



*the Future of Memory and Storage*

**2025  
Exhibitor and Sponsor  
Prospectus**

19th Annual Conference and Exhibition  
August 5-7, 2025  
Santa Clara Convention Center  
[FutureMemoryStorage.com](http://FutureMemoryStorage.com)



# OVERVIEW



## the Future of Memory and Storage

For 18 years we've gathered each summer in the heart of Silicon Valley at FMS—the premier show of our industry—to unveil new products, learn from visionaries, network with colleagues, and explore evolving markets. In 2025 FMS will proudly host its 19th Annual Conference and Exhibition. It's the largest memory and storage event in North America, attracting thousands of participants year after year.

Building on the success of last summer's Conference, FMS 2025 continues to expand its scope. DRAM, archiving, tape, hard disk drives, DNA-based storage, CXL, UCIe, automotive, data centers in space, CHIPS Act and AI/ML; Professional Development Series; growing focus on Artificial Intelligence; keynotes featuring industry heavyweights; and more await you at FMS 2025. FMS provides a venue for expanding your visibility, launching new products and services, competing for awards, garnering press coverage and developing new relationships.

FMS attracts companies on the leading edge of innovation in storage systems, subsystems, devices and components;

and specialists in consumer electronics, computers, automotive, communications, test equipment, industrial and process control, and instrumentation.

As a sponsoring executive remarked: "This is our go-to event for introducing new products and reaching the entire storage and memory ecosystem."

*Executive-level keynoters, a dynamic exhibit hall, and a comprehensive forward-looking 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 2025 at the 19th Annual FMS Conference and Exhibition as we move into the Future of Memory and Storage!

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@futurememorystorage.com





# OVERVIEW



**Networking opportunities** abound at FMS as we bring together the industry’s greatest innovators, visionaries and professionals all under one roof. There are ample promotional, public relations and press opportunities to put your products and services front and center at the industry’s largest gathering of the year. Here are just a few of the many networking opportunities found exclusively at FMS.

### GRAND OPENING RECEPTION

This much anticipated 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 live jazz and great food!

### BEST OF SHOW AWARDS

The awards presentation is the highlight of the Grand Opening Reception. It’s a great photo opportunity with press and social media coverage. Most recipients display their awards in their booths immediately after the ceremony. Entry in the Best of Show Awards is open only to sponsors and exhibitors.

### FMS THEATER

Here’s an opportunity for sponsoring companies to promote their products

and services on the FMS Theater stage in the Exhibit Hall. Highlights include new product presentations, hiring announcements, drawings and parting gifts. It’s a unique way to interact with attendees.

### 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 RAFFLE

Thursday afternoon, FMS Theater hosts the 19th Annual FMS Raffle. This well attended close-out event has fun prizes and is a great way to wrap your FMS experience.



### WHO ATTENDS FMS?

Engineers & Developers 45%

Marketing & Sales 28%

Software Developers 6%

Executives 8%

Other 13%

### August 5-7, 2025

Santa Clara Convention Center

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*“During the show we had twenty customer meetings and subsequent follow up. Excellent ROI.”*

- FMS Sponsor



## SPONSORSHIPS & EXHIBITING

**Sponsorship Packages** are designed to enhance your corporate strategy.

Our staff is available to answer your questions and assist with maximizing your FMS exposure.

**Booth/brand sharing** is not allowed.

**Executive Premier and Premier Sponsorships include one Value Added Option and access to Additional Add-On Sponsorships.**

### Executive Premier Sponsorship Package

\$88,000 **Sold Out**

- 22'x40' Exhibit Space configurable as open booth, meeting room, or theater
- Fifteen 3-Day (Tue/Wed/Thu) Conference Passes
- Premium Keynote Presentation slot (Tuesday if available)
- Website banner ad
- Large SCCC lobby banner
- Keynote Speaker acknowledgment on SCCC and Hyatt electronic signage
- SCCC meeting room
- One selection from Value Added Option list

### Premier Sponsorship Package

\$78,000 **One Available**

- 22'x20' Exhibit Space configurable as open booth, meeting room, or theater
- Ten 3-Day (Tue/Wed/Thu) 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

### **Value Added Options: for Executive Premier and Premier Sponsorships — select one**

*Subject to availability*

- AV Sponsorship** acknowledged on signage throughout Convention Center
- Beer, Pizza and Chat with the Experts Sponsorship**  
Your logo on event signage
- Window clings** in SCCC lobby
- Center Row Escalator Cling** in SCCC lobby

