



# Flash Memory Summit

Exhibitor & Sponsor Opportunities

11th Annual Flash Memory Summit

August 1 & 2, 2011  
Santa Clara Convention Center  
Santa Clara, CA

# Flash Memory Summit

## Exhibitor & Sponsor Prospectus

August 6-8, 2019 • Santa Clara Convention Center  
www.FlashMemorySummit.com



### Flash Memory Summit Description

The Flash Memory Summit program is designed to provide attendees with practical information on the current state of flash memory, its markets, and its applications.

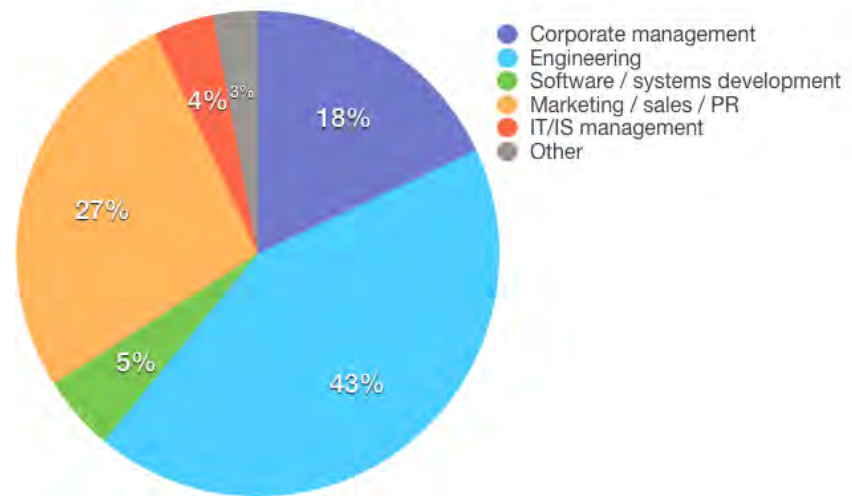
### Audience Profile

Flash Memory Summit attracts attendees from companies producing storage systems and subsystems, devices, and components for them. Attendees also come from companies specializing in consumer electronics, computers, communications, test equipment, industrial and process control, and instrumentation, as well as their partners and suppliers. They attend Flash Memory Summit to develop new business relationships, address new business needs, hear about the latest technologies, and familiarize themselves with current products.

### Who Attends

Design Engineers  
Engineering Managers  
Hardware Engineers  
Software Engineers  
IT and Applications Engineers  
Product Managers  
Test Engineers  
Product Marketing Managers  
Technical Marketing Engineers  
Company Execs and Planners  
Strategic planners and buyers

Primary Job Function



# Flash Memory Summit

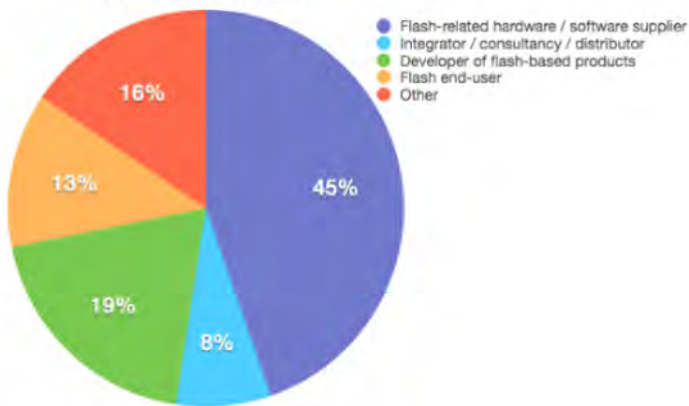
## Demographics

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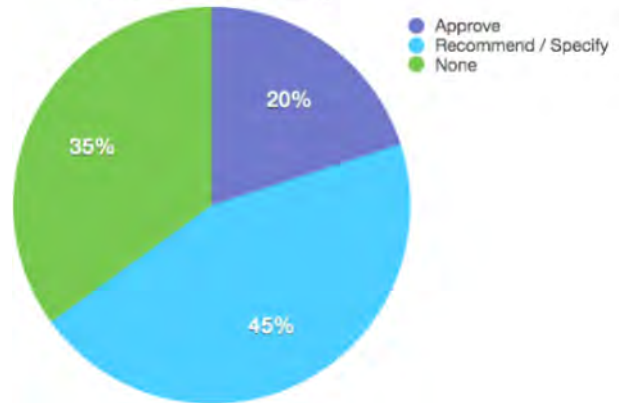


