



## 2024 EXHIBITOR & SPONSOR PROSPECTUS

# FUTURE OF MEMORY AND STORAGE

18th ANNUAL FLASH MEMORY SUMMIT  
CONFERENCE & EXHIBITION

**AUGUST 6-8, 2024**

SANTA CLARA CONVENTION CENTER  
[flashmemorysummit.com](http://flashmemorysummit.com)



# OVERVIEW



### Future of Memory and Storage

FMS2024 is the premier industry show and the largest Solid State Storage event in North America. For 17 years our industry has gathered in Santa Clara, the heart of Silicon Valley, to unveil new products, learn from futurists and visionaries, network with colleagues and explore evolving markets at FMS.

Building on the success of 2023, FMS2024 has expanded into an all-inclusive storage and memory summit, including DRAM, archiving, tape, hard disk drives, DNA-based storage, CXL, UCIe in its robust list of topics such as CXL, UCIe, automotive, data centers in space, CHIPS Act and AI/ML.

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

FMS has global appeal, drawing exhibitors and sponsors from around the world. As one attendee aptly

stated, "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. Learn about the latest technologies and product offerings.

*High-level keynoters, huge exhibit hall, and a truly robust technical program are the hallmarks of the FMS experience.*

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 2024 at the 18th Annual Summit, and continue growing into the Future of Memory and Storage!

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





## OVERVIEW

**Networking** is a vital component of FMS that connects our Solid State Storage industry ecosystem. Sponsors are front and center at these popular and well-attended networking events. Here are just a few of the networking opportunities found exclusively at FMS.

### **NEW FOR 2024** **GRAND OPENING RECEPTION AND BEST OF SHOW AWARDS**

The much-anticipated Grand Opening Reception takes place in the vast Exhibit Hall on the first evening of FMS. 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!

The Best of Show Awards are now scheduled on Tuesday during the Grand Opening Reception—a day

earlier than usual—so the award winners will benefit from greater attendance and extended press coverage. This is a great photo opportunity with both traditional and social media coverage. Most recipients display their awards in their booths immediately after the ceremony. FMS Best of Show Award entry is open only to sponsors and exhibitors.

### **BEER, PIZZA, AND CHAT WITH THE EXPERTS**

This Wednesday evening networking opportunity is an FMS signature event, and a huge success year after year, providing more than forty informal roundtables for discussing a large variety of topics with industry experts.

### **FMS THEATER**

The pitch party is in full swing! Sponsoring companies have the opportunity to promote their



product(s) on the FMS Theater stage. Highlights include drawings, parting gifts, new products, hiring announcements, and unique ways to interact with attendees, all in the Exhibit Hall at the FMS Theater.

### **FMS RAFFLE**

Thursday afternoon, FMS Theater will host the 18th Annual FMS Raffle. This close-out event has great prizes and is well-attended, which of course thrills exhibitors and sponsors.

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### **WHO ATTENDS FMS?**

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Engineers & Developers 45%

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Marketing & Sales 28%

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Software Developers 6%

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Executives 8%

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Other 13%

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### **August 6-8, 2024**

Santa Clara  
Convention Center

### **Sales Contact**

Kat Pate, VP Sales  
505-238-3208  
sales@flashmemorysummit.com



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*“Of the three days, we had twenty customer meetings and subsequent follow-up. Excellent ROI.”*

FMS Sponsor

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## SPONSORSHIPS & EXHIBITING

**Sponsorships** are designed to enhance your corporate strategy. Sponsorship-specific Value Added Options are listed with each package. High-visibility add-on options are available for Executive Premier and Premier Sponsors.

**Booth/brand sharing** is not allowed unless each company has its own booth and is displaying their partnering product(s).

### Executive Premier Sponsorship Package

\$87,000 *Limited availability*

- 22'x40' exhibit space configurable as open booth, meeting room, or theater
- Fifteen 3-Day (Tues/Wed/Thurs) Conference Passes
- Premium keynote presentation slot (Tuesday if available)
- Website banner ad
- SCCC large lobby banner
- Keynote speaker acknowledgment on SCCC and Hyatt electronic signage
- SCCC meeting room
- One selection from Value Added Option list

### Premier Sponsorship Package

\$77,000 *Limited availability*

- 22'x20' exhibit space configurable as open booth, meeting room, or theater
- Ten 3-Day (Tues/Wed/Thurs) Conference Passes
- Preferred keynote presentation slot (Wednesday or Thursday)
- Website banner ad
- Keynote speaker acknowledgment on SCCC and Hyatt electronic signage
- SCCC or Hyatt meeting room
- One selection from Value Added Option list



