



COMPUTERWORLD STORAGE NETWORKING WORLD



October 15-18, 2007 • Gaylord Texan • Dallas, Texas
April 7-10, 2008 • Rosen Shingle Creek • Orlando, Florida

Participate in the World's Leading Conference for Storage Networking

The Leading Conference for:

- IT Management
- Storage Architects
- IT Infrastructure Professionals
- Business Continuity Planning Experts
- Data Management Specialists
- Network Professionals

Member of and audited by:



Storage Networking World sponsors in San Diego, California, April 2007:

PARTNER PAVILION SPONSORS	PLATINUM SPONSORS	GOLD SPONSORS

CONTRIBUTING SPONSORS



For sponsorship opportunities call:
Ann Harris at 1-508-820-8667, or
Amy McLellan at 1-508-820-8518

www.snwusa.com

PLAN NOW TO PARTICIPATE

FALL 2007 U.S. CONFERENCE

Storage Networking World
October 15-18, 2007
Gaylord Texan
Dallas, Texas

SPRING 2008 U.S. CONFERENCE

Storage Networking World
April 7-10, 2008
Rosen Shingle Creek
Orlando, Florida

For Details:
www.snwusa.com

SNW® GOES INTERNATIONAL



EUROPE

Storage Networking World
Europe
October 29-31, 2007
Frankfurt Messe
Frankfurt, Germany

For Details:
www.snw europe.com

Storage Networking World® – Defining the Industry and Educating End Users

Since its establishment in 1999, Storage Networking World has been the leading conference series designed for Information Technology end-users and Storage Networking industry professionals. In 2007, Storage Networking World, a strategic partnership between Computerworld and the Storage Networking Industry Association (SNIA), continues to provide attendees with a compelling agenda filled with practical, user-focused sessions as well as insights into emerging trends, technologies, products and solutions.

The Conference agenda, with more than 150 speakers in 130 sessions, highlights real-world examples of storage deployments presented in actual end-user case studies; industry analysts and visionaries relay their ideas about challenges that users face while technologists respond by presenting their own perspectives. In addition, the technical tutorials produced by SNIA enable attendees to upgrade their skills.

In the Expo, attendees have an opportunity to meet over 130 vendor companies showcasing cutting-edge products and solutions. As a complement to the Expo, the world-class Solutions Center and Hands-On Lab, organized by the SNIA, host demonstrations and labs featuring multi-vendor solutions in a vendor-agnostic environment.

Act now to reserve your position on the Sponsor/Exhibitor Roster

Sponsor/Exhibitor opportunities are limited, so act now to reserve your place. Contact Ann Harris, Senior Director, Event Sponsorship Sales, Computerworld, Strategic Programs and Events at 508-820-8667 or Amy McLellan, Business Development Specialist at 508-820-8518.

Limited Sponsorship Opportunities

A limited number of sponsorship opportunities are available to companies seeking high-profile, pre-event and on-site exposure. Platinum Sponsorships provide highest visibility and maximum access to the conference audience, along with other entitlements that include a meeting room in the host hotel and the ability to host partners in a pavilion. Gold and Contributing Sponsorships provide branding and preferred exhibit locations in the Expo, along with options for heightened visibility through additional sponsorships. Previous sponsors hold right of first refusal during the renewal period.

Exhibitor Opportunities

A limited number of Exhibitor opportunities are available for those companies not seeking extensive exposure in the pre-event and post-event time frames.

“Call for Presentations” and Speaking Opportunity Inquiries

Users, implementers, and vendors of storage products/solutions are invited to submit their proposals for consideration as speakers for SNW Fall 2007 online at www.snwusa.com. The Official “Call for Presentations” for the October, 2007 program will be issued in May, 2007. Contact Derek Hulitzky, Vice President, Event Marketing & Conference Programs, for more information at 508-620-7705 or visit <http://www.snwusa.com>.