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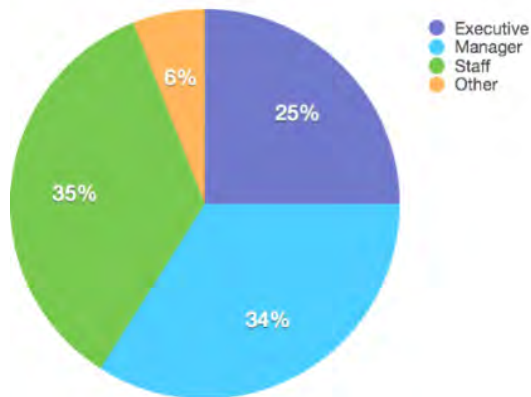
### Type of Company



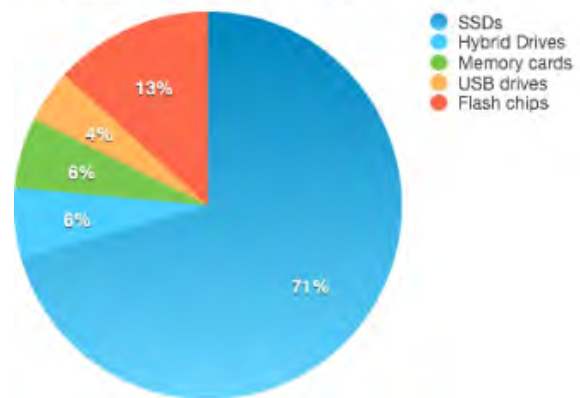
### Purchasing Authority



### Job Level



### Primary Product Interests



## End Users Represented

We had over 1000 end-users from 150 organizations including from the following companies:  
Alcatel-Lucent, Amazon, Apple, Broadcom, Brocade, Cisco, Dell-EMC, eBay, Ericsson, Facebook, Ford, Fujitsu, Google, HPE, Hitachi Data Systems, Hitachi-LG Data Storage, Huawei, IBM, Juniper Networks, Microsoft, NetApp, Oracle, Riverbed Technology, Samsung Information Systems, Sony, SuperMicro, Twitter, VMware, and Yahoo.



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### Exhibition Attendance

2017 registration was over 6000 with attendance over 10% higher than 2016. Exhibiting gives you the chance to meet attendees at lunch and during open exhibit hours. While not yet confirmed while this document is being prepared, early returns are suggesting a 10% increase for 2018 as well, with a total attendance estimate at 6600.

### Exhibit Rates

Booths are sold in increments of 100 square feet up to 10x40.  
Reserve early for the best rate and selection!

Order	before 7/1/19	7/1/19
10x10	\$4,500	\$5,000
10x20	\$9,000	\$10,000

### All Exhibitor Packages Include:

#### Pre-Show Benefits

- ... Web listing of company logo and profile
- ... Free Best of Show entry
- ... Preregistered Press and Analyst List

#### On-Site Benefits

- ... 3-day conference passes (negotiated quantities)
- ... Complimentary 3-day speaker passes
- ... Discounted tutorial passes for additional staff

#### Post-Show Benefits

- ... Complete attendee list
- ... Conference proceedings
- ... Early selection of booth location

### Exhibit Hall hours

Tuesday	4:00pm to 7:00pm
Wednesday	Noon to 7:00pm
Thursday	10:00am to 2:30pm

### Best of Show Awards

Enter your latest products in our Best of Show Awards competition! Winners receive a trophy, a press release, and a special logo to use in their advertising and packaging. Best of Show Awards entry fee is \$1000 per product entry, but the fee is waived for all sponsors and exhibitors.

### Best of Show Awards Trophies



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### Sponsorships

Sponsorship and Integrated Marketing Programs are available to match your corporate strategy. If you don't see the opportunities you are looking for, inquire about additional options at [sales@flashmemorysummit.com](mailto:sales@flashmemorysummit.com) or call Alan Land at (760) 212.5718. **We are happy to customize sponsorship to more precisely meet your needs. Sponsorships without booth space typically get \$4000 off, plus any adjustments for additional passes or promo.** (discount does NOT apply to premier-keynote sponsorships, as the keynote price is fixed).