### Executive Premier and Premier Sponsorship Value Added Option — select one

*Subject to availability*

- Registration Sponsorship:** your logo on registration counter 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
- AV Sponsorship** acknowledged on signage throughout the Convention Center
- Beer, Pizza and Chat with the Experts Sponsorship:** your logo on event signage
- Wi-Fi Sponsorship:** your logo on splash page
- Window clings** in SCCC lobby
- Badge Lanyards**
- Center Row Escalator Cling** in SCCC lobby
- Keynote Room Sponsorship banner**

## NEW FOR 2024

### High-Visibility Add-On Sponsorships for Executive Premier and Premier Sponsors

*Ask Kat for details*

- Tuesday Grand Opening Best of Show Awards Reception, \$10,000** *Limited to 6 sponsors:* 15 minute speaking slot at FMS Theater prior to Awards presentation; 100 Beverage Coupons with your logo imprint; Sponsorship signage and pre- post-marketing with your logo
- Wednesday All Industry Reception, \$10,000** *Limited to 6 sponsors:* 15 minute presentation slot at FMS Theater during Reception; 100 Beverage Coupons with your logo imprint; Sponsorship signage and pre- post-marketing with your logo
- FMS2024 Photography Sponsorship, \$10,000** *Limited to 2 sponsors:* Sponsorship signage throughout the Convention Center including one column wrap panel; professional group photo of your team in your booth
- SuperWomen in Flash Sponsorship, \$10,000** *Limited to 3 sponsors:* Your company logo on social media, email blasts and pre-show press releases

## SPONSORSHIPS & EXHIBITING

### Platinum Sponsorship Package \$42,000

- 22'x20' exhibit space
- Five 3-Day (Tues/Wed/Thurs) Conference Passes
- Website banner ad
- **Value Added Option — select one**

*Subject to availability*

- One-year Website Sponsorship
- Your logo on SCCC electronic indoor signage
- One day Luncheon Sponsor (specify day on contract)
- Press Room Internet Sponsorship
- Breakfast/Lunch Sponsorship (4 available)
- Back cover ad on FMS Pocket Guide
- Window clings in SCCC lobby
- Column wrap panels in hallways: 4 panels

### Gold Sponsorship Package \$32,000

- 10'x20' exhibit space
- Four 3-day (Tues/Wed/Thurs) Conference Passes
- **Value Added Option — select one**

*Subject to availability*

- Your logo on SCCC electronic indoor signage
- Exhibit Hall Entertainment Sponsorship (2 available)
- Your logo on media station kiosk panels
- Website Sponsorship
- FMS Pocket Guide ad, full page (1 available)
- Column wrap panels in hallways: 2 panels
- Press Room Sponsorship

### Bronze Sponsorship Package \$22,000

- 10'x10' exhibit space
- Three 3-day (Tues/Wed/Thurs) Conference Passes
- **Value Added Option — select one**

*Subject to availability*

- Your logo on SCCC electronic indoor signage
- Web banner ad
- Press Room Drinks/Snacks Sponsorship: 1 day
- Column wrap panel: 1 panel
- Swag bag insert (sponsor-supplied item)
- Morning or Afternoon Refreshment Break Sponsorship

### Exhibitor/Sponsor Add-On Promotional Options

*Subject to availability*

#### \$5,000 each

- Website Sponsorship *Limited availability*
- Luncheon Sponsorship *Limited availability*
- Beer Station Sponsorship *Limited availability*

#### \$3,000 each

- Swag bag insert (provided by exhibitor/sponsor)
- Exhibit Hall Entertainment Sponsorship
- SCCC indoor electronic signage ad
- Window clings

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*Our sales team is available to assist in creating a Sponsorship consistent with your goals and budget.*

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### Exhibit Hall Hours

Tuesday Aug 6 • 3:00pm - 7:00pm  
 Wednesday Aug 7 • Noon - 7:00pm  
 Thursday Aug 8 • 10:00am - 2:30pm

### Sales Contact

Kat Pate, VP Sales  
 505-238-3208  
[sales@flashmemorysummit.com](mailto:sales@flashmemorysummit.com)



# EXHIBITING

## Exhibit Space Rates

- 10'x10' ..... \$7,000
- 10'x20' ..... \$14,000
- 20'x22' ..... \$28,000\*

\*20'x22' spaces are subject to availability. Priority placement is provided to Premier and Platinum Sponsors.

## Exhibitor Benefits

- Web listing: link to your URL
- FMS Best of Show Awards entry
- Pre-registered Press and Analyst List

## Post-Show Benefits

- Complete attendee list
- Conference Proceedings
- Early re-sign and first right of refusal of booth space

## Media Opportunities

FMS is among the most well-attended conferences by expert advisors, analysts, and journalists.