The Premier Forum For Users and Vendors

“SNW continues to be the world’s largest educational forum entirely focused on Storage Networking. Co-owned by SNIA and Computerworld, and produced by Computerworld in the US twice per year, SNW offers current insights into Storage Networking challenges, trends and solutions – along with high quality and in-depth educational content. Established in 1999, SNW also provides a dynamic forum where vendors, analysts, and end-users exchange ideas, perspectives, and requirements for storage solutions and products.”

In the Expo, sponsors have the opportunity to meet their customers and prospects face-to-face. End-users attend SNW for its educational value, to meet the sponsors and the experts, to make future deployment decisions and improve current operations. Vendors participating in the Solutions Center organize multi-vendor demonstrations around storage specific subject themes and conduct valuable one-on-one training in the Hands-on Labs, specially designed for end users looking to “test drive” products in a structured learning environment.

SNIA is the proud co-owner and endorser of Storage Networking World – and we invite SNIA member companies, as well as the IT community, to participate in Storage Networking World in 2007.”

VINCENT FRANCESCHINI
CHAIRMAN, BOARD OF DIRECTORS
STORAGE NETWORKING INDUSTRY ASSOCIATION

“In the U.S. and around the globe, SNW events consistently draw impressive representation from the IT community and the storage industry in terms of both quality and the number of attendees. Storage Networking World continues to grow with 2006 delivering a record audience as well as a “sold out” Sponsor/Exhibitor roster. The large number of users, vendors, industry visionaries, press and analysts at SNW is a testament to the increasing focus on storage network management, interoperability and IT preparedness and recovery considerations of organizations worldwide. We are pleased to collaborate with the SNIA to produce an environment at SNW that fosters productive relationships and innovative thinking.”

RON MILTON
EXECUTIVE VICE PRESIDENT
COMPUTERWORLD



The Venues

Gaylord Texan, Dallas, Texas



Surrounded by rolling pastureland and overlooking beautiful Lake Grapevine, the magnificent Gaylord Texan pays tribute to everything Texas as only Texas can: on a grand scale. As a guest of this 1,500 room resort, you'll experience the best of the Lone Star State under the signature glass atriums where you can dine, shop, socialize, and be entertained among four-and-a-half acres of lush indoor gardens. Take a stroll around, and soak in the festive atmosphere of Riverwalk Atrium, marvel at Palo Duro Canyon in the Lone Star Atrium, or taste the Contemporary Southwestern creations of award-winning Texas chef Stephan Pyles in his Hill Country Atrium restaurant.

Guests will enjoy the 25,000-square-foot world-class spa and fitness center with indoor pool, 18-hole championship golf at the adjacent Cowboys Golf Club, grotto-style outdoor pool, and nightly live music. Guest may also arrange to go bass fishing,

water skiing or participate in other water sports through the nearby marina. Beautifully appointed guest rooms are equipped with a safe for storing, and charging, your electronic gear as well as high-speed Internet.

Additional features include:

- Six minutes from Dallas-Fort Worth International Airport
- 20 minutes from downtown Dallas or Fort Worth
- 180,000-square-foot exhibition hall
- 17-bay loading dock

Rosen Shingle Creek, Orlando, Florida

Rosen Shingle Creek is nestled on a 230-acre site along Shingle Creek just off Universal Boulevard, east of the Orange County Convention Center North/South expansion and just 10 minutes away from the Orlando International Airport. Our ideal location is just a short distance to a variety of Orlando's best attractions, restaurants, shopping and entertainment venues.

Our 1,500 guest rooms offer luxurious first-class settings that capture the resort environment. Capitalizing on Rosen Shingle Creek's elevation, every single room offers a stunning view of the golf course and the area's incomparable setting —from the perfectly manicured fairways and greens to the picturesque creek, magnificent cypress trees, and lush natural vegetation.

