



2006 Storage Visions Conference

Conference Sponsor Brochure

January 6 & 7, 2006

Las Vegas Convention Center

Las Vegas, Nevada

2006 Conference Theme

***How Will Entertainment Storage Help your
Bottom Line?***

**A CONFERENCE ADDRESSING THE CONTENT VALUE
CHAIN, ESPECIALLY CONSUMER ELECTRONICS AND
THE TECHNOLOGIES THAT ENABLE IT**

In many regards data storage now serves the role once held by the printing press. It makes vast amounts of information, entertainment and communication available to the bulk of mankind. Like the books of old the networked data storage world is the repository of our modern civilization. This two-day conference will focus on storage and technology that services the creation of human content, its distribution, and reception in our modern networked world. Our intention is to bring together people, organizations, and companies that are a part of this data content food chain. Topics and products to be addressed are:

- Content creation and distribution requirements and products
- Content protection, DRM, and archiving
- Set-top boxes and personal video recorders
- Home media centers
- Portable storage systems
- Mobile device market and requirements
- Storage system products and components
- Storage system roadmaps for various markets
- Data storage and multimedia market and technology analysis
- Commercial Entertainment Storage Systems
- Video Game Systems

The conference also provides a unique environment for networking with a diverse and important group of corporate officers, analysts, and professionals that will be shaping the future of human content and the distribution of contemporary civilization.

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I. Conference Overview

The fifth annual Storage Visions conference will be held in Las Vegas, NV on January 6-7, 2006, during the CES show. Program components include:

- Storage for Entertainment Distribution, Editing and Creation.
- Financial and Market Analysis of Storage Companies and Applications
- Enabling Technologies for Storage in Consumer Applications
- Integration of Storage in Consumer Electronics
- Storage for Mobile CE Applications
- Storage for Home CE Applications
- Home Storage Networking

Sponsorship and speaker opportunities are available at this (pre-CES) conference.

Attendee Profiles

Following is a table showing the breakdown of the attendees for the 2002, 2003, and 2004 Storage Visions Conference. The 2005 conference had a similar breakdown to the 2004 conference with over 250 attendees. We expect considerably greater attendance at the 2006 event (>350 attendees).

Category	2002 Conference	2003 Conference	2004 Conference
CEO, CFO, COO, President	12.1%	18.7%	18.90%
VP Business Development	11.5%	13.0%	14.80%
VP Marketing	3.8%	10.6%	12.30%
CTOs	8.9%	11.4%	10.50%
VP Engineering	8.3%	8.9%	8.60%
Engineering Managers	8.9%	7.3%	5.50%
Engineers	5.7%	1.6%	1.50%

Resellers	4.5%	0%	0%
Investors and VCs	8.9%	3.3%	3.0%
Manufacturing Reps	4.5%	1.6%	2.0%
Media	10.2%	4.1%	4.80%
Analysts	6.4%	11.4%	15.0%
Academics	3.8%	1.6%	1.70%
Others	2.5%	6.5%	1.40%
Total	100%	100%	100%

Sponsorship Opportunities

As a sponsor, your company gets its logo on our promotional material, the conference web site, and at the event itself. Your company also gets mentioned in direct mail and other promotional advertising and on the web site. Three types of sponsorship are available:

- Media Sponsorship (for Media and Analysts Organizations).
- Organization Sponsorship (for Trade Associations).
- Corporate Sponsorship (for Hardware/Software and Service suppliers).
- Event Sponsorship (Lunches, Breaks, Sessions, Receptions, etc.).

Exhibits

Exhibit space will be available on a first come, first serve basis. 6 foot table-tops are available as well as space for some 10X10 foot booths. The receptions and breaks will be held in the exhibit area and the conference awards will be presented in the exhibit area the evening of the first day of the conference. There may be other activities in the exhibit area yet to be determined.

Speaker Opportunities

Your company can assist in planning and presentation of the program. This involves providing speaker suggestions and topic suggestions for executives from your

company and from your partners. (Note: See the Conference Sessions and Topics section below and the Speaker and Sponsor Form in Appendix A.)

Awards

For the third year the Storage Visions Conference will be making industry awards at the 2006 event. Additional details about the conference awards program will be available in the Summer of 2005.

Location

This conference has a track record for attracting CE industry leaders before the big show, in a relaxed and personal environment. Because of the quality of participants and attendees, drawn by increasing attractiveness of selling through consumer electronics channels, the Storage Visions Conference is unique in its emphasis on both early development of technology and access to entertainment content value chain marketing executives.

