

STORAGE WORLD CONFERENCE 2007

Conference Prospectus

June 12 - 14, 2007

Long Beach Convention Center, Long Beach, CA

September 18 - 20, 2007

Seaport World Trade Center, Boston, MA

In Conjunction with the **ASNP** Summit
ASSOCIATION OF STORAGE NETWORKING PROFESSIONALS .ORG





SWC SPRING 2007

June 12 - 14, 2007

Long Beach Convention Center
Long Beach, CA

SWC FALL 2007

September 18 - 20, 2007

Seaport World Trade Center
Boston, MA

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SWC 2006 SPONSORS AND EXHIBITORS

Abrevery, Inc.
Absolute Analysis
Acopia Networks
Acronis
AdventNet
Anstor64
Aperi
Apple Computers
Application Development Trends
ASNP
Attune Systems
Baseline Magazine
Berkeley Communications Corp
BL Trading, Inc.
BlueArc
Business Solutions Magazine
CA
Cambridge Computer Services
CIO Insight
Commvault
Compellent
Computer Technology Review
CRN
Data Domain
Data Direct Networks
Data Storage Connection
Dot Hill
EMC
Emulex
Enterprise Systems Journal
EqualLogic/Broadleaf
eWeek
FalconStor Software
Fibre Channel Industry Association
FilesX Inc.
Finisar
Fujitsu Computer Products of America
Forsythe
GlassHouse Technologies, Inc.
Hitachi Data Systems
Index Engines
InfoStor Magazine
InfoWorld Media Group
Integrated Solutions Magazine
Invest Northern Ireland
Isilon Systems
IT Toolbox
iVivity
Jobstor.com
Kashya
Kavi
Mendicino Software
More Group, Inc.
NEC Solutions
Neopath Networks
Neverfail, Inc
Nimbus Data
PAC Data
Permabit
Pillar Data Systems
Qualstar Corporation
Quantum
QLogic
RAID, Inc.
RELDATA, Inc.
Revivio
Riverbed Technology
SATA-IO
Seagate Technology
SEPATON, Inc.
Siafu Software
Silver Peak Systems
SNIA
SNIA Storage Management Forum
Solution Technology
Sony Electronics Data Protection Solutions
SCSI Trade Association
Storage Management Solutions
StoreAge Networking Technologies
SysAdmin Magazine
Tacit Networks
Trace3
Unix Review.com
VAR Business
Windows IT Pro
WysDM Software
Xiotech

STORAGE WORLD CONFERENCE 2007

Designed to Maximize your Return on Investment

Since its beginning in 2001, Storage World Conference (SWC) has been known as the premier event for showcasing your company and products, while getting in front of qualified end-user attendees. Now in its 7th year, SWC has continued to exceed the expectations of all who attend by offering high quality end-user attendees for our Sponsors, and the most comprehensive educational program in the storage networking industry for our attendees.

Storage World Educational Program (SWEPE) offers our end-user attendees the opportunity to attend over 35 breakouts and tutorials, taught by over 100 of the most well known industry speakers. SWC's educational program doesn't stop there. SWC is the only Conference in the industry to offer continuing education for your staff, guaranteed. Not only does your company have the opportunity to meet with hundreds of end-user attendees, you also have the opportunity to continue your education.

In the SWC Expo Hall, Sponsors have the opportunity to meet with end-user attendees, speakers, press/analyst, as well as other vendors. In addition to 5 full hours of dedicated Exhibit time, SWC is implementing a new program in 2007; dedicated one-on-one demo time in the Expo Hall on Wednesday morning. This one-on-one time allows your company the opportunity to meet with individual customers or press/analysts, in your booth, without the commotion that exhibit hours can bring. This is a great opportunity to close business!

Sponsorship

SWC offers a wide range of Sponsorship packages designed to help your company maximize its presence at SWC. All Sponsorship packages include exhibit space, corporate branding and logo placement on chosen Sponsorship item, as well as logo placement on conference marketing materials. Do you want more visibility at SWC? We have many a la carte Sponsorships, that when added to your current Sponsorship package, give you even more visibility throughout the conference.

