



2026 Exhibitor and Sponsor Prospectus

20th Annual Conference and Exhibition
August 4-6, 2026
Santa Clara Convention Center
FutureMemoryStorage.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

Eric Manton, VP of Sales
(480) 330-9306

sales@futurememorystorage.com

the Future of Memory and Storage

Since 2006, 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, make deals, and explore evolving markets. In 2026 FMS will proudly host its 20th Annual Conference and Exhibition. It's the world's largest independent memory and storage event, attracting thousands of participants every year.

Building on the success of last summer's Conference, FMS26 continues to expand its scope: DRAM, Flash, AI & ML, DNA-based storage, CXL, UCIe, automotive, and data centers around the world; Professional Development Series; keynotes featuring industry heavyweights; and more await you at FMS26. We provide a venue for expanding your visibility, launching new products and services, competing for awards, garnering press coverage and winning new business.

FMS attracts companies on the leading edge of innovation in storage systems, subsystems, devices and components; and specialists in consumer electronics, automotive, computers, test equipment, communications, 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."

Please take a moment to review the unique marketing and networking opportunities on the following pages.

Executive-level keynoters, a dynamic exhibit hall, and a comprehensive forward-looking technical program are the hallmarks of the FMS experience.

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 2026 at the 20th Annual FMS Conference and Exhibition as we move into the Future of Memory and Storage!





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 takes place in the vast Exhibit Hall on the first evening of FMS. It's an excellent opportunity to view the latest products, see live demonstrations, and network with the industry's finest, all while enjoying great food and live jazz!

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 only open to sponsors and exhibitors.

FMS THEATER

Here's an opportunity for sponsoring companies to promote their products "During the show we had 20 customer meetings and subsequent follow up. Excellent ROI."

BEER, PIZZA, & CHAT WITH THE EXPERTS

This Wednesday evening networking opportunity is an FMS signature event, and a huge success year after year, providing more than 40 informal roundtables for discussing a large variety of topics with industry experts.

FMS RAFFLE

Thursday afternoon, FMS Theater hosts the 20th Annual FMS Raffle. This well attended close-out event has fun prizes and is a great way to wrap your FMS experience.



"During the show we had twenty customer meetings and subsequent follow up. Excellent ROI."

- FMS Sponsor

WHO ATTENDS FMS?

Executives (CEO/VP/Dir) 34%

Engineers & Developers 25%

Sales, Mktg, & Purchasing 21%

Software Developers 9%

Other 11%

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**EARLY BIRD RATES:
AUG 1 to DEC 1, 2025**



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. ALL Booth personnel must work for the Company who owns the Booth.

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

☐ **Executive Premier Sponsorship Package**

\$88,000

- 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

- 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 Eric 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**

Limit: 2 sponsors; 100 Beverage Coupons with your logo; Sponsorship signage and pre- post-marketing with your logo

☐ **FMS Photography Sponsorship \$10,000**

Limit: 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**

Limit: 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' x 20' Exhibit Space
- Five 3-Day (Tue/Wed/Thu) Conference Passes
- Website banner ad
- *(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' x 20' Exhibit Space
- Four 3-Day (Tue/Wed/Thu) Conference Passes
- *(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' x 10' Exhibit Space
- Three 3-Day (Tue/Wed/Thu) Conference Passes
- *(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 (Limited availability)

- ☐ Breakfast Sponsorship
- ☐ Luncheon Sponsorship
- ☐ Refreshment Break Sponsorship

\$3,000 each

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

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



Exhibit Hall Hours

Tuesday Aug 4 • 3:00 - 7:00 pm

Wednesday Aug 5 • Noon - 7:00 pm

Thursday Aug 6 • 10:00 am - 2:30 pm

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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 & 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 well-attended 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 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 ConConcepts if you are aware of any individual or entity claiming to have or attempting to sell such a list.

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 prohibited.

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2025 Exhibitors and Sponsors

Adeia	Hprobe	NVMe Org	Teledyne LeCroy
Advantest America	IBM	Ontrack	TenaFe
AIC Inc.	Infinidat	PCI-SIG	Teradyne
ARM	Innodisk	Phxflys Technology	Transcend Information
ASRock Rack	Integrated Silicon Solution	Pliops	UALink Consortium
BIWIN Storage Technology	Intel	Pure Storage	UCle Consortium
Cadence Design Systems	Introspect Technology	Samsung Semiconductor	UnifabriX
Celestica	JEDEC	Sandisk Technologies	UniTest
Chelsio Communications	Keysight Technologies	SD Association	VAST Data
CXL Consortium	KIOXIA America	Semicore	VergeIO
DapuStor Corporation	KOVE	Serial Cables	Viking Enterprise
DDN	Macronix International	Shapeshift Ciphers	Western Digital
Dnotitia	MaxLinear	Siemens	Wildfire-Storage
Exicon	Microchip Technology	SiFive	Winbond Electronics
FADU Technology	MICRON Technology	Silicon Motion	Wolley Inc.
Fibre Channel Industry Assoc	Mobiveil	SK hynix	XCENA
GIGABYTE	NEO Semiconductor	SNIA	Xconn Technologies
Graid Technology	NEOSEM Technology	Super Micro Computer	X-PHY
Hammerspace	Nimbus Data	Suzhou OKN Technology	Yangtze Memory Technologies
HighPoint Technologies	NplusT	Symbiosis Alliance	ZeroPoint Technologies

2026 Sponsor/Exhibitor Contract

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**EARLY BIRD RATES:
AUG 1 to DEC 1, 2025**



Primary Contacts (please print clearly)

Company	<input type="text"/>	PO#	<input type="text"/>
Primary Contact	<input type="text"/>	Title	<input type="text"/>
Telephone	<input type="text"/>	Email	<input type="text"/>
Graphics Guru	<input type="text"/>	Email	<input type="text"/>
Booth Captain	<input type="text"/>	Email	<input type="text"/>

Billing/Accounting Contact (required)

Name	<input type="text"/>	Title	<input type="text"/>
Address	<input type="text"/>	City	<input type="text"/>
State/Province	<input type="text"/>	Country	<input type="text"/>
Zip / Postal Code	<input type="text"/>		
Telephone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		

Sponsorship Level

- ☐ **Executive Premier** (22'x40' exhibit area)..... **\$88,000**
- ☐ **Premier** (22'x20' exhibit area)..... **\$78,000**
- ☐ **Platinum** (22'x20' exhibit area)..... **\$43,000**
- ☐ **Gold** (20'x10' exhibit area)..... **\$32,000**
- ☐ **Bronze** (10'x10' exhibit area)..... **\$22,000**

Exhibit Space Only

- ☐ **22'x20'**\$28,500
- ☐ **10'x20'**\$15,000
- ☐ **10'x10'**\$7,500

Space # Preference

- 1st Choice
- 2nd Choice
- 3rd Choice

Sponsor/Exhibit Cost

Options Total Cost

3-Day Passes Cost

Adjustments

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, 2026 to qualify for refund. Refunds are assessed a nontransferable 25% administrative fee. Early Bird Sales are final and not eligible for refunds.*

Sponsoring/Exhibiting Company

Name (please print)	<input type="text"/>
Signature	<input type="text"/>
Date	<input type="text"/>

Future of Memory and Storage Representative

Name (please print)	<input type="text"/>
Signature	<input type="text"/>
Date	<input type="text"/>

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