



**Exhibitor & Sponsor Opportunities**

**12th Annual Flash Memory Summit**

August 8-10, 2017

Santa Clara Convention Center

Santa Clara, CA

# Flash Memory Summit

## Exhibitor & Sponsor Prospectus

August 8-10, 2017 • 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.

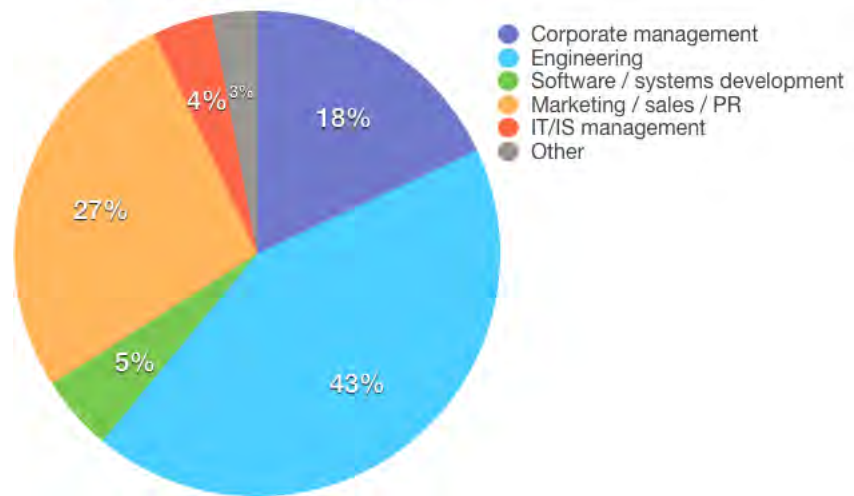
### Audience Profile

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



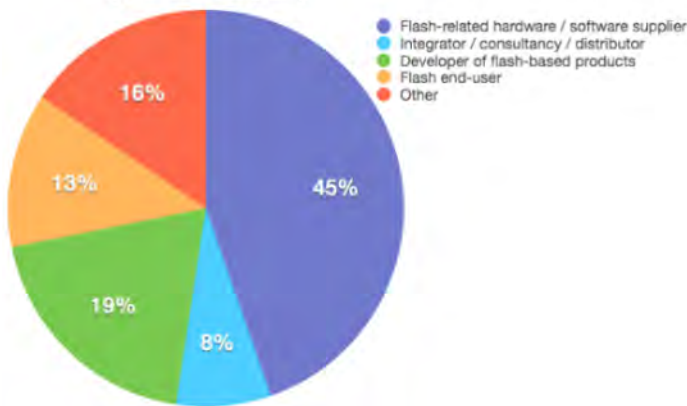
# Flash Memory Summit

## Demographics

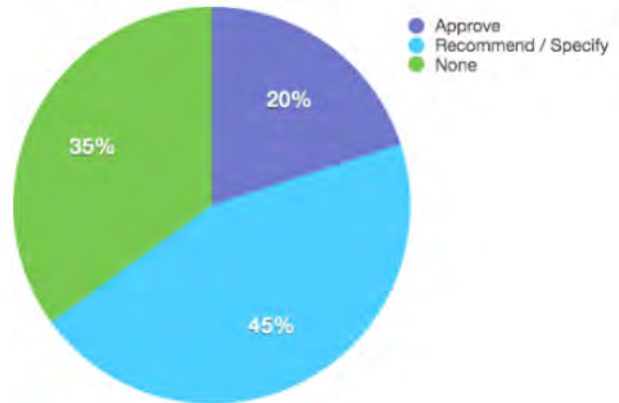
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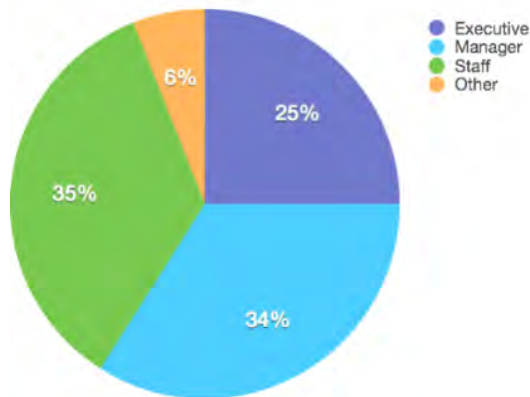
### Type of Company



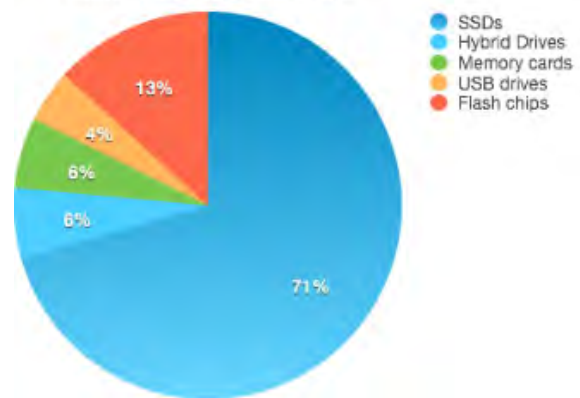
### Purchasing Authority



### 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, eBay, EMC, Ericsson, Facebook, Ford, Fujitsu, Google, HP, 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

2015 registration was over 5200 with attendance over 15% higher than 2014. 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 20% increase for 2016 as well, with a total attendance estimate at 6200.