Exhibiting

If having a presence on the Expo Hall floor is part of your marketing plan, SWC offers exhibit only Sponsorships. As part of this Sponsorship, your company receives up to a 10x20 booth space on the exhibit floor, as well as logo placement on conference marketing materials. This is a great way to get in front of attendees, gather leads and close business. If you want more visibility and have a few extra marketing dollars, add one of our a la carte Sponsorship items to your exhibiting Sponsorship. We encourage you to contact us so we can assist you in making your marketing dollars go further.

What Sets SWC Apart

There are many programs that contribute to SWC being the premier storage event. All end-users who attend SWC do so for free. All end-users must go through a rigid application process, followed by a screening process by our staff. This ensures that only the most qualified end-users attend for free. SWC also has exclusive access to members of the Association of Storage Networking Professionals (ASNP); a worldwide member organization of storage networking end-users. With this exclusive relationship, you are guaranteed to get in front of hundreds of end-users. The SWC Awards Program, which includes the MVP Awards and the ACE Awards is a great way to market your company and product. The MVP Awards Program, sponsored by InfoStor and the ASNP, recognizes the "best of the best" of storage networking products in the industry, as determined by storage end-users. The ACE Awards, sponsored by Data Storage Connections, recognizes vendor commitment to helping users and/or integrators make informed decisions about technology adoption and deployment. For more information about any of the above programs, please visit our website at www.storageworldconference.com.

Speaking at SWC

All speakers and their representatives are encouraged to formally submit via the Call for Speakers process at www.storageworldconference.com. The selection process is based on the value and relevance of the speaker and topics to the SWC agenda. Please note that this selection process is not based on Sponsorship levels and/or exhibition. Our Agenda is comprised of: Tutorials, Keynotes, Real World Case-studies, Panels, and discussion sessions, and has been called "The Storage Networking Industry's Most Comprehensive Educational Program."

Product Announcements and Press Releases

SWC consistently has a large number of top press and analysts in attendance. Because we are not tied to any one publication we are free to invite all members of the press. SWC strongly encourages you to plan a product announcement or company press release to coincide with the conference. SWC offers your company a great place to make announcements through our Product/Press Release Program, which has been designed to specifically help you maximize your exposure and is FREE to all Exhibitors and Sponsors. Here is a list of some of the benefits of the program:

- Posting of all event related press releases on the SWC Press page
- Use of interview space
- Notification to all attending press/media/analyst about your speakers and announcements (we do not release any information without your prior approval)
- Coverage of Product announcements/booth activities in the SWC Show Daily

"SWC provides an open and level playing field for meeting industry leaders," said Mike Karp, Senior Analyst at Enterprise Management Associates and NetworkWorld columnist. "Vendors send their senior managers, there is a good cross-section of analysts and consultants participating and, most of all, there is a great mix of experienced IT managers and team members from all sizes of enterprises. For those of us in storage, this is a terrific place to be."

Our Venues



Hyatt Regency Long Beach and The Long Beach Convention Center

Timeless coastal elegance awaits you at Hyatt Regency Long Beach. Discover all you need for a satisfying stay at this downtown Long Beach hotel. Spacious guestrooms welcome you with stunning views of the harbor, wireless Internet, plush beds and deluxe amenities. Stroll along the beach, tour historic sights or visit the myriad shops and restaurants that surround this perfectly central hotel in Long Beach, California. Easily accessible from all three area airports, and just steps from the convention center, this luxurious Long Beach California hotel places you in the heart of this oceanfront city.

Rooms & Amenities

- 523 Elegant Guestrooms, with Water Views
- Work Area with Wireless Internet Access
- Deluxe Amenities in All Guestrooms
- Regency Club & Business Plan Rooms

Guest Services

- Full-Service Business Center
- WH Smith Sundry Shop
- T-Mobile Hotspot Wireless in Public Areas
- Concierge Services

Dining & Entertainment

- Tides Restaurant
- Perks Coffee Pantry
- The Lobby Bar
- In-Room Dining

Activities

- Outdoor Whirlpool
- Fitness Center
- Outdoor Heated Pool
- Walking, Jogging &
- Bike Paths on the Beach

Local Attractions

- Historic Queen Mary
- Aquarium of the Pacific
- Catalina Island
- Disneyland

“Storage World Conference provides a tremendous opportunity for storage vendors and end users to meet and discuss industry trends, best practices and storage technology developments,” said Arun Taneja, Founder and Consulting Analyst of the Taneja Group. “Adding SWC Fall significantly enhances the opportunities for both storage end users and vendors alike to participate in learning more about storage networking and each other.”

