



## Introducing Flash Memory Summit Theatre

An exciting new addition to the **Flash Memory Summit** in 2009 was the **FMS Theatre**. While we often ask tutorial speakers to tone down "blatant sales pitches," the **FMS Theatre** *encourages* them. It is located in the exhibit hall and designed *especially for* demonstrations and sales talks. Trumpets, trinkets, and other theatrical props are completely welcome, but we will still draw the line at "large animals."

### What is it?

For 2010, we've expanded the theater to 40' x 30", and we will supply an EMCEE with AV projector, microphone, and demo table for your speaker. Sponsors can sign up (at NO additional charge) for 15-minute talk/demos to be delivered during OPEN EXHIBITS sessions, where you can present your product differentiation pitch to the attendees. Tell us why customers should buy YOUR products rather than your competitors'. Use this opportunity to bring attendees to your main booth, and include give-aways in your talk, if you wish, but save one give-away for the RAFFLE. All "tech-agnostic" restrictions are eliminated, so be CREATIVE, and SELL your products to the audience. We may be able to record these demos for a small fee if there is enough interest from the participants.

### When is it?

All talks will be scheduled during OPEN EXHIBIT HOURS, so that means we will offer 6 presentations per session: Weds, Noon to 2 PM and 5PM to 7PM, repeated again on Thurs, Noon to 2 PM, concluding with our Flash Memory Summit Raffle in the **FMS Theatre** at 1:45 PM on Thursday. We will also present the **FMS Best of Show Awards** in the **FMS Theatre**, as it is becoming a recognized "gathering place."

### Cost and Signups?

We are soliciting an event sponsor for the **FMS Theatre**, so once again this year we are not charging for time slots. However, presentation slots are limited in number, Sponsors get the right of first refusal, and we will offer any remaining time slots to exhibitors.

This is just one of the many benefits of sponsoring the **Flash Memory Summit**, and another way we try to help you realize sales from your participation.

Do you sell through channels? Encourage your partners to join you in the **FMS Theatre**.

Watch the **Flash Memory Summit** website for the announcement of signups, or contact Alan at [Sales@flashmemorysummit.com](mailto:Sales@flashmemorysummit.com) for more information.



**Wednesday, August 18, 2010**

12:05 PM to 12:20 PM - iFixit  
12:25 PM to 12:40 PM -  
12:45 PM to 1:00 PM -  
1:05 PM to 1:20 PM -  
1:25 PM to 1:40 PM -  
1:45 PM to 2:00 PM -

5:35 PM to 5:50 PM -  
5:55 PM to 6:10 PM -  
6:15 PM to 6:30 PM -  
6:35 PM to 6:50 PM - FMS Awards Presentations  
6:55 PM to 7:10 PM -  
7:15 PM to 7:30 PM -

**Thursday, August 19, 2010**

12:05 PM to 12:20 PM -  
12:25 PM to 12:40 PM -  
12:45 PM to 1:00 PM -  
1:05 PM to 1:20 PM -  
1:25 PM to 1:40 PM - INTEL  
1:45 PM to 2:00 PM - Flash Memory Summit Sponsors' Raffle

Maintaining your scheduled time is important to keeping the flow well managed. There is a 5-minute break between speakers to reset the podium, PA, and AV gear. That is a short interlude in practice, so please BE READY to step in, and be finished ON TIME.

Make sure the Master of Ceremonies has your slides at the beginning of the Open Exhibit Session, so you do not interrupt the previous speaker or cause unnecessary delays during transitions.

FMS Theatre sponsored by:

