



## 2024 EXHIBITOR & SPONSOR PROSPECTUS

# FUTURE OF MEMORY AND STORAGE

18th ANNUAL FLASH MEMORY SUMMIT  
CONFERENCE & EXHIBITION

**AUGUST 6-8, 2024**

SANTA CLARA CONVENTION CENTER  
[flashmemorysummit.com](http://flashmemorysummit.com)

## OVERVIEW



Elevate your brand

Showcase a new product

Establish new partnerships

Launch a new company

Compete for industry awards

Get great on-site media coverage

Hold in-depth meetings with industry leaders

Discover new customers

Meet with industry analysts

### Sales Contact

Kat Pate, VP Sales  
505-238-3208  
sales@flashmemorysummit.com

### Future of Memory and Storage

FMS2024 is the premier industry show and the largest Solid State Storage event in North America. For 17 years our industry has gathered in Santa Clara, the heart of Silicon Valley, to unveil new products, learn from futurists and visionaries, network with colleagues and explore evolving markets at FMS.

Building on the success of 2023, FMS2024 has expanded into an all-inclusive storage and memory summit, including DRAM, archiving, tape, hard disk drives, DNA-based storage, CXL, UCIe in its robust list of topics such as CXL, UCIe, automotive, data centers in space, CHIPS Act and AI/ML.

FMS attracts companies producing storage systems, subsystems, devices and components along with specialists in consumer electronics, computers, automotive, communications, test equipment, industrial and process control, and instrumentation.

FMS has global appeal, drawing exhibitors and sponsors from around the world. As one attendee aptly

stated, "Flash is a big community, and FMS is the right show."

Engage with the industry's ecosystem. Expand your brand visibility. Compete for awards. Grow your network. Develop new relationships. Learn about the latest technologies and product offerings.

*High-level keynoters, huge exhibit hall, and a truly robust technical program are the hallmarks of the FMS experience.*

Please take a moment to review the unique marketing and networking opportunities on the following pages. Our sales staff is available to answer your questions. Whether you're an existing sponsor or exhibitor, or thinking of participating for the first time, join us in August 2024 at the 18th Annual Summit, and continue growing into the Future of Memory and Storage!



## OVERVIEW

**Networking** is a vital component of FMS that connects our Solid State Storage industry ecosystem. Sponsors are front and center at these popular and well-attended networking events. Here are just a few of the networking opportunities found exclusively at FMS.

### NEW FOR 2024

#### GRAND OPENING RECEPTION AND BEST OF SHOW AWARDS

The much-anticipated Grand Opening Reception takes place in the vast Exhibit Hall on the first evening of FMS. This is an excellent opportunity to view the latest products, see live demonstrations, and network with a broad spectrum of industry professionals, all the while enjoying great food!

The Best of Show Awards are now scheduled on Tuesday during the Grand Opening Reception—a day

earlier than usual—so the award winners will benefit from greater attendance and extended press coverage. This is a great photo opportunity with both traditional and social media coverage. Most recipients display their awards in their booths immediately after the ceremony. FMS Best of Show Award entry is open only to sponsors and exhibitors.

#### BEER, PIZZA, AND CHAT WITH THE EXPERTS

This Wednesday evening networking opportunity is an FMS signature event, and a huge success year after year, providing more than forty informal roundtables for discussing a large variety of topics with industry experts.

#### FMS THEATER

The pitch party is in full swing! Sponsoring companies have the opportunity to promote their



product(s) on the FMS Theater stage. Highlights include drawings, parting gifts, new products, hiring announcements, and unique ways to interact with attendees, all in the Exhibit Hall at the FMS Theater.

#### FMS RAFFLE

Thursday afternoon, FMS Theater will host the 18th Annual FMS Raffle. This close-out event has great prizes and is well-attended, which of course thrills exhibitors and sponsors.

#### WHO ATTENDS FMS?

Engineers & Developers 45%

Marketing & Sales 28%

Software Developers 6%

Executives 8%

Other 13%

#### August 6-8, 2024

Santa Clara  
Convention Center

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*"Of the three days, we had twenty customer meetings and subsequent follow-up. Excellent ROI."*

FMS Sponsor



## SPONSORSHIPS & EXHIBITING

**Sponsorships** are designed to enhance your corporate strategy. Sponsorship-specific Value Added Options are listed with each package. High-visibility add-on options are available for Executive Premier and Premier Sponsors.