“SWC has one of the highest concentrations of end users of any conference I attend,” said W. Curtis Preston, Vice President of Data Protection, GlassHouse Technologies. “I’ve been attending the conference since it started six years ago, and I’ve seen the numbers and percentages of end users grow every year.”



Seaport Hotel & Seaport World Trade Center

The independently owned Seaport distinguishes itself as a deluxe hotel, meeting, exhibition, and function facility located amongst historical seaside attractions.

With swift access to Logan Airport and Boston’s downtown, the hotel features a full service health club, gourmet cuisine, and **wireless internet** - and is service inclusive. The Seaport knows how to respond to your unique needs and attend to every detail.

Rooms & Amenities

- 426 state of the art Guestrooms
- FREE Wi-Fi Access in all rooms
- Deluxe Amenities in All Guestrooms

Guest Services

- On-site auto services
- Virtual Office Business Centers
- Complimentary Wi-Fi

Dining & Entertainment

- Aura Restaurant & Bar

- Starbucks Coffee

- 24 hour In-room Dining

Activities

- Wave Health & Fitness Center
- 50’ pool
- Spa Services

Local Attractions

- Boston Children’s Museum
- Castle Island
- U.S.S. Constitution

2007 SPONSORSHIP PACKAGES

DIAMOND

\$50,000.00 EACH

<p>Admission</p> <ul style="list-style-type: none">• 20 Free Full Conference Passes for employees/staff• Up to 50 Free Full Conference End-User Customer Passes <p>Exhibition Space</p> <ul style="list-style-type: none">• 10 x 20 or 20 X 20 Exhibit Space (to be determined at time of contract)• Location on a first come first served basis <p>Speaking</p> <ul style="list-style-type: none">• Keynote Presentation EXCLUSIVE• Participation in up to 2 breakout panels• Opportunity for one customer keynote <p>Advertising</p> <ul style="list-style-type: none">• 1 full-page 4 color Advertisement in Conference Guide• Insert in Conference Bag - 5 Page Limit <p>Lead Generation</p> <ul style="list-style-type: none">• List of all Conference Delegates	<p>Branding</p> <ul style="list-style-type: none">• Sponsorship with Corporate Branding and Logo <p>Select 1 of the following 4 options:</p> <ul style="list-style-type: none">◦ Conference Bag (1 Available) EXCLUSIVE◦ Badge/Lanyard (1 Available) EXCLUSIVE◦ Conference Pen (1 Available) EXCLUSIVE◦ Official Conference Guide (1 Available) EXCLUSIVE <ul style="list-style-type: none">• Logo Placement with Sponsorship Level on the following:<ul style="list-style-type: none">◦ Shared Banner at Conference◦ Conference Signage◦ Direct Mailings, Media Advertisements◦ SWC E-newsletter◦ Conference Website – Sponsorship page <ul style="list-style-type: none">• Corporate Description & Logo in Conference Guide
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Entitlement Descriptions

Conference Passes: Diamond Sponsors receive 20 full conference passes which cover admittance to all tutorials and sessions, Expo Hall and all conference meals and receptions. An additional 50 full conference passes can be distributed to your end-user customers.

Exhibition Space: All Diamond Sponsors receive a 10x20 or a 20x20 exhibit space with their Sponsorship.

Advertisement in Conference Guide: Diamond Sponsors receive a full-page 4-color advertisement in the 2007 Storage World Conference Guide. Ad must be provided by Sponsor.

Insert in Conference Bag: Diamond Sponsors may place up to 5 pages of product/company inserts in the Official Conference Bag. Materials must be provided by Sponsor.

Speaking Opportunities: Diamond Sponsors are guaranteed one keynote presentation during the General Session, and the opportunity to participate in the panel of their choice, on a space available basis. **New this year**, the opportunity for your customer to present an end-user keynote.

List of Conference Delegates: Diamond Sponsors receive a list of all Conference delegates.

