



## Flash Memory Summit Partners with TechTarget to Extend Digital Reach

*TechTarget to deliver Virtual FMS content to its global data storage membership*

**SANTA CLARA, CA – August 3, 2020** – Flash Memory Summit (FMS), the world’s premiere flash memory conference and exposition, today announced a strategic partnership with TechTarget (Nasdaq: TTGT), the global leader in B2B technology media and purchase intent data and services, to provide a digital extension of FMS content on TechTarget’s sites. FMS will be held as a virtual event on November 10-12, 2020.

The new agreement broadens Flash Memory Summit’s relationship with TechTarget and significantly expands FMS’ digital reach to storage designers, integrators, and IT storage professionals. TechTarget’s B2B technology media network includes its flagship SearchStorage.com that generates 650,000 monthly page views across IT, storage, and infrastructure buyers.

According to Rebecca Kitchens, SVP Market Development and Executive Publisher at TechTarget: “We developed SearchStorage.com as a space where storage experts can share objective content and help IT pros solve today’s storage challenges. As the premiere flash memory conference, FMS has always delivered some of our industry’s best content on the latest memory and storage technology innovations. We are thrilled to partner with Virtual FMS 2020 to extend its digital presence by delivering a continued context experience for users that come to SearchStorage.com organically as they conduct related research long after Virtual FMS 2020 has concluded.”

As part of this partnership, TechTarget will provide marketing support for the event, including launching a new section of SearchStorage.com dedicated to Virtual FMS 2020. This section will feature the full event content proceedings as well as select high-value sessions from Virtual FMS 2020 turned into articles that are optimized for audience engagement and SEO search. The live Virtual FMS 2020 event will include news coverage from TechTarget’s award-winning editorial, and dedicated placement of Virtual FMS 2020 content on TechTarget’s YouTube channel, Eye on Tech

“We are thrilled to expand our relationship with TechTarget to support Virtual FMS 2020,” said Jay Kramer, Co-Founder and Virtual FMS Conference Master of Ceremonies. “By partnering with the leading worldwide technology media and intent-driven marketing and sales services company, FMS will deliver its carefully curated programming to a much larger and more geographically diverse audience than ever before, as well as provide an ongoing presence for the FMS content after the live digital event occurs. Our 15<sup>th</sup> annual FMS will offer both attendees and exhibitors a compelling opportunity to exchange the latest ideas and advances in the flash memory industry.”

To register for Virtual FMS, go to <http://flashmemorysummit.com>. Registration begins September 1, 2020.

### **About TechTarget**

[TechTarget](#) (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies' information technology needs. By understanding these buyers' content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit [techtarget.com](http://techtarget.com) and follow us on Twitter [@TechTarget](https://twitter.com/TechTarget).

### **About Flash Memory Summit**

Flash Memory Summit showcases the industry's key applications, technologies, vendors, and innovative startups that are driving the multi-billion dollar non-volatile memory and SSD markets. FMS is the world's largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, high-performance computing, AI/ML, the cloud, and mobile and embedded systems. For more information, visit [FlashMemorySummit.com](http://FlashMemorySummit.com), and follow us on Twitter [@FlashMem](https://twitter.com/FlashMem).

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