2024 EXHIBITOR & SPONSOR PROSPECTUS

18th ANNUAL CONFERENCE & EXHIBITION

AUGUST 6-8, 2024
SANTA CLARA CONVENTION CENTER

FutureMemoryStorage.com
The 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!

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
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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineers &amp; Developers</td>
<td>45%</td>
</tr>
<tr>
<td>Marketing &amp; Sales</td>
<td>28%</td>
</tr>
<tr>
<td>Software Developers</td>
<td>6%</td>
</tr>
<tr>
<td>Executives</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>

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 its 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
  - SCCC or Hyatt meeting room
  - One selection from Value Added Option list

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

- **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

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

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

Sales Contact
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EXHIBITING

Exhibit Space Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x10’</td>
<td>$7,000</td>
</tr>
<tr>
<td>10’x20’</td>
<td>$14,000</td>
</tr>
<tr>
<td>20’x22’</td>
<td>$28,000*</td>
</tr>
</tbody>
</table>

*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.

“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 ConCepts, 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 ConCepts 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
Innok
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
Neosern Technology
Neuroblade
Nextin
NplusST
Nuts Technologies
NVMe Org
Ontrack
Paranomia
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
Tenafer
TetraMem
TJE
Tuxera
UCIE Consortium
Ulink Technology
UNH-IOL
UniTest
Viavi Solutions
Viking
Vimpower
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

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 Options __________________________________________________________

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, 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 ____________________________