



Flash Memory Summit 2014 Expects Record Attendance

9th annual exposition for the non-volatile memory industry features SSDs, enterprise storage, and new technologies

SANTA CLARA, CA – February 6, 2014 –Conference Concepts, a producer of expositions on cutting-edge technologies, today announced that Flash Memory Summit (“FMS”) expects record attendance at its 2014 event to be held August 4 through 7, 2014 at the Santa Clara (CA) Convention Center. Exhibit hall space is selling out faster than in prior years, and the conference is continuing the trend that has led to a doubling of attendance since 2011.

Several factors are driving interest in the show, including the rising importance of flash memory in a wide range of applications and of solid state drives (SSDs) in consumer, enterprise, and embedded storage systems. Flash Memory Summit showcases the industry’s leading high-profile speakers and executives, providing unparalleled access to technology peers and industry participants wanting to stay ahead of the competitive curve.

Past speakers include high level executives from flash memory leaders such as Micron, Skyera, Intel, EMC, Facebook, Marvell, Microsoft, SanDisk, and Samsung. Samsung announced their exciting, industry-leading 3-D flash technology at the 2014 event. Flash Memory Summit has also featured prominent industry figures such as Steve Wozniak, Apple co-founder, and Eli Harari, founder of SanDisk. Last year, the conference presented Fujio Masuoka, the inventor of both NAND and NOR flash, the Flash Memory Summit Lifetime Achievement Award.

“We are very excited about our speakers and activities and anticipate drawing many new faces. The conference allows attendees to interact with industry leaders and peers in panels, educational sessions, and networking events such as the popular beer and pizza roundtable. As always, we expect there to be a healthy exchange of ideas and a lot of lively discussion, both in sessions and afterwards,” said Lance Leventhal, Conference ConCepts Vice President.

Flash Memory Summit had almost 4,500 registrants and over 3,400 attendees in 2013. There were over 1,000 people at keynotes by Facebook, EMC, Seagate, Marvell, Samsung, Micron, Skyera, Intel, and SMART Storage plus over 500 at keynotes by LSI, Microsoft, Pure Storage, and Violin Memory. Key topics this year will include 3-D flash, flash-memory based architectures, enterprise storage design, SSD technology, PCIe-based SSDs, controllers, new technologies, and enterprise applications. Flash Memory Summit 2013 had almost 100 exhibitors and sponsors to show the latest technology and a wide range of products and services.

Major participating companies included SMART Storage, Skyera, SK Hynix, Cadence, LSI, Viking Technology, Toshiba, HGST, Intel, and PMC-Sierra. Sponsoring industry groups and associations included Compact Flash Association, IEEE-CES, IEEE-CNSV, ONFI, SCSI Trade Association, SD Association, SNIA, SATA-IO, and Universal Flash Storage Association. Media sponsors included Electronic Products Magazine, Tweak Town, EEWeb.com, Data Storage Connection, Media and Entertainment Technologies, The SSD Review, and Converge Network Digest.

About the Flash Memory Summit

Flash Memory Summit, produced by Conference ConCepts, showcases the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar non-volatile memory and SSD markets. FMS is now the world’s largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones,

tablets, notebooks, and embedded systems. The 2014 event will be on August 4-7 at the Santa Clara Convention Center in Santa Clara, CA.

About Conference ConCepts

Conference ConCepts, organized in 1994, has produced many technical events focused on the cutting edge of technology in engineering and the computing industry. Its conferences have ranged from small events and workshops with a few hundred participants to larger conferences and trade shows with over 5,000 participants. The company's principals each have over 35 years experience in the technical trade show industry. For more information about Conference ConCepts, visit: www.conferenceconcepts.com.

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