

# 2022 EXHIBITOR & SPONSOR PROSPECTUS



## Flash Memory Summit

16th ANNUAL CONFERENCE & EXHIBITION

**OUR  
ON-SITE  
SHOW IS  
BACK!**



**AUGUST 2-4 2022**

**SANTA CLARA CONVENTION CENTER**

*We'd like to express our deepest appreciation for your participation in the FMS 2020 virtual conference. Your efforts allowed us to host a successful event during trying times.*

— FMS Staff

Each year, the Solid State Storage industry gathers in Santa Clara, California to unveil new products, hobnob with visionaries and explore evolving markets at Flash Memory Summit (FMS), North America's largest Solid State Storage event.

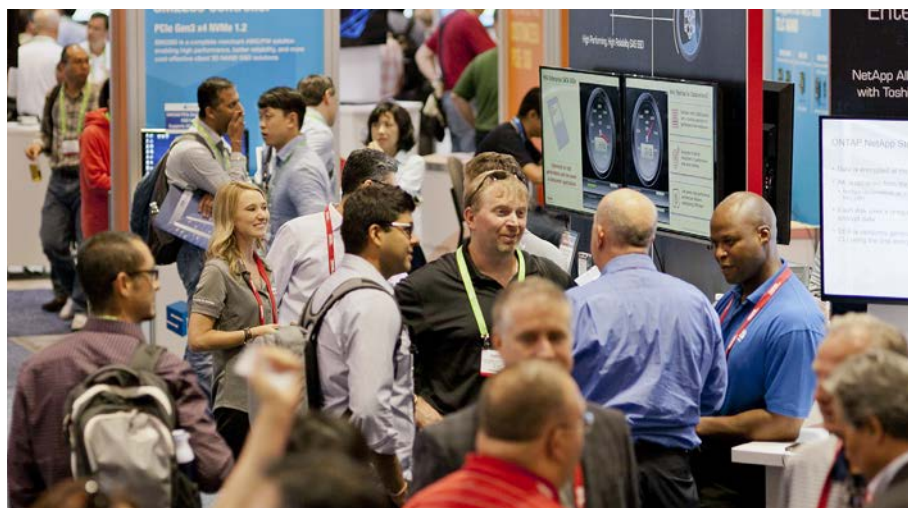
High-level keynoters, a huge exhibit hall and a truly robust technical program are the hallmarks of the FMS experience. 3-D flash, wearables, media and entertainment applications, flash on the memory bus, PCIe/NVMe SSDs, the all-flash data center, and much more are here at FMS.

FMS attracts companies producing storage systems, subsystems, devices and components; and specialists in consumer electronics, computers, communications, test equipment, industrial and process control, and instrumentation.

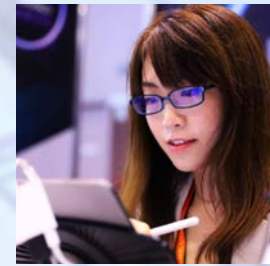
And FMS has global appeal, drawing exhibitors and sponsors from around the world. As one attendee put it, "Flash is a big community, and FMS is the right show."

Engage with the industry's ecosystem. Expand your brand visibility. Compete for awards. Grow your network, develop new relationships, and learn about the latest technologies and product offerings.

Please take a moment to review the unique marketing and networking opportunities on the following pages. Our sales staff is available to answer your questions. Whether you're an existing sponsor or exhibitor, or thinking of participating for the first time, join us in August at the 16th Annual Flash Memory Summit!



## OVERVIEW



Elevate your brand

Showcase a new product

Establish new partnerships

Launch a new company

Compete for industry awards

Get great on-site media coverage

Hold in-depth meetings with industry leaders

Discover new customers

Meet with industry analysts

### Sales Contact

Kat Pate, VP Sales  
505-238-3208

sales@flashmemorysummit.com

**N**etworking at FMS connects you to the Solid State Storage industry ecosystem. Here are just a few of the networking opportunities found exclusively at FMS.

**TUESDAY EVENING RECEPTION** The much-anticipated Grand Opening Reception takes place in the Summit's vast Exhibit Hall. This is an excellent opportunity to view the latest products, see live demonstrations, and network with a broad spectrum of industry professionals — all the while enjoying great food and entertainment!