### Executive Premier Sponsorship Package (w/ 22x40 booth) \$75,000 - Limited to 4 booth locations

22x40 exhibit space configurable as open booth, meeting room, or theater  
Fifteen (ea) 3-day conference badges for technical staff  
Guaranteed Keynote Speaker \*Tuesday, when requested\*- schedule EARLY  
Website Banner Ad  
Keynote speaker acknowledged on SCCC outdoor marquees

#### Examples of the Premier sponsorship options available for selection:

Registration kick panel signage  
Logo on all hallway signs  
Logo on all exhibit hall Aisle signs  
Conference bags  
Keynote AV sponsor - acknowledged on Keynote interlude slides  
Branding of wall-mounted media station (Big Bertha)  
Branding of mobile media station kiosk (footer and "skin")  
Beer and Pizza CHAT session sponsorship  
Press Room sponsorship  
Wi-Fi sponsorship (splash page setup paid by sponsor)  
Window clings in SCCC lobby  
Badge Lanyards

### Premier Sponsorship Package (w/ 22x20 booth)..... \$50,000

22x20 (or smaller) exhibit space configurable as open booth, meeting room, or theater  
Ten (ea) 3-day conference badges for staff  
Guaranteed Keynote speaker \*Wednesday, when still available\* -schedule EARLY  
Website Banner Ad  
Keynote speaker acknowledged on SCCC outdoor marquees

***PROMOTION OPTIONS FOR BOTH PREMIER PACKAGES ARE IDENTICAL. THE DIFFERENTIATION IS IN THE BOOTH SIZE AND LOCATION.***

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August 6-8, 2019 • Santa Clara Convention Center  
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### **Platinum Sponsorship Package..... \$25,000**

22x20 exhibit space  
Five (ea) 3-day conference badges for technical staff  
Website Banner Ad

#### Examples of Platinum sponsorship options from which to choose:

Logo on exhibit hall aisle signs  
One year website sponsorship  
Santa Clara Convention Center electronic signage indoors  
Beer and Pizza CHAT sponsorship  
One day Luncheon sponsor (specify day on contract)  
Press Room Internet sponsorship  
Branding of Media Station kiosk (footer and "skin")  
Back page ad on Program Pocket guide  
FMS Sponsors' Theatre- you decorate the theater  
Window clings in SCCC lobby  
Column wrap signage (4 sign locations)

### **Gold Sponsorship Package ..... \$15,000**

10x20 exhibit space  
Four (ea) 3-day conference badges for technical staff

#### Examples of Emerald sponsorship options from which to choose:

Santa Clara Convention Center electronic signage indoors  
Reception Beer sponsor  
Branding of Media Station kiosk (footer and "skin")  
FMS Sponsors' Theatre - you decorate the theater  
Website Sponsor  
Inside ad on Program Pocket Guide  
Interactive ad in mobile app  
Column wrap signage (2 signs in bundles of 4)

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### **Bronze Sponsorship Package..... \$10,000**

10x10 exhibit space  
Three (ea) 3-day conference badges for staff

#### Examples of sponsorship options from which to choose:

- Santa Clara Convention Center electronic signage indoors
- Web banner ad
- Press Room drinks and snacks, one day
- Column wrap signage (1 sign location)
- Bag insert (sponsor supplied paper or item)
- Sponsorship of one Individual Session (can be your speaker's session)
- One-day Continental Breakfast or Coffee/Soda Break (specify day on contract)
- Ad on giveaway USB drive, if available
- Press Room drinks and snacks, one day

### **Demo Booth Package..... \$1,500 per table**

Demo booth tables (6' x 30") are available for \$1500 each, including table, chair, and 0.5W of AC power. Demos MUST be manned during all open exhibit hours. Group rates are available for major sponsors and industry orgs. Talk to sales for more details about this opportunity. **MUST BE SPONSOR OR EXHIBITOR TO PARTICIPATE.**





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## Press Engagement Opportunities

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### Press Room Sponsorship

**Press Room Sponsorship**                      \$5,000  
Press Room signage, usage acknowledgements, and material distribution opportunity

**Press Room Catering Sponsorship**    \$1,500/day  
Room Catering – acknowledged via signage and in the show guide

**Press Room Internet Provider**            \$5,000  
Press Room Internet service – vendor must pay to create login splash page

### Media Interview Opportunities

As a service to FMS press attendees and exhibitors, FMS provides media interview rooms near to the Press Lounge, located in a convenient breakout room in the Convention Center. Reserve them with the Press Liaison.

Flash Memory Summit is among the best-attended conferences for flash and storage expert advisors and writers from all over the world. A press and media registration list is provided to sponsors and exhibitors periodically during preregistration, and the Flash Memory Summit welcomes your related press releases for website posting.