Conference Bag: Sponsor has corporate branding rights to the bag in conjunction with SWC's logo and is given the option of having an additional page (6 total pages) insert in the bag.

Conference Badge/Lanyard: Sponsor has corporate branding rights to the badge and/or lanyard, in conjunction with SWC's logo.

Conference Pen: Sponsor has corporate branding rights to the conference pen, in conjunction with SWC's Logo.

Conference Guide: SWC provides each attendee with the Official Conference Guide, which contains full conference agenda, speaker and Sponsor bios, maps, special activity schedules and descriptions. Sponsor has prominent corporate branding on the front cover as well as first choice placement of a full-page 4-color ad in the guide.

PLATINUM

\$40,000.00 EACH

<p>Admission</p> <ul style="list-style-type: none">• 16 Free Full Conference Passes for employees/staff• Up to 50 Free Full Conference End-User Customer Passes <p>Exhibition Space</p> <ul style="list-style-type: none">• Up to 10 x 20 Exhibit Space• Location on a first come first served basis <p>Speaking</p> <ul style="list-style-type: none">• Panel Participation in up to 2 vendor panels <p>Advertising</p> <ul style="list-style-type: none">• 1/2 page 4-color Advertisement in Conference Guide• Insert in Conference Bag – 4 page limit <p>Lead Generation</p> <ul style="list-style-type: none">• List of all Conference Delegates	<p>Branding</p> <ul style="list-style-type: none">• Sponsorship with Corporate Branding and Logo <p>Select 1 of the following options:</p> <ul style="list-style-type: none">◦ Pocket agenda EXCLUSIVE◦ Lunch (2 Available) EXCLUSIVE <ul style="list-style-type: none">• Logo Placement with Sponsorship Level on the following:<ul style="list-style-type: none">◦ Shared Banner at Conference◦ Conference Signage◦ Direct Mailings, Media Advertisements◦ SWC E-newsletter◦ Conference Website – Sponsorship page <ul style="list-style-type: none">• Corporate Description in Conference Guide
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Entitlement Descriptions

Conference Passes: Platinum Sponsors receive 16 full conference passes which cover admittance to all tutorials and sessions, Expo Hall and all conference meals and receptions. An additional 50 full conference passes can be distributed to your end-user customers.

Exhibition Space: All Platinum Sponsors receive a 10x20 exhibit space with their Sponsorship.

Speaking Opportunities: Platinum Sponsors are given the opportunity to participate in up to 2 panels of their choice on a space available basis.

List of Conference Delegates: Platinum Sponsors receive a list of all Conference delegates.

Advertisement in Conference Guide: Platinum Sponsors receive a ½ page 4-color advertisement in the 2007 Storage World Conference Guide. Ad must be provided by Sponsor.

Insert in Conference Bag: Platinum Sponsors may place up to 4 pages of product/company inserts in the Official Conference Bag. Materials must be provided by the Sponsor.

Pocket Agenda & Certificate of Completion Program: Platinum Sponsors have the opportunity to Sponsor the SWC Educational Program's Certificate of Completion. The Certificate of Completion Program is designed to provide our end user attendees with an educational certificate based on attending pre-selected tutorials, general sessions and hands-on training. Full corporate branding is prominently placed on the Pocket Agenda and Certificate of Completion collateral.

Lunches: Sponsor is given the opportunity to Sponsor one of two available lunches to be held in the Expo Hall. Signage denoting the Sponsorship will be placed at food service locations.

GOLD

\$28,000.00 EACH

<p>Admission</p> <ul style="list-style-type: none">• 12 Free Full Conference Passes for employees/staff• Up to 50 Free Full Conference End-User Customer Passes <p>Exhibition Space</p> <ul style="list-style-type: none">• Up to 10 x 20 Exhibit Space• Location on a first come first served basis <p>Advertising</p> <ul style="list-style-type: none">• 1/4 page 4-color Advertisement in Conference Guide• 2 page insert in Conference Bag	<p>Branding</p> <ul style="list-style-type: none">• Sponsorship with Corporate Branding and Logo <p>Select 1 of the following options:</p> <ul style="list-style-type: none">◦ Breakfasts (3 Available) EXCLUSIVE◦ AM Breaks (2 Available) EXCLUSIVE◦ Sponsorship of the Show Daily EXCLUSIVE <ul style="list-style-type: none">• Logo Placement with Sponsorship Level on the following:<ul style="list-style-type: none">◦ Shared Banner at Conference◦ Conference Signage◦ Direct Mailings, Media Advertisements◦ SWC E-newsletter◦ Conference Website – Sponsorship page <ul style="list-style-type: none">• Corporate Description in Conference Guide
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Entitlement Descriptions

Conference Passes: Gold Sponsors receive 12 full conference passes which cover admittance to all tutorials and sessions, Expo Hall and all conference meals and receptions. An additional 50 full conference passes can be distributed to your end-user customers.