**FMS THEATER** The pitch party is in full swing! Sponsoring companies have the opportunity to promote their product(s) on the FMS Theater stage. And there are drawings, parting gifts, new products, hiring announcements, and many other ways to interact with attendees, all in the Exhibit Hall at FMS Theater.

**BEST OF SHOW AWARDS** On Wednesday evening, the Best of Show Awards will be presented at FMS Theater. This is a great photo op with lots of press and social media coverage. Many recipients display their awards in their booths immediately after the ceremony. *Best of Show Award entry is open only to sponsors and exhibitors.*

**BEER, PIZZA, AND CHAT WITH THE EXPERTS** This Tuesday evening session is a huge success year after year. It provides over forty informal "roundtables" for discussing a large variety of industry topics with industry experts.

**FMS RAFFLE** Thursday afternoon, FMS Theater will host the 16th Annual FMS Raffle. This close-out event has great prizes and is well-attended, which of course thrills exhibitors and sponsors!



*"Of the three days, we had 20 customer meetings and subsequent follow-up. Excellent ROI."*

FMS Sponsor

## OVERVIEW



### WHO ATTENDS FMS?

Engineers & Developers 45%

Marketing & Sales 28%

Software Developers 6%

Executives 8%

Other 13%

**August 2-4 2022**  
Santa Clara  
Convention Center

#### Exhibit Hall Hours

Tuesday Aug 2 • 4:00pm - 7:00pm  
Wednesday Aug 3 • Noon - 7:00pm  
Thursday Aug 4 • 10:00am - 2:30pm

#### Sales Contact

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505-238-3208  
sales@flashmemorysummit.com

*FMS organizers are working closely with Santa Clara Convention Center to ensure the health and safety of FMS 2022 attendees. We are adhering to all federal and state healthcare regulations, and will provide up-to-date information as it becomes available.*

**S**ponsorships can be tailored to enhance your corporate strategy. Value added promotional options are listed below and on page 6. Our sales staff is available to explain each option in detail, and to assist you in creating a sponsorship consistent with your goals and budget.

*Executive Premier and Premier Sponsorship packages include the same items, the difference being Exhibit Hall space size and location, keynote day, and number of conference badges.*

**\*\*New for 2022 - Executive Premier & Premier MUST have a Booth on the floor to have a meeting room**

## Executive Premier Sponsorship Package \$77,000

*Limited availability*

- 22'x40' exhibit space configurable as open booth, meeting room, or theater
- Fifteen 3-day (Tues/Wed/Thurs) conference badges for staff
- Premium keynote presentation slot (Tuesday if available, schedule early)
- Website banner ad
- Keynote speaker acknowledgement on convention center's outdoor marquees

## Premier Sponsorship Package \$60,000

- 22'x20' exhibit space configurable as open booth, meeting room, or theater
- Ten 3-day (Tues/Wed/Thurs) conference badges for staff
- Preferred keynote presentation slot (Wednesday if available, schedule early)
- Website banner ad
- Keynote speaker acknowledgement on convention center's outdoor marquees

### **Executive Premier and Premier Sponsorship promotional option**

*Select one (subject to availability)*

- Registration sponsorship: your logo on registration station kick panels
- Signage sponsorship: your logo on all printed hallway and directional signs
- Exhibit Hall signage sponsorship: your logo on exhibit hall aisle signs
- Conference bags sponsorship: your logo imprinted on swag-bags
- Keynote AV sponsorship: acknowledged on Keynote interlude slides
- Beer, Pizza and Chat with the Experts sponsorship: your logo on event signage
- Wi-Fi sponsorship: your logo on splash page
- Window clings in the convention center lobby
- Badge lanyards

## SPONSORSHIPS



**August 2-4 2022**  
Santa Clara  
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### ❑ Platinum Sponsorship Package \$30,000

- 22'x20' exhibit space
- Five 3-day (Tues/Wed/Thurs) conference badges for staff
- Website banner ad
- Value added option *Select One (subject to availability)*
  - Logo on exhibit hall aisle signs
  - One-year website sponsorship
  - Santa Clara Convention Center electronic indoor signage
  - Beer, Pizza and Chat with the Experts sponsorship
  - One day Luncheon sponsor (specify day on contract)
  - Press Room Internet sponsorship
  - Branding of Media Station kiosk
  - Back cover ad on FMS Pocket Guide
  - Window clings in convention center lobby
  - Column wrap panels in hallways: 4 panels
  - Mobile app sponsorship