**Booth/brand sharing** is not allowed unless each company has it's own booth and is displaying their partnering product(s).

### ☐ Executive Premier Sponsorship Package

\$87,000 *Limited availability*

- 22'x40' exhibit space configurable as open booth, meeting room, or theater
- Fifteen 3-Day (Tues/Wed/Thurs) Conference Passes
- Premium keynote presentation slot (Tuesday if available)
- Website banner ad
- SCCC large lobby banner
- Keynote speaker acknowledgment on SCCC and Hyatt electronic signage
- SCCC meeting room
- One selection from Value Added Option list

### ☐ Premier Sponsorship Package

\$77,000 *Limited availability*

- 22'x20' exhibit space configurable as open booth, meeting room, or theater
- Ten 3-Day (Tues/Wed/Thurs) Conference Passes
- Preferred keynote presentation slot (Wednesday or Thursday)
- Website banner ad
- Keynote speaker acknowledgment on SCCC and Hyatt electronic signage
- SCCC or Hyatt meeting room
- One selection from Value Added Option list



### Executive Premier and Premier Sponsorship Value Added Option — select one

*Subject to availability*

- ☐ **Registration Sponsorship:** your logo on registration counter kick panels
- ☐ **Signage Sponsorship:** your logo on all printed hallway and directional signs
- ☐ **Exhibit Hall Signage Sponsorship:** your logo on exhibit hall aisle signs
- ☐ **Conference Bags Sponsorship:** your logo imprinted on swag-bags
- ☐ **AV Sponsorship** acknowledged on signage throughout the Convention Center
- ☐ **Beer, Pizza and Chat with the Experts Sponsorship:** your logo on event signage
- ☐ **Wi-Fi Sponsorship:** your logo on splash page
- ☐ **Window clings** in SCCC lobby
- ☐ **Badge Lanyards**
- ☐ **Center Row Escalator Cling** in SCCC lobby
- ☐ **Keynote Room Sponsorship banner**

## NEW FOR 2024

### High-Visibility Add-On Sponsorships for Executive Premier and Premier Sponsors

*Ask Kat for details*

- ☐ **Tuesday Grand Opening Best of Show Awards Reception, \$10,000** *Limited to 6 sponsors:* 15 minute speaking slot at FMS Theater prior to Awards presentation; 100 Beverage Coupons with your logo imprint; Sponsorship signage and pre- post-marketing with your logo
- ☐ **Wednesday All Industry Reception, \$10,000** *Limited to 6 sponsors:* 15 minute presentation slot at FMS Theater during Reception; 100 Beverage Coupons with your logo imprint; Sponsorship signage and pre- post-marketing with your logo
- ☐ **FMS2024 Photography Sponsorship, \$10,000** *Limited to 2 sponsors:* Sponsorship signage throughout the Convention Center including one column wrap panel; professional group photo of your team in your booth
- ☐ **SuperWomen in Flash Sponsorship, \$10,000** *Limited to 3 sponsors:* Your company logo on social media, email blasts and pre-show press releases

## SPONSORSHIPS & EXHIBITING

### ☐ Platinum Sponsorship Package \$42,000

- 22'x20' exhibit space
- Five 3-Day (Tues/Wed/Thurs) Conference Passes
- Website banner ad
- **Value Added Option — select one**

*Subject to availability*

- ☐ One-year Website Sponsorship
- ☐ Your logo on SCCC electronic indoor signage
- ☐ One day Luncheon Sponsor (specify day on contract)
- ☐ Press Room Internet Sponsorship
- ☐ Breakfast/Lunch Sponsorship (4 available)
- ☐ Back cover ad on FMS Pocket Guide
- ☐ Window clings in SCCC lobby
- ☐ Column wrap panels in hallways: 4 panels

### ☐ Gold Sponsorship Package \$32,000

- 10'x20' exhibit space
- Four 3-day (Tues/Wed/Thurs) Conference Passes
- **Value Added Option — select one**