To Get Involved

Please contact Tom Coughlin (408-978-8184) to let us know of your interest. You can send email to info@storagevisions.com.

II. Conference Sessions and Topics (In-Progress)

The conference sessions are still being put together and reviewed by the advisory committee for the 2006 conference. We are interested in suggestions for other topics and sessions. There will be several speakers who will be keynote speakers at the conference including Lunch Keynote speakers, Morning or Afternoon Keynote speakers, and Session Keynote speakers.

Tentative 2006 Conference Sessions and Topics:

Day 1 (Friday January 6, 2006):

Keynote Speaker 1

Storage and Content Creation, Editing and Distribution

- **How much of historical content will be saved and how will we decide?**
- **What will be the impact of iSCSI, Serial SCSI and other new storage technologies on content creation and distribution applications?**
- **What are infrastructure requirements for 2010?**
 - Archiving
 - Non-linear editing
 - Distribution (MSO, satellite, broadcast, Digital Cinema, etc)

Storage Analyst Session

- ***How will DRM issues enable or retard consumer electronics storage growth?***
- ***Will Apple continue to be a dominant player in CE growth?***
- ***What will this industry be like in 5 years?***
 - Flash
 - Optical
 - HDDs
 - CE product projections

Financial Analyst Session

- ***What are areas that VCs are investing in related to CE storage?***
- ***What will the growth of storage in CE and entertainment do to the long term profitability of storage companies?***
- ***What is the effect of branding and DRM on CE and Entertainment storage growth?***
 - VC trends
 - CE and financial growth

Day 2 (Saturday January 7, 2006):

Keynote Speaker 2 (Seagate Technology)

Integration of Storage in CE Devices

- ***Storage is changing consumer electronics, how will CE change storage?***

- **Will applications reside on storage devices or will storage functions migrate to the host?**
- **What are digital storage requirements for CE?**
 - Cell phones
 - MP3 players
 - STBs/DVRs
 - Automobile
 - Power management
 - Power sources
 - Packaging and Environmental Control

Mobile CE Storage Products

- **Will HDDs find a sizable niche in cell phones?**
- **When will flash memory displace HDDs in CE applications?**
- **Will HDDs or flash run out of gas and if so what would displace them?**
 - SFF HDDs
 - Flash Devices
 - NanoTechnology Storage

Lunch and Keynote Speaker 3

Home Network Storage

- **When and how will enterprise storage services move into the home?**
- **What transport will be used: Ethernet, wireless Ethernet, coax, phone lines, power lines or Nikes?**
- **When will all CE storage be networked?**
 - Storage for Media Centers
 - Home Backup and PC storage networks
 - DLNA

Optical Storage

- **How rapidly will next generation DVD technology penetrate the market?**
- **Will holographic storage provide competition to other storage technologies?**
 - Blu Ray vs HD DVD
 - Holographic Storage

III. SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Following are current sponsorship opportunities for the 2006 Storage Visions Conference.

GENERAL CONFERENCE SPONSORSHIPS:

Corporate Sponsor Levels Sponsorship Fee

Platinum	\$25,000
Gold	\$15,000
Silver	\$10,000
Bronze	\$ 5,000

Benefits of Corporate Sponsorship Levels

	Platinum	Gold	Silver	Bronze
Talk Level (if available)	Keynote	Talk	Panel or Talk	Panel or Talk if Available
Exhibit	10'X10' Booth	6' Table Top	6' Table Top	6' Table Top
Free Conference Attendences	8	4	2	1
Free Exhibit Passes	200	200	200	200
Event Sponsorship	Yes	Maybe	No	No

Notes:

- Sponsorship fee must be paid within 30 days of date of invoicing by Storage Visions and if sponsorship fee is not paid within the 30 day period the sponsorship will be available to other parties (Note for early sponsorship opportunity the payment late date is June 15, 2005).

- Although sponsorship is not required for a speaking or panel spot sponsors will be given reasonable priority at Storage Visions sole discretion on any remaining available speaking or panel positions

The number of corporate sponsors can only be increased at the discretion of Storage Visions. In addition, any combination of corporate and event sponsorships must be first agreed upon by Storage Visions. Corporate sponsorships will be given on a first come, first served basis.