### ❑ Gold Sponsorship Package \$20,000

- 10'x20' exhibit space
- Four 3-day (Tues/Wed/Thurs) conference badges for staff
- Value added option *Select One (subject to availability)*
  - Santa Clara Convention Center electronic indoor signage
  - Reception beer sponsor
  - Branding of media kiosk panels
  - Website sponsor
  - FMS Pocket Guide ad, full page
  - Interactive ad in mobile app
  - Column wrap panels in hallways: 2 panels

### ❑ Bronze Sponsorship Package \$15,000

- 10'x10' exhibit space
- Three 3-day (Tues/Wed/Thurs) conference badges for staff
- Value added option *Select One (subject to availability)*
  - Convention center electronic indoor signage
  - Web banner ad
  - Press Room drinks and snacks: 1 day
  - Column wrap panel: 1 panel
  - Bag insert (sponsor-supplied item)
  - Sponsorship of one session (can be your speaker's session)
  - Morning or afternoon refreshment break



*"Our sales are driven by thirty customers worldwide.  
FMS is a high-efficiency way to meet face-to-face with them."*

FMS Exhibitor/Sponsor

### Increase your Visibility

Sponsorship promotional options are not necessarily level-specific. Our experienced sales staff can assist you in tailoring your options for maximum impact. Here are some of the options available.

#### Press Room sponsorships

- Press Room sponsorship
- Press Room Catering sponsorship
- Press Room Internet Provider
- Press Room signage, and material distribution opportunity

#### Sponsorship options for Exhibitors at a Bronze level and above as add-ons to increase visibility (Subject to availability)

- Website sponsorship
- Private Meeting Room (limited availability)
- Continental breakfast sponsorship
- Refreshment break sponsorship
- Luncheon sponsorship
- Beer station sponsorship
- Logo on beverage coupons
- FMS Theater sponsorship
- Program ad
- Conference swag bag insert (provided by sponsor)
- Website banner ad
- Exhibit hall entertainment sponsorship
- SCCC indoor electronic ad
- Session sponsorship
- Column wrap panels
- Window clings



*"We generated good leads, visibility and had prime speaking opportunities. Fantastic!"*

FMS Exhibitor



## Exhibit Space Rates

Booths up to 10'x40' are sold in increments of 100 square feet. Reserve early for best selection.

<b>10'x10'</b> before 6/1/22 . . . . .	\$5,000
<b>10'x10'</b> after 6/1/22 . . . . .	\$5,500
<b>10'x20'</b> before 6/1/22 . . . . .	\$10,000
<b>10'x20'</b> after 6/1/22 . . . . .	\$12,000

## All Exhibitor Packages Include ...

### Pre-Show Benefits

- Web listing: company logo and profile
- FMS Best of Show Award entry
- Preregistered Press and Analyst List

### On-Site Benefits

- 3-day (Tues/Wed/Thurs) conference passes (negotiated quantities)
- Complimentary 3-day speaker passes
- Discounted tutorial passes for additional staff

### Post-Show Benefits

- Complete attendee list
- Conference proceedings
- Early resign and first right of refusal of booth space

## Media Opportunities

Flash Memory Summit is among the best-attended conferences by expert advisors and journalists. There's an onsite press liaison team to assist with media requests. A press registration list is provided to sponsors and exhibitors periodically during pre-registration, and FMS welcomes your related press releases for website posting.

The spacious FMS Press Room is available for meetings and is staffed to help with your requests. Contact [Press@flashmemorysummit.com](mailto:Press@flashmemorysummit.com).