Additional features include:

- Ten minutes from the Orlando International Airport
- An impressive example of the 1900's Spanish Revival style architecture
- 95,000 square-foot exhibit space (Gatlin Ballroom)



Sponsorships Available at Storage Networking World – 2007 U.S. Conference

Platinum Sponsor Package

**Planned for 24 total
Platinum
Sponsorships***

\$56,500**

** Companies committing to both SNW Fall 2007 and SNW Spring 2008 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space for up to a 10' x 10' display (sponsor-provided) in the Platinum Showcase section in the Expo/Ballroom during the hours of the Conference Expo. (Displays only; no tabletops.)
- Space for a 6' wide x 4' deep x 8' high display in the Platinum Galleria (SNW-provided display).
- Option to host a Partner Pavilion in the Expo for between 5-10 partner companies. Limited to 4 Partner Pavilions on a first-come, first-served basis. (See p. 5 for Partner Pavilion details and additional costs.)

On-Site Visibility:

- SNW-provided signage/banners with logo located onsite promoting company as a Platinum Sponsor.
- Joint sponsorship (signage provided) with other Platinum Sponsors of Gala Dinner and Entertainment.
- Official Executive Meeting Suite in host hotel for 3 days/nights, for private networking meetings. This meeting room does not include the connecting sleeping room which may be reserved (per deadlines, etc.) and paid for separately.
- Guaranteed option to reserve up to 5 sleeping rooms at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.
- Option to reserve a prime location table for your clients and company VIPs at the Gala Dinner.
- Listing in official Conference Guide.
- 1 full-page, 4-color advertisement in the official Conference Guide.
- Logo on all conference materials such as Agenda, official Conference Guide and Proceedings.
- Option to place company brochure into official Conference briefcase.
- Option to add high profile sponsorship(s) as outlined on pg. 9.

Registration Entitlements:

- 15 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff.
- Option to purchase additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 30 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Logo with links and Platinum Sponsor designation appearing on Storage Networking World Web site.
- Logo and Platinum Sponsor designation appearing on up to 10 planned tabloid-size attendee advertisements appearing in Computerworld, scheduled to commence in July/August, 2007, for the October conference and January/February, 2008, for the April conference (as available from time of receipt of signed contract).
- Logo and Platinum Sponsor designation appearing on up to 3 planned attendee brochures commencing in July/August, 2007, for the October conference and January/February, 2008, for the April conference (as available from time of receipt of signed contract).

Post-Conference Benefits:

- Two-time use of post-conference registration list via bonded mail house.
- Platinum sponsors of the Spring 2007, Storage Networking World in San Diego, CA, will be extended "right of first refusal" through June 15, 2007 for the October, 2007, event in Dallas, TX. (Completed contract, as found on page 11, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

* The number of Platinum sponsorships is limited. The current plan is for a limit of 24 Platinum Sponsors and is subject to change based on final sponsor roster.

Sponsorships Available at Storage Networking World – 2007 U.S. Conference

Platinum Sponsor – Additional Opportunity

Partner Pavilion Package

**Planned for 4 total
sponsorships***

From \$30,000 to
\$45,000 (net)**

Description:

- A minimum of 6 kiosks to a maximum of 10 kiosks for partners. Platinum Sponsors only are eligible to be Pavilion Hosts.
- Participation in a Partner Pavilion will be at the discretion of SNW as well as the Pavilion Host company. Companies that participated in the Fall 2006 or Spring 2007 event as a Sponsor or Exhibitor may appear in a Partner Pavilion only as an add-on to their own company's exhibit or sponsor presence unless specifically approved by SNW. Companies with no recent history as an SNW Sponsor or Exhibitor (April 2007 or October 2006 events) may appear as a partner without a separate commitment as an SNW Sponsor or Exhibitor.

Exhibit Space:

- Storage Networking World provided kiosk set-ups of approximately 3' x 3' x 8' in the Expo/Ballroom during the hours of the Conference Expo. Host companies may provide their own kiosk properties with prior approval from SNW management.

Pavilion Host Entitlements:

- Partner Pavilion Banner bearing host company logo.
- Option to locate Sponsor's own Platinum booth in designated Partner Pavilion area.
- Option for additional sponsorship/advertising featuring Host and Partners on an "as available" basis.
- Option to place 1 brochure or collateral piece representing the Partner Pavilion in Official Conference Briefcase.