### Exhibit Rates

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

Order before	1/1/17	6/1/17	8/1/17
10x10	\$4000	\$4,500	\$5,000
10x20	\$8000	\$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	10:30am 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 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.**

### **Executive Premier Sponsorship Package (22x40 booth)..... \$75,000**

- 20x40 exhibit space configurable as open booth, meeting room, or theater
- Fifteen (ea) 3-day conference badges for staff
- Guaranteed Keynote Speaker
- 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
- AV sponsor - acknowledged on Keynote introducer and session organizer slides
- Split branding of large mobile media station (Big Bertha)
- Branding of standard Media Station kiosk
- Beer and Pizza CHAT sponsorship
- Premium Press sponsorship
- Wi-Fi sponsorship (Paid by sponsor, with \$5000 credit toward actual Internet costs included)
- Main sponsor of event mobile app

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

- 20x20 (or smaller) exhibit space configurable as open booth, meeting room, or theater
- Ten (ea) 3-day conference badges for staff
- Guaranteed Keynote Speaker
- Website Banner Ad
- Santa Clara Convention Center hallway electronic signage

***PROMOTION OPTIONS FOR BOTH PREMIER PACKAGES ARE IDENTICAL.***

***THE DIFFERENTIATION IS IN THE BOOTH SIZE AND LOCATION.***

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### **Platinum Sponsorship Package..... \$25,000**

- 20x20 exhibit space
- Five (ea) 3-day conference badges for staff
- Website Banner Ad

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

- A/V sponsor
- 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)
- Wi-Fi sponsorship (Paid by sponsor, with \$5000 credit toward actual Internet costs)
- Press Room Internet sponsorship
- Branding of Media Station kiosk
- Coffee or Ice Cream cart
- Back page ad on Program Pocket guide
- FMS Sponsors' Theatre- you decorate the theater
- Interactive ad in mobile app
- Lanyards
- Column wrap signage (4 signs in bundles of 4)

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

- 10x20 exhibit space
- Four (ea) 3-day conference badges for 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
- FMS Sponsors' Theatre - you decorate the theater
- Website Sponsor
- Inside ad on Program Pocket Guide
- Column wrap signage - bundle of 2
- Interactive ad in mobile app
- Column wrap signage (2 signs in bundles of 4)

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### **Gold 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  
Awards sponsor including opening remarks  
FMS Sponsors' Theatre sponsor - you decorate the theater  
Lobby Wi-Fi Sponsorship (sponsor buys ISP service)  
Web banner ad  
Press Room drinks and snacks, one day  
Column wrap signage (1 sign in bundles of 4)

### **Bronze Sponsorship Package..... \$8,000**

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

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

Santa Clara Convention Center electronic signage indoors  
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  
Web banner ad  
Column wrap signage (1 sign in bundles of 4)





# Flash Memory Summit

## 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 – acknowledged via login splash page

### Media Interview Opportunities

As a service to FMS press attendees and exhibitors, FMS provides media interview rooms adjacent to the Press Lounge, located in Hall D of the Convention Center.

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 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 Ana Perez at [ana@FlashMemorySummit.com](mailto:ana@FlashMemorySummit.com) .





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### 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) .....\$2,000

### 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 (W/ 200 logo tix).....\$6,000
- 200 Logo Drink Tickets.....\$2,000
- Awards (includes opening remarks).....\$3,000

### On-Site Promotions

- Conference Bag Collateral Insert.....\$4,000
- Conference Bag Item Insert.....\$4,000
- SCCC indoor electronic signage.....\$2,000
- Session Sponsorship .....\$3,000
- FMS Sponsors' Theatre sponsor.....\$5,000
- Program ad.....\$5,000
- One day Press Room.....\$2500
- Website banner ad.....\$3,000
- Logo + ad on Proceedings web page.....\$5,000
- Ad in Mobile ap.....\$3,000
- USB Give-away drive (2000 minimum) .....\$cost
- You supply drives and content supplied by FMS

### A la Carte Sponsorship Opportunities

- Exhibit hall entertainment sponsor.....\$3000
- Massage or other service (professional) ..... \$3000/day
- Column Wrap Signs (each ad) .....\$2000
- Coffee or Ice Cream cart + catering chgs .....\$2,000

### CUSTOMIZE YOUR SELECTIONS!

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

**Individual Sponsorship Total: \$**

# Flash Memory Summit

## Sponsor/Exhibitor Application

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

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

### Billing Contact - complete only if different from above

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"/> Executive Premier Sponsorship - \$75,000	<input type="checkbox"/> Emerald Sponsorship - \$15,000	
<input type="checkbox"/> Premier Sponsorship - \$50,000	<input type="checkbox"/> Gold Sponsorship - \$10,000	
<input type="checkbox"/> Platinum Sponsorship - \$25,000	<input type="checkbox"/> Bronze Sponsorship - \$8,000	\$ _____

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

### Space Number Requested

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

Select Appropriate Space Fee (up to 10x40) \$ \_\_\_\_\_

<input type="checkbox"/> \$4,000 before 1/1/2017	<input type="checkbox"/> 22x40 booth requested
<input type="checkbox"/> \$4,500 before 7/1/17	<input type="checkbox"/> 22x20 booth requested
<input type="checkbox"/> \$5,000 after 7/1/17	<input type="checkbox"/> 20x10 booth requested

Additional Sponsor Options (total from page 10) \$ \_\_\_\_\_

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

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, 2017 and 100% thereafter.

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

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