*Subject to availability*

- ☐ Your logo on SCCC electronic indoor signage
- ☐ Exhibit Hall Entertainment Sponsorship (2 available)
- ☐ Your logo on media station kiosk panels
- ☐ Website Sponsorship
- ☐ FMS Pocket Guide ad, full page (1 available)
- ☐ Column wrap panels in hallways: 2 panels
- ☐ Press Room Sponsorship

### ☐ Bronze Sponsorship Package \$22,000

- 10'x10' exhibit space
- Three 3-day (Tues/Wed/Thurs) Conference Passes
- **Value Added Option — select one**

*Subject to availability*

- ☐ Your logo on SCCC electronic indoor signage
- ☐ Web banner ad
- ☐ Press Room Drinks/Snacks Sponsorship: 1 day
- ☐ Column wrap panel: 1 panel
- ☐ Swag bag insert (sponsor-supplied item)
- ☐ Morning or Afternoon Refreshment Break Sponsorship

### Exhibitor/Sponsor Add-On Promotional Options

*Subject to availability*

#### \$5,000 each

- ☐ Website Sponsorship *Limited availability*
- ☐ Luncheon Sponsorship *Limited availability*
- ☐ Beer Station Sponsorship *Limited availability*

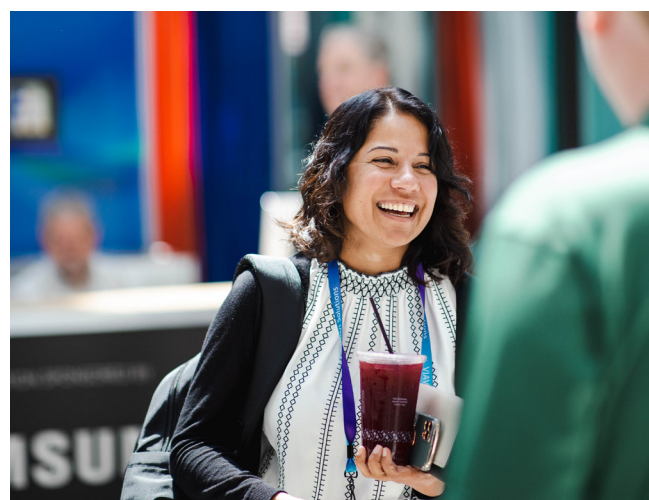
#### \$3,000 each

- ☐ Swag bag insert (provided by exhibitor/sponsor)
- ☐ Exhibit Hall Entertainment Sponsorship
- ☐ SCCC indoor electronic signage ad
- ☐ Window clings

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*Our sales team is available to assist in creating a Sponsorship consistent with your goals and budget.*

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### Exhibit Hall Hours

Tuesday Aug 6 • 3:30 pm - 7:00pm  
 Wednesday Aug 7 • Noon - 7:00pm  
 Thursday Aug 8 • 10:00am - 2:30pm

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# EXHIBITING

## Exhibit Space Rates

10'x10'	\$7,000
10'x20'	\$14,000
20'x22'	\$28,000*

\*20'x22' spaces are subject to availability.  
Priority placement is provided to Premier and Platinum Sponsors.

## Exhibitor Benefits

- Web listing: link to your URL
- FMS Best of Show Awards entry
- Pre-registered Press and Analyst List

## Post-Show Benefits

- Complete attendee list
- Conference Proceedings
- Early re-sign and first right of refusal of booth space

## Media Opportunities

FMS is among the most well-attended conferences by expert advisors, analysts, and journalists.

Media opportunities begin before the conference with pre-Summit releases distributed by the FMS media team, and FMS welcomes your related press releases for website posting. Our communications team performs media and analyst outreach to ensure they register and attend FMS. A press registration list is provided to sponsors and exhibitors periodically during pre-registration.

During the summit, an on-site press liaison team assists with media requests. The spacious FMS Press Room is available for media and analyst meetings and is staffed to help with your requests. Contact [press@flashmemorysummit.com](mailto:press@flashmemorysummit.com).