Media opportunities begin before the conference with pre-Summit releases distributed by the FMS media team, and FMS welcomes your related press releases for website posting.

Our communications team performs media and analyst outreach to ensure they register and attend FMS. A press registration list is provided to sponsors and exhibitors periodically during pre-registration.

During the summit, an on-site press liaison team assists with media requests. The spacious FMS Press Room is available for media and analyst 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

*The FMS trademark is the property of Conference ConCepts, Inc. and is available to paying sponsors and exhibitors for FMS-related use. Use without permission is strictly prohibited.*

*The FMS registration list is proprietary information and not for sale. Please report to Conference ConCepts any individual or entity claiming to have and attempting to sell such a list.*

## 2023 Exhibitors & Sponsors

Adela  
 Advantech  
 Advantest America  
 AIC Inc.  
 Amphenol  
 Arm  
 ASRock Rack  
 ATTO Technology  
 Beijing Memblaze Technology  
 Beijing Starblaze Technology  
 BittWare  
 Biwin Storage Technology  
 Cadence Design Systems  
 Celestica  
 Chelsio Communications  
 DapuStor Corporation  
 DERA  
 DriveSavers Data Recovery  
 EasyCo  
 Ellisys Group SA  
 FADU Technology  
 Fibre Channel Industry Assoc.

FlexLogix  
 Frore Systems  
 Geng Yun Technology  
 GigaDevice Semiconductor  
 Graid Technology  
 Hammerspace  
 High Performance Storage  
 Infinidat  
 Innodisk  
 Innogrit  
 Integrated Silicon Solution  
 IP-Maker  
 Ironwood Electronics  
 Jedec  
 Kalray  
 Kioxia America  
 Lightelligence  
 Macronix International  
 Marvell  
 MaxLinear  
 MemVerge  
 MetisX  
 MicroChip Technology  
 Micron  
 Mobiveil

Montage Technology  
 NEO Semiconductor  
 Neosem Technology  
 Neuroblade  
 Nextin  
 NplusT  
 Nuts Technologies  
 NVMe Org  
 Ontrack  
 Panmnesia  
 Parade Technologies  
 Pliops  
 Prodigy Technovations  
 Quinas Technology  
 Sage Microelectronique  
 Samsung  
 SCSI Trade Association  
 SD Association  
 Seagate Technology  
 Serial Cables  
 ShapeShift Ciphers  
 Siemens Avery Design Systems  
 Silicon Motion  
 SK hynix  
 SmartDV

SNIA  
 Solidigm  
 Super Micro Computer  
 Swissbit  
 Teledyne-LeCroy  
 TenaFe  
 TetraMem  
 TFE  
 Tuxera  
 UCIE Consortium  
 Ulink Technology  
 UNH-IOL  
 UniTest  
 Viavi Solutions  
 Viking  
 Vinpower  
 Western Digital  
 Winbond  
 Wolley  
 Xconn Technologies  
 Xinnor  
 Yageo Group  
 Yeestor Microelectronics  
 Yole Group

# Sponsor/Exhibitor Contract

505-238-3208 • sales@flashmemorysummit.com  
August 6-8, 2024 • Santa Clara Convention Center



## 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. . . \$87,000
- Premier** w/ 22'x20' exhibit space . . . . . \$77,000
- Platinum** w/ 22'x20' exhibit space . . . . . \$42,000
- Gold** w/ 20'x10' exhibit space . . . . . \$32,000
- Bronze** w/ 10'x10' exhibit space . . . . . \$22,000

Sponsorship Options \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ● Exhibit Space Only Halls B, C & D

- 10'x10' . . . . . \$7,000
- 10'x20' . . . . . \$14,000
- 22'x20' . . . . . \$28,000

### Space Number Preference

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

Notes \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sponsorship Total** (including Promotional Options) . . . . . \$ \_\_\_\_\_  
**Exhibit Space** . . . . . \$ \_\_\_\_\_  
**3-Day Pass** Quantity \_\_\_\_\_ **Total Pass Cost** . . . . . \$ \_\_\_\_\_  
**Adjustments** . . . . . \$ \_\_\_\_\_  
**APPLICATION TOTAL** . . . . . \$ \_\_\_\_\_

*This Application becomes a legally binding agreement when accepted by an agent of FMS - Future of Memory and Storage. Total payment is due within 30 days of signing. Cancellations must be submitted in writing by March 1, 2024 to qualify for refund. Refunds are subject to a 25% administrative fee. No refunds after March 1, 2024.*

### Sponsoring/Exhibiting Company

Name (please print) \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_

### Flash Memory Summit Representative

Name (please print) \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_