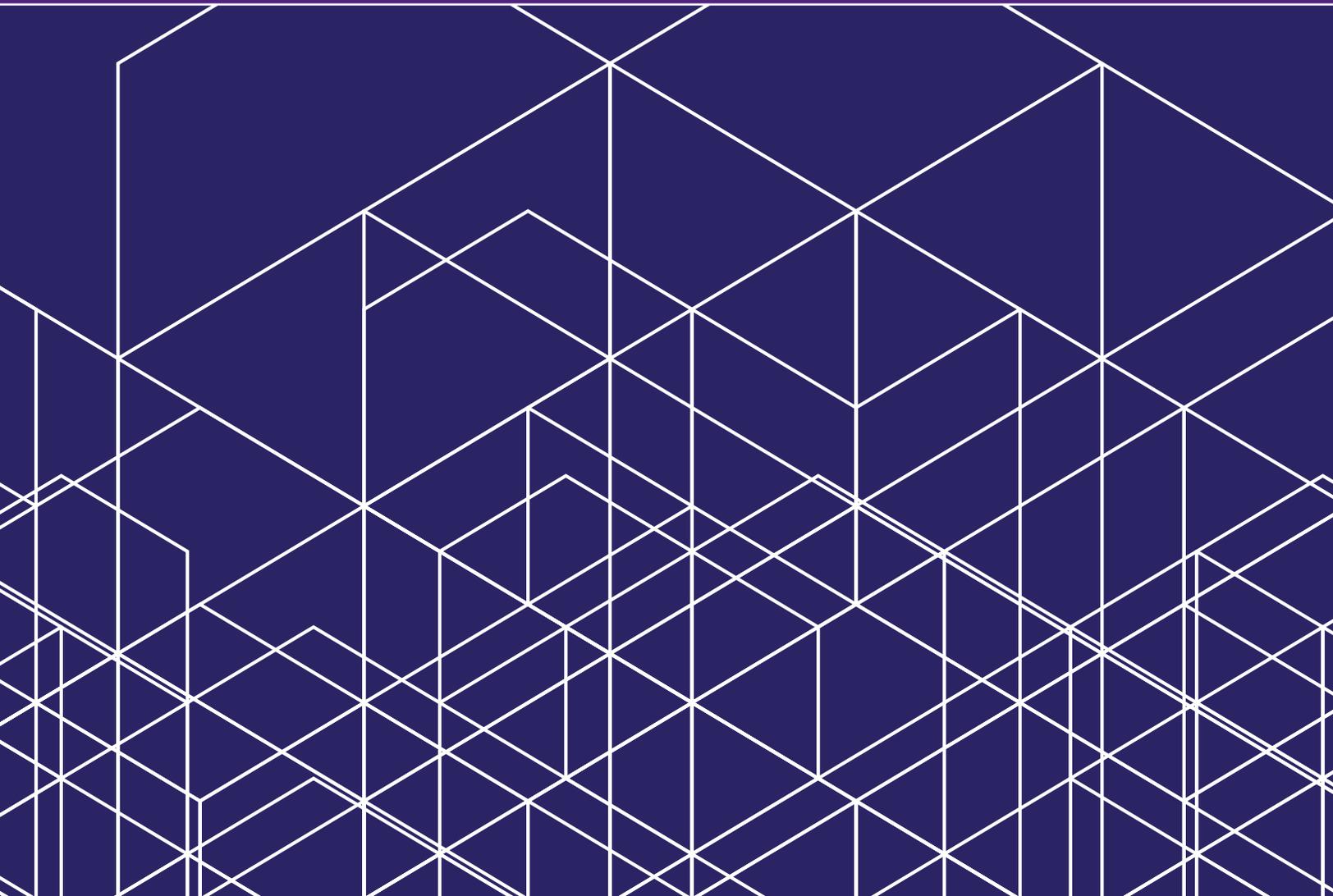
SNIA DEVELOPER CONFERENCE

SDC 24

BY Developers FOR Developers

Sponsorship Opportunities

SNIA DEVELOPER CONFERENCE 2024
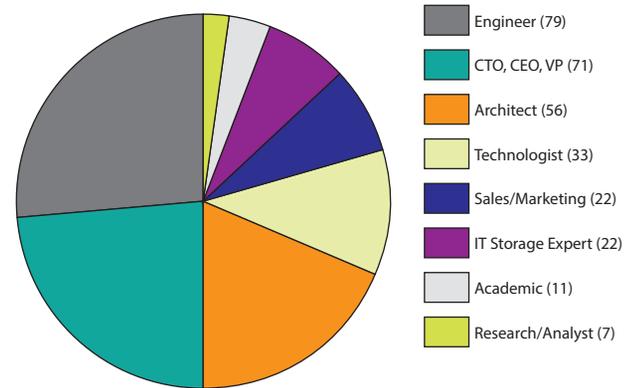
SDC 2024 SPONSORSHIPS

SEPTEMBER 16-18, 2024
HYATT SANTA CLARA, SANTA CLARA, CA

DESIGNED BY DEVELOPERS FOR 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 development community — primarily software and hardware developers, product and solution architects, software engineers, DevOps, product managers, product quality assurance engineers, product line CTOs, product customer support engineers, and in-house IT development staff.

- Engineer (79)
- CTO, CEO, VP (71)
- Architect (56)
- Technologist (33)
- Sales/Marketing (22)
- IT Storage Expert (22)
- Academic (11)
- Research/Analyst (7)

Audience breakdown from SDC 2023

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 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

SDC is produced by SNIA, an industry organization that develops global standards and delivers education on all technologies related to data.

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 2024 categories/topics include:

- AI / ML Applications for Storage

- AI / ML Infrastructure (optimization, pipelines, storage)

- Archival storage (Ceramic, DNA, Glass, Tape, etc.)

- Cloud Storage

- Composable Infrastructure / Disaggregated Storage

- Computational Storage / Memory

- Container Storage

- CXL / Memory Fabrics / Memory Pooling and Tiering

- Data / Storage Architecture

- Data Applications (Analytics, Automotive, IoT, Rich Data Visualization)

- Data Movement / Placement

- Data Processing Units (DPU)

- Data Security (encryption, sanitization)

- File Systems / NFS / SMB3

- Management (Data, Resources, Storage)

- Solid State Storage Solutions

- Storage applications of Chiplets / UCIe

- Storage Networking, Fabrics, Performance, Protocols

- Sustainability / Circularity / Green

- Other

SDC 2024 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.
- Sponsorship of a Conference Meal/Reception