For each Partner:

- Company logo sign on kiosk.
- 1 Full Conference Program registration providing access to meals, networking receptions, gala dinner, conference sessions and expo. Option to purchase 1 (only) additional Full Conference Program registration at 50% off the prevailing rate, provided registration is received no later than 72 hours prior to the start of the conference.
- Listing in official Conference Guide.
- Guaranteed option to reserve 1 sleeping room at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.

* 4 Partner Pavilion Packages are planned for each conference and are available to Platinum Sponsors only. The number of these packages is limited. Participation and priority selection of Pavilion locations on a first-come, first-served basis upon receipt by FAX of signed contract. Partner Pavilion contracts must be received by SNW at least 60 days in advance of the event date and partner lists must be submitted at least 45 days prior to SNW event date.

** Package price for Pavilion Host companies includes minimum of 6 partner kiosks and associated entitlements. Additional kiosks may be added, up to a maximum of 10. Cost per additional kiosk is \$5,000. A 10% discount will be offered to companies hosting a Partner Pavilion with the maximum number of 10 kiosks making cost of the Partner Pavilion Package \$45,000 for 10 partners.

Sponsorships Available at Storage Networking World – 2007 U.S. Conference

Gold Sponsor Package

Planned for 30 total
Gold Sponsorships*

\$36,000**

** Companies committing to both SNW Fall 2007 and SNW Spring 2008 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space for up to a 10' x 10' display (sponsor-provided) in prime location of the Expo/Ballroom during the hours of the Conference Expo.

On-Site Visibility:

- SNW-provided signage/banners with logo located onsite promoting company as a Gold Sponsor (reduced-sized banners relative to Platinum status).
- Guaranteed option to reserve up to 3 sleeping rooms at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.
- Logo on conference materials such as Agenda, official Conference Guide and Proceedings.
- Listing in official Conference Guide.
- Option to add high profile sponsorship(s) as outlined on pg. 9.

Registration Entitlements:

- 8 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff. Option to purchase up to 6 additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 20 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Logo with links and Gold Sponsor designation appearing on Storage Networking World Website.
- Logo and Gold Sponsor designation appearing on up to 10 planned tabloid-size attendee advertisements appearing in Computerworld scheduled to commence in July/August, 2007, for the October conference and January/February, 2008, for the April conference (as available from time of receipt of signed contract).
- Logo and Gold Sponsor designation appearing on up to 3 planned attendee brochures commencing in July/August, 2007, for the October conference and January/February, 2008, for the April conference (as available from time of receipt of signed contract).

Post-Conference Benefits:

- Two-time use of post-conference registration list via bonded mail house.
- Gold sponsors of the Spring 2007, Storage Networking World in San Diego, CA, will be extended "right of first refusal" through June 15, 2007 for the October, 2007, event in Dallas, TX. (Completed contract, as found on page 11, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

* The number of Gold Sponsorships is limited. The current plan is for a limit of 30 Gold Sponsors and is subject to change based on final sponsor roster.

Sponsorships Available at Storage Networking World – 2007 U.S. Conference

Contributing Sponsor Packages

**Planned for 36 total
Sponsorships***

**“Basic Package” price
\$18,000****

** Companies committing to both SNW Fall 2007 and SNW Spring 2008 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space of approximately 10' wide x 4' deep in preferred location of the Expo/Ballroom during the hours of the Conference Expo. Contributing Sponsors may supply displays, provided they meet space requirements outlined in the SNW service manual. At Sponsors option, a tabletop display may be used.

On-Site Visibility:

- Guaranteed option to reserve up to 2 sleeping rooms at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.
- Additional exposure or recognition for sponsorship of one component of the conference. Options are assigned by date of original contract. Options may include: sponsorships of refreshment stations at registration or the press room, refreshment breaks, Conference Proceedings, etc. Contact SNW sales team for details.
- Opportunity to upgrade to a higher profile Contributing Sponsorship such as: conference briefcase, receptions, lunches, breakfasts, internet cafe, wireless access, etc. Additional costs, over and above the “basic” package price, are associated with these higher level sponsorships. See pages 8-9 for more details.
- Logo on conference materials such as Agenda, official Conference Guide and Proceedings.
- Listing in official Conference Guide.

