Top 10 Reasons to Sponsor & Exhibit at Virtual Flash Memory Summit.

1. **Massive Increase in New High-Value Leads.**
    a. **FMS & TechTarget Partnership:** TechTarget is the largest worldwide media company covering the storage market. They initiated a much expanded agreement to become a MAJOR MEDIA Partner for FMS because of the following:
        i. FMS delivers "Best-of-Breed" unique content that is only available through Flash Memory Summit.
        ii. Many Flash Memory Summit sponsors and exhibitors launch new products at FMS.
        iii. FMS is frequently the choice for new companies in the memory and storage segment to emerge from stealth.
        iv. **FMS & TechTarget Promotions:** TechTarget will conduct large-scale pre-event promotion to their 1.3 Million SearchStorage.com members. This promotion will drive many new attendees from the Cloud and IT section to register. Sponsors will thus receive expanded exposure of their brand to this target audience as a part of their sponsorship.
    b. **TechTarget Market Reach:** If only 1% of their members register, sponsors/exhibitors will have access to an additional 13,000 storage and infrastructure professionals who have not attended FMS previously. Typical organizations will include enterprise data centers, the largest hyperscaler companies in the world, and the fast growing market for high speed memory solutions with cloud and managed service providers worldwide.

2. **Pre-Conference Promotion by TechTarget**

a. **Website Marketing:** TechTarget will conduct a broad-based web marketing campaign with extensive banner ads promoting FMS registration on their sites.
b. **Email Campaigns:** They will also be conducting multiple email blasts to their audience to drive registrations.
c. **Social Media Promotions:** They will also leverage all of their social media channels for additional promotions about virtual FMS, all to drive attendance from their social media audience.
d. **Editorial Article Content:** Perhaps most importantly, many TechTarget articles by their storage editorial staff related to topics covered at FMS will conclude with a "*More Info*" link directly to the FMS registration page. This extensive promotion will significantly expand the quality and volume of major buyers from leading cloud, hyperscale, and enterprise data centers. **Result**: Much larger potential for high-quality leads.

3. **Advanced 1-on-1 Communication to Attendees.**
   a. **Live Access to Registration Database:** For the first time, sponsors and exhibitors will have immediate access to each Attendee's name, title, company and personal profile throughout the pre-registration period, during the event, and after the event.
   b. **Detailed Attendee Profiles:** Sponsors and exhibitors can easily identify prospective leads based on attendee profiles including job responsibility, reasons for coming to FMS, and topical interests per their registration details.
   c. **Schedule Meetings with Attendees:** The Whova virtual event platform makes it easy to contact prospects and set appointments before, during and after FMS.
   d. **Real-time Meetup Capability:** During the virtual FMS event, Sponsors can schedule "Meetups" to engage a specific target audience on a specific topic of interest. The meetup will be led

by one of the Sponsor's subject matter experts and requires no approval from FMS management.

e. **Real-time Analytics & Reporting:** Real-time reporting of keynote attendees for your Keynote Address and those people who went to your Exhibit Booth. These capabilities increase the potential for you to generate high value leads. For additional prospecting to a target audience, Sponsors can initiate pull-through marketing campaigns and promotions for those who didn't attend their Keynote or Vendor Sessions. How? Because all of that content will be available "On Demand" while the virtual FMS event is occurring or post-FMS on the www.FlashMemorySummit.com website. This enables longer-term lead generation than ever possible before.

4. **24 Hour Expo**

a. **Expanded Expo Hours:** The Expo will be open from the time FMS opens at 8:00 in the morning (Pacific Time) on Tuesday October 20 until 3:00 PM on Thursday October 22 at the end of the event.

b. **Post-FMS Live Expo Booth:** Optionally, Sponsors and Exhibitors can keep their booth "*live*" on the post-conference platform hosted on the FMS website.

5. **Flexible Booth Collateral**

a. **The Virtual Booth Advantage:** Sponsors and exhibitors can upload as much collateral and enable interaction opportunities into their booth as they desire including:

   i. Videos and Presentations (Keynote Address, Theater Presentation, Demonstrations, Classroom, or other corporate presentations)

   ii. PDFs of marketing and technology collateral (White Papers, Solution Briefs, Data Sheets, etc.)

   iii. Links to website content and technology partner sites

      iv.   Q&A with live subject matter experts

      v.   Live Video Chats - 1-on-1, group chats - private or public

      vi.   Job Board

6. Each Keynoter and Presenter receives an immediate report of everyone who attended their keynote, session(s), or booth.

   a. You will also know how long each attendee spent in your keynote. As a result, you can readily identify those attendees with the most interest in your company as prospective leads.

   b. For sessions in which you as a sponsor or exhibitor speaks, whether single or multiple presenters, attendees represent prospective leads. You will receive a listing of all session attendees in real-time as soon as the session finishes.

7. State-of-the-Art Chat functions

   a. The Whova mobile and web apps feature user-selected private 1:1 chats, private group chats, open chats, video chats, and chat questions during Sessions and Keynotes.

   b. Whova archives all chats so sponsors and exhibitors have a record for their follow-up. Each chat inquiry to a sponsor or exhibitor is a potential high-value lead.

   c. Sponsors get alerts when a chat question is asked after hours.

8. Post-Conference Lead Generation

   a. TechTarget will be transcribing all keynotes and sessions at FMS and posting them with all videos and slide decks on TechTarget sites until at least December 31, 2020.

   b. They will promote their members to click to this content in their editorial and research stream on topics covered at FMS.

   c. TechTarget will immediately forward all leads generated from post-conference content to FMS for immediate distribution to you, our sponsors and exhibitors.

d. In addition, under our agreement, our sponsors and exhibitors are collectively guaranteed by TechTarget a minimum of at least post-conference 400 leads from companies with 100+ employees.

e. Access to the FMS Attendees list continues post-conference. You can thus continue to communicate and network with attendees and set meetings. The FMS platform will remain active on the FMS website for many months after the event.

9. **Sponsor/Exhibitor Led Meetups**

a. Each Sponsor/Exhibitor can schedule their own Meetups during the FMS event.

b. Sponsors and exhibitors determine the topics and leaders. These Meetups can be recorded and posted in the Sponsor's Exhibit Booth during the FMS event or post-FMS on your website.

10. **Live Tech Target Press Room During the Event**

a. TechTarget Editors will maintain a LIVE PRESS DESK during the event. They will report interesting vendor news and topical stories, new product releases, and the winning vendors of the many FMS Award Programs. The press room will operate on a live feed to SearchStorage.com (and possibly other TechTarget sites addressing the storage market such as SearchCloudStorage.com).

b. This content will appear both live on the FMS Press Room in the Whova app, the FMS site, and on TechTarget sites, driving interested attendees to Sponsor/Exhibitor booths.

Summary:

TechTarget's engagement with a product vendor can easily become a 6-digit financial engagement. However, FMS Sponsors get this branding exposure complementary just by being a Sponsor. This incredible value for

FMS Sponsors delivers worldwide exposure on TechTarget where SearchStorage.com alone has an audience reach of over 650,000 hits per month.