A few private meeting rooms are available for press and/or customer meetings by sponsor-contractual arrangement, but all sponsors and exhibitors are welcome to schedule the press room and shared media interview rooms.

For further details, contact the press liaison listed on our website in "CONTACT US."





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August 6-8, 2019 • Santa Clara Convention Center  
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Flash Memory Summit

### A la carte Sponsorship pricing

- Beer and Pizza CHAT..... \$10,000
- Exhibit Hall Aisle Signs ..... \$10,000
- Conference Bag ..... \$10,000
- Logo on Registration Signage ..... \$10,000
- Hallway Signage (non-exclusive)..... \$10,000
- Mobile App main sponsor ..... \$10,000
- A/V Sponsor ..... \$10,000
- Website Sponsor ..... \$5,000
- Press Room Sponsor ..... \$5,000
- Private Meeting Room (per day) ..... \$2,500

### Hosted Event Sponsorships

- Continental Breakfast.....per day..... \$2,500
- Coffee/Soda Breaks.....per day.....\$2,500
- Luncheon.....per day.....\$10,000
- Select Day\_\_\_\_\_
- Beer Station sponsor..... \$5,000 for 5 stations
- 200 Logo Drink Tickets.....\$2,000

### On-Site Promotions

- Conference Bag Collateral Insert..... \$1 per piece
- Conference Bag Item Insert..... \$1 per piece
- SCCC indoor electronic signage..... \$2,000
- Session Sponsorship ..... \$2,000
- FMS Sponsors' Theatre sponsor..... \$5,000
- Program ad..... \$5,000
- Website banner ad..... \$3,000
- Logo + ad on Proceedings web page..... \$5,000
- Window Clings per sq foot.....Call for price

### A la Carte Sponsorship Opportunities

- Exhibit hall entertainment sponsor..... \$3000
- Massage (by certified professionals) ..... \$3000/day
- Column Wrap Signs (each ad) ..... \$2000

**CUSTOMIZE YOUR SELECTIONS!**

***Sponsor options are not limited to the level in which they appear. They may be substituted during contract negotiations.***

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## Sponsor/Exhibitor Application

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### Primary Contact - to receive all information pertaining to the exhibit

Company:	PO#:
Main Contact:	Title:
Telephone:	Email:
GRAPHICS GURU:	Email:
BOOTH CAPTAIN:	Email:

### Billing and Accounting Contacts - **IMPORTANT**

Contact:	Title:	
Address:	City:	
State:	Country:	ZIP/Postal:
Telephone:	Email:	

### Exhibitor/Sponsorship Levels

Sponsorship Selection (sponsorships include space fees + promo as indicated on pages 5-6)

- |   |  |          |
|---|--|----------|
| <input type="checkbox"/> Big Booth Premier Sponsorship - \$75,000 | <input type="checkbox"/> Gold Sponsorship - \$15,000   |          |
| <input type="checkbox"/> Premier Sponsorship - \$50,000           | <input type="checkbox"/> Bronze Sponsorship - \$10,000 |          |
| <input type="checkbox"/> Platinum Sponsorship - \$25,000          |  | \$ _____ |

Our event/item choice from the sponsorship list is: \_\_\_\_\_

Space Number Requested - Select Appropriate Space Fee increments of 10x10 (except demo table)

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

\$ \_\_\_\_\_

- |  |  |
|--|--|
| <input type="checkbox"/> \$1,500 demo table - add on | <input type="checkbox"/> 22x40 booth requested |
| <input type="checkbox"/> \$4,500 before 7/1/19       | <input type="checkbox"/> 22x20 booth requested |
| <input type="checkbox"/> \$5,000 after 7/1/19        | <input type="checkbox"/> 20x10 booth requested |

A la carte Sponsor Options cost \$ \_\_\_\_\_

Describe: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3-day conference passes \_\_\_\_\_

Total (Sponsorship + Space + Additional Options)	\$ _____
Adjustments	\$ _____
Invoice Total	\$ _____

We understand that this application becomes a legally binding agreement when accepted by an agent of Flash Memory Summit. Cancellation fee is 50% of fee through May 31, 2019 and 100% thereafter.

Agreed \_\_\_\_\_ Date \_\_\_\_\_ Exhibiting Company Representative \_\_\_\_\_

Agreed \_\_\_\_\_ Date \_\_\_\_\_ Flash Memory Summit Representative \_\_\_\_\_