Registration Entitlements:

- 5 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff. Option to purchase up to 3 additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 10 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of “IT End-User” on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Logo with links and Contributing Sponsor designation on Storage Networking World Website.
- Logo and Contributing Sponsor designation appearing on approximately 10 planned tabloid-size attendee advertisements appearing in Computerworld scheduled to commence in July/August, 2007, for the October conference and January/February, 2008, for the April conference (as available from time of receipt of signed contract).
- Logo and Contributing Sponsor designation appearing on 3 planned attendee brochures commencing in July/August, 2007, for the October conference and January/February, 2008, for the April conference (as available from time of receipt of signed contract).

Post-Conference Benefits:

- One-time (only) use of post-conference registration list via bonded mail house.
- Contributing sponsors of the Spring 2007, Storage Networking World in San Diego, CA, will be extended “right of first refusal” through June 15, 2007 for the October, 2007, event in Dallas, TX. (Completed contract, as found on page 11, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a “carry-over” from previous order.

* The number of Contributing Sponsorships is limited. The current plan is for a limit of 36 Contributing Sponsors and is subject to change based on final sponsor roster.

Sponsorships Available at Storage Networking World – 2007 U.S. Conference

Higher Profile Sponsorships*

Contributing Sponsor Options (continued)

PRE-CONFERENCE NETWORKING RECEPTION SPONSOR PACKAGE
\$25,000

- Exclusive sponsorship of pre-conference networking reception (no additional cost to sponsor).
- Exclusive signage/banners with logo in reception area and on directional signs.
- Includes all other entitlements as outlined on pg. 7 for Contributing Sponsors.

BREAKFAST OR LUNCHEON SPONSOR PACKAGE
\$20,000

- Exclusive sponsorship of breakfast or luncheon (no additional cost to sponsor).
- Exclusive signage/banners with logo in breakfast/luncheon area and on directional signs.
- Includes all other entitlements as outlined on pg. 7 for Contributing Sponsors.

HOTEL KEY CARD SPONSOR PACKAGE
(Limited to 1 sponsorship.)
\$25,000

- Company logo/message on hotel electronic key card.
- Presented to registrants upon their check in at the hotel.
- Includes all other entitlements outlined on pg. 7 for Contributing Sponsors.

BADGE LANYARD SPONSOR PACKAGE
(Limited to 1 sponsorship.)
\$25,000

- Company logo/message woven into badge lanyard used by registrants.
- Includes all other entitlements as outlined on pg. 7 for Contributing Sponsors.

CONFERENCE PEN PACKAGE
(Limited to 1 sponsorship.)
\$20,000
(Plus cost of item)

- Company logo/message on pen.
- Includes all other entitlements as outlined on pg. 7 for Contributing Sponsors.

CONFERENCE BREAK PACKAGE
\$19,000

- Exclusive sponsorship of one SNW Conference break (no additional cost to sponsor).
- Exclusive signage/banners/with logo in the break areas.
- Includes all other entitlements as outlined on pg. 7 for Contributing Sponsors.

OTHER OPTIONS
"Create your own"
October: \$18,000
(Plus additional costs)

- In addition other entitlements outlined on pg. 7, Contributing Sponsors may opt to distribute an item of 'business utilitarian value' to all registrants. Items may include, but are not limited to, padfolios, key chains, luggage tags, etc. Items are subject to approval by SNW. The SNW staff is available to make recommendations, source samples, coordinate production/delivery, etc. Cost of merchandise is responsibility of the Sponsor

* Prices for Contributing Sponsors reflect total sponsorship package price and include entitlements as outlined on pg. 7.