*"In the memory space  
FMS is the top conference.  
It's very well attended,  
especially at executive  
levels."*

FMS Sponsor

*The FMS trademark is the property of Conference ConConcepts, Inc. and is available to paying sponsors and exhibitors for FMS-related use. Use without permission is strictly prohibited.*

*The FMS registration list is proprietary information and not for sale. Please report to Conference ConConcepts any individual or entity claiming to have and attempting to sell such a list.*

## 2023 Exhibitors & Sponsors

Adela  
Advantech  
Advantest America  
AIC Inc.  
Amphenol  
Arm  
ASRock Rack  
ATTO Technology  
Beijing Memblaze Technology  
Beijing Starblaze Technology  
BittWare  
Biwin Storage Technology  
Cadence Design Systems  
Celestica  
Chelsio Communications  
DapuStor Corporation  
DERA  
DriveSavers Data Recovery  
EasyCo  
Ellisys Group SA  
FADU Technology  
Fibre Channel Industry Assoc.

FlexLogix  
Frore Systems  
Geng Yun Technology  
GigaDevice Semiconductor  
Graid Technology  
Hammerspace  
High Performance Storage  
Infinidat  
Innodisk  
Innogrit  
Integrated Silicon Solution  
IP-Maker  
Ironwood Electronics  
Jedec  
Kalray  
Kioxia America  
Lightelligence  
Macronix International  
Marvell  
MaxLinear  
MemVerge  
MetisX  
MicroChip Technology  
Micron  
Mobiveil

Montage Technology  
NEO Semiconductor  
Neosem Technology  
Neuroblade  
Nextin  
NplusT  
Nuts Technologies  
NVMe Org  
Ontrack  
Panmnesia  
Parade Technologies  
Pliops  
Prodigy Technovations  
Quinas Technology  
Sage Microelectronique  
Samsung  
SCSI Trade Association  
SD Association  
Seagate Technology  
Serial Cables  
ShapeShift Ciphers  
Siemens Avery Design Systems  
Silicon Motion  
SK hynix  
SmartDV

SNIA  
Solidigm  
Super Micro Computer  
Swissbit  
Teledyne-LeCroy  
TenaFe  
TetraMem  
TFE  
Tuxera  
UCIE Consortium  
Ulink Technology  
UNH-IOL  
UniTest  
Viavi Solutions  
Viking  
Vinpover  
Western Digital  
Winbond  
Wolley  
Xconn Technologies  
Xinnor  
Yageo Group  
Yeestor Microelectronics  
Yole Group

# Sponsor/Exhibitor Contract

505-238-3208 • sales@flashmemorysummit.com  
August 6-8, 2024 • Santa Clara Convention Center



## Primary Contacts (please print clearly)

Company \_\_\_\_\_ PO# \_\_\_\_\_  
Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_  
Graphics Guru \_\_\_\_\_ Email \_\_\_\_\_  
Booth Captain \_\_\_\_\_ Email \_\_\_\_\_

## Billing/Accounting Contact (required)

Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## ● Sponsorship Level

- ☐ **Executive Premier** w/ 22'x40' exhibit space. . . \$87,000  
☐ **Premier** w/ 22'x20' exhibit space . . . \$77,000  
☐ **Platinum** w/ 22'x20' exhibit space . . . \$42,000  
☐ **Gold** w/ 20'x10' exhibit space . . . \$32,000  
☐ **Bronze** w/ 10'x10' exhibit space . . . \$22,000

Sponsorship Options \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ● Exhibit Space Only Halls B, C & D

10'x10' . . . . . \$7,000  
10'x20' . . . . . \$14,000  
22'x20' . . . . . \$28,000

## Space Number Preference

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

Notes \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sponsorship Total** (including Promotional Options) . . . . . \$ \_\_\_\_\_

**Exhibit Space** . . . . . \$ \_\_\_\_\_

**3-Day Pass** Quantity \_\_\_\_\_ **Total Pass Cost** . . . . . \$ \_\_\_\_\_

**Adjustments** . . . . . \$ \_\_\_\_\_

**APPLICATION TOTAL** . . . . . \$ \_\_\_\_\_

*This Application becomes a legally binding agreement when accepted by an agent of FMS - Future of Memory and Storage. Total payment is due within 30 days of signing. Cancellations must be submitted in writing by March 1, 2024 to qualify for refund. Refunds are subject to a 25% administrative fee. No refunds after March 1, 2024.*

## Sponsoring/Exhibiting Company

Name (please print) \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_

## Flash Memory Summit Representative

Name (please print) \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_