Exhibition Space: All Gold Sponsors receive a 10x20 exhibit space with their Sponsorship.

Advertisement in Conference Guide: Gold Sponsors receive a ¼ page 4-color advertisement in the 2007 Conference Guide. Ad must be provided by Sponsor.

Insert in Conference Bag: Gold Sponsors may place up to 2 pages of product/company inserts in the Official Conference Bag. Materials must be provided by Sponsor.

Breakfasts: 3 Breakfasts are available for Gold Sponsors. Breakfasts are held outside the tutorial and general session area each morning. Signage denoting the Sponsorship is placed throughout the food service area.

AM Breaks: Gold Sponsors have the opportunity to Sponsor one of two AM Breaks. The breaks are held outside tutorial or general session areas. Signage denoting the Sponsorship is placed throughout the food service area.

The SWC Show Daily: Gold Sponsors have the opportunity to Sponsor one of two issues of the Show Daily, which is distributed to all attendees. Sponsors of the Show Daily are allotted ½ page 4-color ad and a 300 word article, as well as having their logo included in the issue.

BRONZE

\$18,000.00 EACH

<p>Admission</p> <ul style="list-style-type: none">• 10 Free Full Conference Passes for employees/staff• Up to 50 Free Full Conference End-User Customer Passes <p>Exhibition Space</p> <ul style="list-style-type: none">• Up to 10 x 10 Exhibit Space• Location on a first come first served basis <p>Advertising</p> <ul style="list-style-type: none">• 1/4 page 4-color Advertisement in Conference Guide• 2 page insert in Conference Bag	<p>Branding</p> <ul style="list-style-type: none">• Sponsorship with Corporate Branding and Logo <p>Select 1 of the following options</p> <ul style="list-style-type: none">◦ Coffee Service (2) EXCLUSIVE◦ SWEP Sponsorships (9) EXCLUSIVE◦ General Session Sponsorships (2) EXCLUSIVE <ul style="list-style-type: none">• Logo Placement with Sponsorship Level on the following:<ul style="list-style-type: none">◦ Shared Banner at Conference◦ Conference Signage◦ Direct Mailings, Media Advertisements◦ SWC E-newsletter◦ Conference Website – Sponsorship page <ul style="list-style-type: none">• Corporate Description in Conference Guide
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Entitlement Descriptions

Conference Passes: Bronze Sponsors receive 10 full conference passes which cover admittance to all tutorials and sessions, Expo Hall and all conference meals and receptions. An additional 50 full conference passes can be distributed to your end-user customers.

Exhibition Space: All Bronze Sponsors receive a 10 x 10 exhibit space with their Sponsorship. Additional space can be added to booths on a case by case basis, but will incur additional fees. Please note, purchasing additional space will not alter your level of Sponsorship.

Coffee Service: Bronze Sponsors are given the opportunity to Sponsor one of two afternoon coffee services which are available in the back of each afternoon session room. Signage denoting the Sponsorship is placed in the food service areas.

SWEP Sponsorships: Bronze Sponsors are given the opportunity to Sponsor one of nine Storage World Educational Program sessions. Signage detailing the Sponsorship is placed in the session area.

General Session Sponsorship: Bronze Sponsors are given the opportunity to Sponsor the Storage World Educational Program General Session. Signage detailing the Sponsorship is placed in the General Session.