Sponsorships Available at Storage Networking World – 2007 U.S. Conference

Highest Profile Sponsorships

“Best Practices” in Storage Awards Program, Awards Ceremony and Custom Supplement
\$110,000
Exclusive sponsorship

Additional Opportunities for Sponsors

Awards Program and Ceremony (value \$45,000)

- Exclusive sponsorship of Storage Networking World “Best Practices” in Storage Awards Program (includes home page visibility and association with case-study online submission process, promotion, etc.).
- Sponsorship acknowledgement and logo in two full-page, four-color Computerworld designed and produced advertisements promoting program (submissions recruitment).
- Signage indicating exclusive sponsorship and logo in one full-page, four-color Computerworld designed and produced advertisement officially announcing program winners.
- Exclusive sponsorship of “Best Practices” Awards Ceremony as part of the agenda. Sponsor representative on stage for comments and photo opportunity.
- Signage indicating exclusive sponsorship status of Awards Program.
- Formal announcement and acknowledgement of sponsorship during program.

“Best Practices” Computerworld Custom Supplement (value \$80,000)

- “Best Practices” Custom Supplement in Computerworld (180,000+ circulation) recognizing and profiling the ten “Best Practices” winners; 16-page folio with letter from Sponsor executive and four ad pages (Publication date to be determined; Sponsor will have input into determination of actual issue date).

OCTOBER 31 PRE-CONFERENCE GOLF OUTING
(Limited to 1 sponsorship.)
\$45,000

- Exclusive sponsorship of Computerworld’s Storage Networking World Pre-conference Golf Outing.
- Sponsor logo in attendee promotion materials and on-site conference materials.
- Sponsor representative introduced before tee-off for welcoming comments.
- Signage indicating exclusive sponsorship status of pre-conference golf outing.
- Pennants with sponsor logo on each golf cart.
- Formal announcement and acknowledgement of sponsorship during program.
- Sponsor will be permitted 12 company representatives hosting foursomes in outing and will be allowed first choice of registered participants to determine pairings of these 12 foursomes.
- * includes cost of greens/cart fees, golf balls (with Computerworld logo), box lunch and refreshments, cigars and on-course beverage cart (co-sponsored with Computerworld) for up to 144 registered participants (IT users given priority). Sponsor may supply (at their cost) additional items such as their own golf balls with sponsor logo, shirts, caps, towels, as well as, out-ing prizes, (for winning foursomes. longest drive, closest to the pin, etc.).

EXCLUSIVE INTERNET CAFE SPONSORSHIP
(Limited to 1 sponsorship.)
\$25,000

- Includes all key entitlements as described above for Contributing Sponsors:
- Exclusive sponsorship of high-traffic Internet Cafe offering Internet access to Conference attendees.
 - Designation as Internet Cafe sponsor on Conference materials, website, etc.
 - Above cost includes Internet Cafe booth properties, infrastructure including internet access and electrical service, and signage.
 - Sponsor has option to incorporate Platinum Galleria kiosk into Internet Cafe floorplan or have Galleria kiosk in separate location.
 - Sponsor provides computer equipment, software, installation and support. (SNW can also provide these at cost to sponsor.)

WIRELESS ACCESS SPONSOR PACKAGE
(Limited to 1 sponsorship.)
\$22,500

- Wireless Access Instruction card with company logo distributed to all conference registrants from registration and customer service counters.
- Signage/Banner in the Conference lobby with company logo.
 - All other entitlements as outlined on pg. 7 for Contributing Sponsors.

OFFICIAL CONFERENCE BRIEFCASE/BAG SPONSOR PACKAGE
(Limited to 1 sponsorship.)
\$20,000 (Plus cost of item)

- Sponsor logo appearing with Storage Networking World logo on high-quality carrying bag, briefcase or backpack of sponsor’s choice (cost of bags paid by sponsor).
- Briefcase/bag may be sourced by sponsor or by Storage Networking World (Quality standard subject to approval by conference management).
- All other entitlements as outlined on pg. 7 for Contributing Sponsors.

Sponsorships Available at Storage Networking World – 2007 U.S. Conference

Participating Partner Package (Exhibitor Package)

**Planned for 36 total
sponsorships***

\$10,750**

** Companies committing to both SNW Fall 2007 and SNW Spring 2008 may do so at this published price. Otherwise, prices are subject to change.