*"In the memory space,  
FMS is the top conference.  
It's very well attended,  
especially at executive levels."*

FMS Sponsor



**August 2-4 2022** Santa Clara Convention Center

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## EXHIBITING

### 2019 Exhibitors & Sponsors

Achronix • Acute Technology  
ADATA Technology • Advantech  
Advantest • AIC • Alpha Data • Amphenol  
Applied Materials • Arasan Chip Systems  
Arm • ATP • Avery Design Systems  
BittWare • Biwin • Brimo Technology  
Broadcom • Burlwood  
Calypso Systems • CCIX Consortium  
CEA-LETI • Celestica • Chosen Voice  
CNEX Labs • Codelucida  
Dolphin Interconnect Solutions  
EasyCo • Echo Streams  
Eidetic Communications  
Everspin • Excelerio • FADU • FCIA  
Flex Logix • Formulus Black  
Genesis Technologies  
GenZ Consortium • GigalO  
Hagiwara Solutions  
Highpoint Technologies • HPE  
HSIO Technologies • IEEE-CNSV  
Industry-Academic Partnership  
Innodisk • Innogrit  
Integrated Silicon Solutions • Intel  
International Computer Concepts  
IP-Maker • JEDEC • Kalray  
Kazan Networks • Kemet  
Kingston Technology • KIOXIA • Lam  
Research Lite-On • Marvell  
Semiconductor  
Maxio Technology • Mellanox Memblaze  
Technology  
Memphis Electronic • Mentor • Microchip  
Micon Technology • Mirabilis Design  
MITAC Computing Technology  
Mobeveil • NCI Logic Analyzers  
Neosem Technology  
NETINT Technologies • Netlist  
NGD Systems  
NOR-MEM Microelectronics  
NPlusT • Oakgate Technology  
One Stop Systems • Ontrack  
OpenCAPI Consortium • Pavilion Data  
PCI-SIG • Phison Electronics • Pliops  
PLDA • Prodigy Technovations  
Quantumem • Quarch • Radian Memory  
Rathbun Associates • Realtek  
Sage-Micro • Samsung • SANBlaze  
ScaleFlux • SCSI Trade Association  
SD Association • Seagate • Secure Data  
Serial Cables • Serialtek • Silicon Motion  
SK hynix • Smart IOPS • SMART Modular  
SNIA SSSI • SST • Starblaze • Swissbit AG  
Tektronix • Teledyne-LeCroy • Teradyne  
Tuxera • ULink Technology • UNH-IOL  
UniTest • Viavi Solutions  
Viking Enterprise Solutions  
Viking Technology • Vina Tech • Virtium  
Weebit Nano • Western Digital  
Winbond Woolley • Xilinx • Xperi/Invensas  
Yangtze Memory • YEESTOR  
YIK Corp • Yole Development



# Flash Memory Summit

August 2-4 • Santa Clara Convention Center

# 2022 Sponsor/Exhibitor Application

505-238-3208 • sales@flashmemorysummit.com

### Primary Contacts (please print clearly)

Company \_\_\_\_\_ PO# \_\_\_\_\_

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Graphics Guru \_\_\_\_\_ Email \_\_\_\_\_

Booth Captain \_\_\_\_\_ Email \_\_\_\_\_

### Billing/Accounting Contact (required)

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### ● Sponsorship Level

**Executive Premier** w/ 22'x40' exhibit space. . . \$77,000

**Premier** w/ 22'x20' exhibit space . . . . . \$60,000

**Platinum** w/ 22'x20' exhibit space . . . . . \$30,000

**Gold** w/ 20'x10' exhibit space . . . . . \$20,000

**Bronze** w/ 10'x10' exhibit space . . . . . \$15,000

Sponsorship Option Selection \_\_\_\_\_

À la Carte Option(s) & Cost(s) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ● Exhibit Space HALL C - sold in 10 X 10 units

Per Unit before 6/1/22 . . . . . \$5,000

Per Unit after 6/1/22 . . . . . \$5,500

● 22 X 20 - Halls A & B . . . . . \$25,000

### Space Number Preference

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

Notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Sponsorship Total** (including á la cart options) . . . . . \$ \_\_\_\_\_

**Exhibit Space** . . . . . \$ \_\_\_\_\_

**3-Day Pass** Quantity \_\_\_\_\_ **Total Cost** . . . . . \$ \_\_\_\_\_

**Adjustments** . . . . . \$ \_\_\_\_\_

**APPLICATION TOTAL** . . . . . \$ \_\_\_\_\_

*This Application becomes a legally binding agreement when accepted by an agent of Flash Memory Summit. Total payment is due within 30 days of signing. Cancellations must be submitted in writing by March 1, 2022 to qualify for refund. Refunds are subject to a 25% administrative fee. No refunds after March 1, 2022.*

### Sponsoring/Exhibiting Company

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### Flash Memory Summit Representative

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_