### **Additional Add-On Sponsorships: for Executive Premier and Premier Sponsors**

*Add-On Sponsorships do not roll over from year to year  
Ask Kat for details*

- Tuesday Grand Opening Reception**  
**One Sponsor \$20,000, two Sponsors \$10,000 each**  
High-visibility branding throughout; 200 Beverage Coupons with your logo; five-minute speaking slot at FMS Theater prior to Best of Show Awards ceremony
- Wednesday All Industry Reception \$10,000**  
*Limited to two sponsors:* 100 Beverage Coupons with your logo; Sponsorship signage and pre- post-marketing with your logo
- FMS 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 of FMS Sponsorship \$10,000**  
*Limited to 3 sponsors:* Your company logo on social media, email blasts and pre-show press releases; five-minute speaking slot at peer-to-peer networking reception; banner ad on SuperWomen of FMS web page



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## SPONSORSHIPS & EXHIBITING

### Platinum Sponsorship Package \$43,000

- 22'x20' Exhibit Space
- Five 3-Day (Tue/Wed/Thu) 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)

### Gold Sponsorship Package \$32,000

- 10'x20' Exhibit Space
- Four 3-day (Tue/Wed/Thu) 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 (Tue/Wed/Thu) 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

### Value Added Options: for Exhibitors and Sponsors

*Subject to availability*

#### \$5,000 each

- Breakfast Sponsorship *Limited availability*
- Luncheon Sponsorship *Limited availability*
- Refreshment Break Sponsorship *Limited availability*

#### \$3,000 each

- Swag bag insert (provided by exhibitor/sponsor)
- Exhibit Hall Entertainment Sponsorship
- SCCC indoor electronic signage ad
- Window clings (2)

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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 5 • 3:00 - 7:00pm  
 Wednesday Aug 6 • Noon - 7:00pm  
 Thursday Aug 7 • 10:00am - 2:30pm

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# EXHIBITING

## Exhibit Space Rates

- 10'x10' ..... \$7,500
- 10'x20' ..... \$15,000
- 20'x22' ..... \$28,500\*

\*20'x22' space subject to availability  
 Priority placement for Premier and Platinum Sponsors

## Exhibitor Benefits

- Web listing and 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 with pre-conference releases distributed by the FMS media team. FMS welcomes your related press releases for website posting. Our communications team performs media and analyst outreach to ensure their attendance at FMS. Press Registration List is provided to Sponsors and Exhibitors periodically during pre-registration.

During the conference 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 [media@futurememorystorage.com](mailto:media@futurememorystorage.com) for more information.

*"FMS has a fresh new brand, expanded product focus, and more high quality leads than any other show. This is a must-attend showcase event for us."*

- FMS Sponsor

*The list of FMS registrants is proprietary and not for sale. Please notify Conference Concepts if you are aware of any individual or entity claiming to have or attempting to sell such a list.*

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## 2024 Exhibitors and Sponsors

- Adiea
- Advantest America
- AIC Inc.
- ASRock Rack
- Beijing Memblaze Technology
- Biwin Technology
- Cadence Design Systems
- Celestica
- Chelsio Communications
- CXL Consortium
- DapuStor Corporation
- Dega Storage
- EasyCo
- Ellisys Group SA
- Exicon
- FADU Technology
- Frore Systems
- Geng Yun Technology

- Graid Technology
- Hammerspace
- HighPoint Technologies
- IEEE
- Infinidat
- Innodisk
- Integrated Silicon Solution
- Introspect Technology
- IP-Maker
- Jedec
- KIOXIA America
- KOVE
- Macronix International
- Marvell
- MaxLinear
- MemVerge
- MetisX
- MicroChip Technology
- Micron
- Mobiveil
- NCI Logic Analyzers

- NEO Semiconductor
- Neosem Technology
- Nimbus Data
- NplusT
- NVMe Org
- Ontrack
- Phison Technology
- Pliops
- Quinas Technology
- Samsung
- SD Association
- Serial Cables
- ShapeShift Ciphers
- Siemens
- Silicon Motion
- SK hynix
- SmartDV
- SNIA
- Supermicro Computer
- Suzhou OKN Technology
- Teledyne-LeCroy

- TenaFe
- Teradyne
- TetraMem
- TrendForce
- UCIE Consortium
- UnifabriX
- UniTest
- Vast Data
- Viavi Solutions
- Viking Enterprise
- Viking Technology
- Vinpower
- Western Digital
- Winbond
- Wolley
- Xconn Technologies
- Xinnor
- Yeastor Microelectronics
- Yole Group
- ZeroPoint Technologies

# 2025 Sponsor/Exhibitor Contract

505/238-3208 • sales@futurememorystorage.com  
August 5-7, 2025 • 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. . . \$88,000
- Premier** w/ 22'x20' exhibit space . . . . . \$78,000
- Platinum** w/ 22'x20' exhibit space . . . . . \$43,000
- 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' . . . . . \$7,500
- 10'x20' . . . . . \$15,000
- 22'x20' . . . . . \$28,500

### 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.  
Total payment is due within 30 days of signing. Cancellations must be submitted in writing by March 1, 2025 to qualify for refund.  
Refunds are assessed a nontransferable 25% administrative fee.*

### Sponsoring/Exhibiting Company

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### FMS, the Future of Memory and Storage Representative

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_