CONTRIBUTING

\$12,500.00 EACH

<p>Admission</p> <ul style="list-style-type: none">• 5 Free Full Conference Passes for employees/staff• Up to 50 Free Full Conference End-User Customer Passes <p>Exhibition Space</p> <ul style="list-style-type: none">• 10 x 10 Exhibit Space• Location on a first come first served basis <p>Advertising</p> <ul style="list-style-type: none">• 1 page insert in Conference Bag	<p>Branding</p> <ul style="list-style-type: none">• Logo Placement with Sponsorship Level on the following:<ul style="list-style-type: none">◦ Shared Banner at Conference◦ Conference Signage◦ Direct Mailings, Media Advertisements◦ SWC E-newsletter◦ Conference Website – Sponsorship page• Corporate Description in Conference Guide
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Entitlement Descriptions

Conference Passes: Contributing Sponsors receive 5 full conference passes which cover admittance to all tutorials and sessions, Expo Hall and all conference meals and receptions. An additional 50 full conference passes can to be distributed to your end-user customers.

Exhibition Space: All Contributing Sponsors receive exhibit space with their Sponsorship. Additional space can be added to booths on a case by case basis, but will incur additional fees. Please note, purchasing additional space will not alter your level of Sponsorship.

EXHIBITOR ONLY

\$8,000.00 EACH

<p>Admission</p> <ul style="list-style-type: none">• 5 Free Full Conference Passes for employees/staff• Up to 50 Free Full Conference End-User Customer Passes <p>Exhibition Space</p> <ul style="list-style-type: none">• 10 x 10 Exhibit Space• Location on a first come first served basis	<p>Branding</p> <ul style="list-style-type: none">• Logo Placement with Sponsorship Level on the following:<ul style="list-style-type: none">◦ Shared Banner at Conference◦ Conference Signage◦ Direct Mailings, Media Advertisements◦ SWC E-newsletter◦ Conference Website – Sponsorship page• Corporate Description in Conference Guide
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Entitlement Descriptions

Conference Passes: Exhibitor only Sponsors receive 5 full conference passes which cover admittance to all tutorials and sessions, Expo Hall and all conference meals and receptions. An additional 50 full conference passes can to be distributed to your end-user customers.

Exhibition Space: All Exhibitor only Sponsors receive a 10 x 10 exhibit space with their Sponsorship. Additional space can be added to booths on a case by case basis, but will incur additional fees. Please note, purchasing additional space will not alter your level of Sponsorship.

ADDITIONAL EXHIBIT SPACE CAN BE PURCHASED FOR \$4,000.00 PER 10 X 10 SPACE WHICH WILL INCLUDE TWO ADDITIONAL FULL CONFERENCE PASSES.

***Location of Exhibit Space is determined on a first come, first served basis.
Sign up early to ensure prime booth location.***

À la carte Sponsorship Menu

In addition to our Sponsorship packages, SWC offers the following à la carte Sponsorship opportunities to maximize your presence at SWC. Please contact us for a la carte pricing.

Official Attendee Shirt: The Official Attendee Shirt is a great way to gain market recognition and maintain visibility after the show. SWC will place your logo on the front left chest of a high quality polo shirt, which will be handed out to every end-user attendee upon registration.

Internet Café Sponsorship: Available for SWC Spring 2007, the Internet Café Sponsorship allows your company to have a highly visible presence at SWC. Located directly across from the registration desk, the Internet Café serves all attendees of SWC. Prominent signage, access to the Internet Café visitor list, ½ page 4 color ad in the conference guide, 4 page insert in the Conference bag, a booth in the exhibit hall (up to 10x20), 15 full conference passes for your employees and up to 50 full conference passes for your end-user customers are all included in this Sponsorship.

Pocket Agenda/Certificate of Completion Program: This Sponsorship entitles you to Sponsor the SWC Educational Program's Certificate of Completion. The Certificate of Completion Program is designed to provide our End-User attendees with an educational certificate based on attending pre-selected tutorials and general sessions. Full corporate branding is added to the Certificate of Completion collateral and to the front cover of the Conference Pocket Agenda.

Lunch: This Sponsorship entitles you to exclusive Sponsorship of one of two lunches to be held in the Expo Hall. Signage denoting the Sponsorship is placed at food service area.

The SWC Show Daily: This Sponsorship entitles you to Sponsor one of two issues of the Show Daily, which is available to all attendees. Sponsors of the Show Daily are allotted a ½ page 4-color ad and a 300 word article, as well as having their logo included in the issue.