EVENT AND OTHER SPONSORSHIPS:

Session	(6-8)	\$3,000
Breakfast	(1-2)	\$4,000
Break	(3-4)	\$4,000
Lunch	(2)	\$8,000
Reception	(1)	\$12,000
Conference Lanyard		\$4,000 (taken)
Conference Bag		\$4,000
Conference Book		\$2,500 (3 of these max.)

CORPORATE EXHIBITS

Corporate Exhibitor Levels	Exhibit Fee
Visionary	\$3,500
Futurist	\$2,500

Benefits of Corporate Exhibitor Levels

	Visionary	Futurist
Panel Speaking Opportunity	Only available to Corporate Sponsors	Only available to Corporate Sponsors

SV06 Conference Proposal

Exhibit	10X10 Booth	8X10 Table Top
Free Conference Attendance Passes	1	0
Free Exhibit Passes	200	200
Event and/or Session Sponsorship	May be available; call for details	May be available; call for details

Notes:

- Exhibit fee must be paid within 30 days of invoice or exhibit space becomes available to other parties
- Event and session sponsorship opportunities available on first come first serve basis

Please call Storage Visions at 408-871-8808 or Tom Coughlin at (408) 978-8184 for any questions, email is info@storagevisions.com.

Addendum A: Corporate Sponsor Form

STORAGE VISIONS CONFERENCE 2006



Corporate Sponsor Submission Form

Storage Visions is the premier event on content creation, distribution, reception and data storage. You can find updated conference information at www.storagevisions.com. Please complete this form and any attachments and fax to the number below. There are several levels of corporate sponsorship available for this event. Please indicate the sponsorship opportunities that interest you.

Contact
Name: _____ Title: _____
Company: _____ Phone: _____
Address 1: _____ Fax: _____
Suite: _____ Email: _____
City: _____ State: _____ Zip: _____

What sponsorship opportunities are you interested in? (*check all that apply*):

General Corporate: Platinum Gold Silver Bronze
Breakfast or Breaks Lunches Exhibits/Reception Lanyards or Bags
Media/Organization Sponsorship

Company Product or Services:

If interested in providing a speaker please indicate topic:

Fax this form and any attachments to (408) 370-4609
You may also email the above information to info@storagevisions.com
or call (408) 871-8808.

Addendum B: Conference Exhibitor Form

STORAGE VISIONS CONFERENCE 2006



Exhibitor Submission Form

We are currently accepting exhibitors for Storage Visions 2006 for January, 2006 in Las Vegas, Nevada on a first come, first serve basis. Storage Visions is the premier event on content creation, distribution, reception and data storage. You can find the agenda plus updated conference information at www.storagevisions.com. Please complete this form and any attachments and fax to the number below. There are two types of exhibit spaces available for this event. Please indicate the exhibit space that interests you.

Contact
Name: _____ Title: _____
Company: _____ Phone: _____
Address 1: _____ Fax: _____
Suite: _____ Email: _____
City: _____ State: _____ Zip: _____

What Exhibit Space are you interested in? (check all that apply):

Visionary Futurist

Company Product or Services:

If interested in providing a speaker please indicate topic:

Fax this form and any attachments to (408) 370-4609
You may also email the above information to info@storagevisions.com
or call (408) 871-8808.

Addendum C: Speaker Submission Form

STORAGE VISIONS CONFERENCE 2005



Speaker Submission Form

(Submission Deadline: August 20, 2005)

We are currently accepting speaking proposals for Storage Visions 2006. Storage Visions is the premier event focusing on content creation, distribution, reception and data storage. You can find the agenda plus updated conference information at www.storagevisions.com. Please complete this form and any attachments and fax to the number below. Speakers will be chosen based on their knowledge, experience, role within their company, and speaking experience. Sales pitches will not be allowed.

Speaker Name: _____ Title: _____
Company: _____ Phone: _____
Address 1: _____ Fax: _____
Suite: _____ Email: _____
City: _____ State: _____ Zip: _____
Coordinator Name: _____ Phone: _____
Coordinator Title: _____ Email: _____

What speaking opportunities would you be willing to perform? *(check all that apply)*

Keynote Speaker Moderator Panelist

Proposed Topic: _____

Topic Overview: _____

Speaker Bio: (50 words or less) _____

Fax this form and any attachments to (408) 370-4609

**You may also email the above information to info@storagevisions.com
or call (408) 871-8808.**

Speaker submissions can also be done on-line at www.storagevisions.com