Exhibit Space:

- Exhibit space of approximately 8' wide x 4' deep with a 6' x 2' SNW-provided draped and skirted table in the Expo/Ballroom during the hours of the Conference Expo (table top display only – no booth properties permitted).

On-Site Visibility:

- Listing in official Conference Guide.
- Guaranteed option to reserve 1 sleeping room at the host hotel at negotiated conference rates, subject to compliance with the housing registration deadlines and other requirements. Possibility to reserve additional rooms at host hotel based on availability. Allocation of additional rooms will be by sponsorship level. Platinum Sponsors submitting their requests in advance of the deadline will receive top priority. Other hotel properties will be offered for additional staff subject to availability and compliance with the housing registration deadline.

Registration Entitlements:

- 2 Full Conference Program registrations providing access to meals, networking receptions, gala dinner, conference sessions and expo for use by: sponsor executives; sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff. Option to purchase up to 2 additional registrations for representatives of sponsor company (only) at 50% off prevailing rate, provided registrations are received no later than 72 hours prior to the start of the conference.
- Complimentary Full Conference registration for up to 5 IT End-Users. Turnkey program includes prepared email invitation copy and .pdf invitation containing SNW Registration Application customized with Sponsor logo. Only qualified applicants meeting the definition of "IT End-User" on the application will be accepted. All applications are subject to approval by both the sponsor and SNW.

Pre-Conference Promotion:

- Company name listed on the Conference Web site.

Post-Conference Benefits:

- Participating Partners of the Spring 2007, Storage Networking World in San Diego, CA, will be extended "right of first refusal" through June 15, 2007 for the October, 2007, event in Dallas, TX. (Completed contract, as found on page 11, may be used to reserve this sponsorship). Sponsorships and priority selection of booth locations, etc., are available on a first-come, first-served basis upon receipt by FAX of signed contract. Incumbents will maintain their priority position as a "carry-over" from previous order.

* The number of Participating Partners is limited. The current plan is for a limit of 36 Participating Partners and is subject to change.



CONFERENCES: October 15-18, 2007 • Gaylord Texan, Dallas, Texas
April 7-10, 2008 • Rosen Shingle Creek, Orlando, Florida

Please fax or mail this agreement to: Amy McLellan, Fax: 508-626-8524, COMPUTERWORLD, One Speen Street, Framingham, MA 01701
For information on SNW participation contact Ann Harris, Senior Director, Event Sponsorship Sales, 508-820-8667

Company Name (as it will appear in conference program materials):

Principal Contact: _____ Address: _____
Title: _____ City: _____ State: _____ Zip: _____
Company URL: _____ Phone: _____ Fax: _____
Email: _____

Logistics/Exhibitor Contact: _____ Accounts Payable Contact: _____
Title: _____ Purchase Order #: _____
Address: _____ Address: _____
City: _____ State: _____ Zip: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Phone: _____ Fax: _____
Email: _____ Email: _____

Select from the following Sponsorship Packages:
SNW Fall U.S., October 15-17, 2007
Gaylord Texan, Dallas, Texas

- Platinum Sponsor (\$56,500*)
Partner Pavilion Package (\$30,000 to \$45,000)
Gold Sponsor (\$36,000*)
Contributing Sponsor "Basic" Package (\$18,000)
Contributing Sponsor Highest/Higher Visibility Sponsorships
Participating Partner Package (\$10,750)

Select from the following Sponsorship Packages:
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* Prices paid by Sponsors/Exhibitors for Fall 2007 will be extended to Spring 2008, provided contract for both events is received prior to June 15, 2007.

This application to participate as a Sponsor at the Storage Networking World® Conference will become a contract upon submission based on the rates, rules governing the event and general information included in this information package and on this contract as well as in the Sponsor/Exhibitor Information Services Manual (forthcoming).

Notwithstanding anything to the contrary in this contract or on any other document or contract, this contract is not binding until Computerworld accepts and signs it and Computerworld reserves the right, in its sole discretion, to reject any contract application for any reason whether or not contained in the rules and regulations of the Storage Networking World® Conference, its Service Manual, or in this contract.





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