Breakfasts: This Sponsorship entitles you to Sponsor one of three Breakfasts. Breakfast is held outside the tutorial or general session area each morning. Signage denoting the Sponsorship is placed in the food service areas.

Breaks: This Sponsorship entitles you to Sponsor one of three breaks. The breaks are held outside tutorial or general session areas. Signage denoting the Sponsorship is placed in the food service areas.

Hydration Station: As the Hydration Station Sponsor, your brand-customized sports bottles will be distributed to all attendees. Attendees can refill bottles with water at any of the water cooler stations located throughout the convention center. Build your brand through messaging on signage at all of the stations. Your Sponsorship covers the costs of producing and shipping the water bottles, supplying and refilling the water cooler stations, and any service charges or taxes.

Conference Notepads: All Conference attendees receive a conference notepad or portfolio in their conference bags. Your corporate branding is included on the notepads.

Hotel Key Cards: Hotel key cards will feature your company's logo and message and are presented to all attendees staying at the official conference hotel.

Storage World Conference Educational Program Sponsorship: This Sponsorship entitles you to Sponsor one full day of one track of the Storage World Educational Program. Signage detailing the Sponsorship is placed throughout the session area. This Sponsorship is determined on a first come first served basis and is available for up to 9 Sponsors.

Media Lounge: The Media Lounge Sponsorship is a great opportunity to generate publicity for your company. By Sponsoring the Media Lounge, your brand is showcased to the publication and network media representatives who utilize the media lounge for conducting their business, including interviews with some of the meeting industry's most influential leaders. Your Sponsorship covers the cost of printer rental and internet, light snacks, non-alcoholic beverages, food service fees, and taxes.

Room Drop: The Room Drop Sponsorship allows you to notify SWC attendees about important happenings in your company, first thing in the morning. Available Tuesday, Wednesday or Thursday morning. You provide the materials, SWC takes care of the room drop.

Chair Drop: The Chair Drop Sponsorship is a great way to ensure that every attendee is aware of what is happening in your booth at SWC. You provide the materials, SWC takes care of the chair drop.

Conference Bag Insert: The Conference Bag Insert Sponsorship is a great way to draw traffic to your booth. You are entitled to place one to five pages of material in the conference bag. This is a great way to increase your company's visibility.

Conference Guide Advertising: Place an ad in our Official Conference Guide for maximum visibility. 4 color ads are available in full page, 1/2 page, and 1/4 page sizes.

*"SWC has been a steadily growing storage conference, with good content and attendance. I look forward to participating again this year," said **Steve Duplessie, Founder/Senior Analyst, The Enterprise Strategy Group.***

*"In addition to the full suite of tutorials and informative presentations, attendees will also be able to build on their learning experiences by attending one-on-one Face-to-Face sessions with storage industry heavyweights for no-cost storage consulting – addressing and working through their current challenges and issues in their own data center," said **Bill Peldzus, Director of Storage Architecture, GlassHouse Technologies.***

*"Attending Storage World for me accomplishes a number of objectives: I get a chance to see first hand some of the newly released products. I can in many cases speak with the architects and engineers and the fact that many of the vendors participate I have an effective way to engage them. The tutorials are good reinforcements to my current knowledge base even though I have expertise in this area. Best of all I have an opportunity to speak with clients and peers regarding the reality of the current technology, no sales and marketing here. The added bonus of having the ASNP meeting makes the event an overall excellent and well rounded activity." - **Todd S. Pekats, Director Strategic Alliances, CompuCom Systems Inc.***

SWC 2007 Board of Advisors

Ed von Adelung

CEO and Director of Technology Consulting,
Data Globility Initiative, Inc.

Charles Curtis

Senior Storage Engineer, Stewart Transaction
Solutions

Wayne Rickard

Vice President, Advanced Storage Technology,
Seagate Technology

W. Curtis Preston

Vice President, Data Protection, GlassHouse
Technologies, Inc.

David Dale

Industry Evangelist, Network Appliance

Dave Simpson

Editor-in-Chief, InfoStor Magazine

Arun Taneja

Founder, President and Consulting Analyst,
Taneja Group

Mark Newberry

Vice President of BrightStor Storage Marketing,
CA



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