- Option to host a 60-minute Sponsored Birds of a Feather Session on Monday or Tuesday evening. Food and Beverage is not included.
- Sponsorship of the Conference Shirt
- Meeting room at the host Hyatt Santa Clara hotel - selection of day based on order of contract received
- 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 or Tuesday evening. Food and Beverage is not included.
- Meeting room at the host Hyatt Santa Clara hotel - selection of day based on order of contract received
- 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, on-site signage, and Conference Guide
- 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 or Tuesday 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 2024 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
- *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 or Tuesday 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.

- Networking Reception (napkins with Sponsor's logo and option for welcoming comments by Sponsor) — $6,000
- One of three Daily (16th-18th) Event Breakfasts and Morning Refreshments Sponsorships (selection of day based on order of contract received) — $4,500
- One of three Daily (16th-18th) 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

SNIA's SMB3 INTEROPERABILITY LAB PARTICIPATION

Vendors seeking product interoperability validation will want to participate in SNIA's SMB3 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 2024 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

- [ ] Networking Reception Sponsorship — $6,000
- [ ] One of three 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

Total Due: $_____

Approved by: _____   _____

       Signature   Date

     _____   _____

    Printed Name   Title

SDC 2024 Sponsor Billing and Payment Agreement

Company/Organization Responsible for Billing and Payment: _____

Billing Address: _____

_____

_____

Billing Contact Name: _____

Billing Contact Phone: _____ Email: _____

BILLING OPTIONS

Choose from the following billing options:

☐ We require an electronic invoice to the following email address:

_____

☐ We will remit our payment to:
SNIA
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.

Version
2.16.24