STORAGE NETWORKING WORLD

Sponsor/Exhibitor Service Manual
Dallas, Texas
Fall 2007
17-Jul-07

Sponsor Service Manual
Dallas 2007

Dear Storage Networking World Sponsor/Exhibitor,

We look forward to seeing you at the upcoming Storage Networking World conference being held in Dallas at the Gaylord Texan from October 15-18, 2007.

The material in this Sponsor/Exhibitor Service Manual will provide you with the necessary elements for planning and executing a smooth, successful and productive event. Please address its contents immediately as there are early deadlines with which you must comply in order to receive advance discounts.

We intend to communicate with you as efficiently as possible leading up to the event and on-site. Please look for concise and informative e-mails from us prior to the conference.

While we believe the manual to be comprehensive, please know that all of us are committed to the highest degree of customer service and are here to help every step of the way. All contact information is listed within the manual.

On behalf of Computerworld and the Storage Networking Industry Association (SNIA), we thank you for your participation and we look forward to seeing you in Dallas!

Thank you and best regards,

Chris Johnson
Event Operations Manager
Direct: 508-820-8652
Email: Chris_Johnson@computerworld.com

Michael Meleedy
Director, Event Management
Direct: 508-820-8529
Email: Michael_Meleedy@computerworld.com

Please be sure to visit **www.snwusa.com** for continuously updated information on SNW

Table of Contents

Storage Networking World® Key Points of Contact

Storage Networking World Website http://www.snwusa.com

Operations, Logistics and Sponsor Entitlements Information

- Chris Johnson

  Event Operations Manager
  508-820-8652
  Chris_Johnson@computerworld.com

- Michael Meleedy

  Director, Event Management
  508-820-8529
  Michael_Meleedy@computerworld.com

Contract Information and Sponsorship Sales

- Amy McLellan

  Business Development Specialist
  508-820-8518
  Amy_McLellan@computerworld.com

- Ann Harris

  Senior Director, Event Sponsorship Sales
  508-820-8667
  Ann_Harris@computerworld.com

Conference Registration

- Kathleen Dury

  Customer Service Specialist
  800-883-9090
  Kathleen_Dury@computerworld.com

Hotel Reservations

- Laura Lage

  Atlas Meeting & Incentives (Formally Global Odysseys)
  1-888-254-1597
  Eventhousing@atlastravel.com

Agenda, Speaking Opportunities and Event Marketing Information

- Nancy Felsheim

  Conference Manager
  508-820-8171
  Nancy_Felsheim@computerworld.com

- Derek Hulitzky

  Vice President, Event Marketing & Conference Programs
  508-620-7705
  Derek_Hulitzky@computerworld.com

Press and Public Relations Information

- Bill Wrinn

  Conference Press Manager, Topaz Partners
  781-404-2417
  Bwrinn@topazpartners.com

SNIA Membership

- Dave Nitchman

  SNIA Membership Development Manager
  207-883-3385
  Dave.Nitchman@snia.org

Conference Schedule of Events
(Conference Schedule Subject to Change)

Sunday, October 14, 2007

Conference Attendee Registration/Customer Service Open .... 12:00 pm – 5:00 pm

Monday, October 15, 2007

Conference Attendee Registration/Customer Service Open .... 8:00 am – 7:30 pm

Primer, SNIA Tutorials and Concurrent Sessions .... 9:20 am – 11:55 am

Luncheon .... 11:55 am – 1:00 pm

Pre-Conference Golf Outing .... 12:00 pm – 5:00 pm

Concurrent Breakout Sessions, End-user case studies, SNIA Tutorials, Deployable Solutions, etc .... 1:00 pm – 5:25 pm

Welcome Reception .... 7:00 pm – 9:00 pm

Tuesday, October 16, 2007

Conference Attendee Registration/Customer Service Open .... 7:30 am – 7:00 pm

Breakfast .... 7:45 am – 8:45 am

General Sessions .... 8:30 am – 12:00 pm

Expo open, Solutions Center/Technology Showcase open and Lunch served................................ 12:00 pm – 2:00 pm

Concurrent Breakout Sessions, End-user case studies, SNIA Tutorials, Deployable Solutions, etc .... 2:10 pm – 5:40 pm

Expo open, Solutions Center/Technology Showcase open and Dinner served .... 5:40 pm – 8:40 pm

Wednesday, October 17, 2007

Conference Attendee Registration/Customer Service Open .... 7:30 am – 6:30 pm

Breakfast .... 7:45 am – 8:45 am

General Conference Sessions .... 8:45 am – 12:30 pm

Expo open, Solutions Center/Technology Showcase open and Lunch served................................ 12:30 pm – 2:00 pm

Concurrent Breakout Sessions, End-user case studies, SNIA Tutorials, Deployable Solutions, etc .... 2:10 pm – 5:40 pm

Cocktail Reception .... 5:40 pm – 6:15 pm

Gala Evening: Dinner, Best Practices in Storage Program and Entertainment .... 6:15 pm – 8:30 pm

Thursday, October 18, 2007

Conference Attendee Registration / Customer Service Open .... 8:00 am –10:00 am

Breakfast .... 7:30 am – 8:30 am

Concurrent Breakout Sessions... 8:30 am – 12:00 pm

Conference Concludes... 12:00 pm

Platinum Sponsor Action Items and Deadlines

Please use this list of deadlines to assist you in your planning

Deadline	Action	Location	Complete
ASAP	High Resolution EPS Logo due to Computerworld	Email to Chris Johnson & Josh Ryan	
ONGOING	Sponsor Customer End-user Registrations. 30 complimentary passes included with Sponsorship.	Registration "kit" via email from Kathleen Dury	
August 15, 2007	Application deadline for SNW Hands-on Lab **http://www.snwusa.com/holbrochure**	For more information contact Amy McLellan, 508-820-8518	
August 31, 2007	Application deadline for SNW Solutions Center **http://www.snwusa.com/scbrochure**	For more information contact Amy McLellan, 508-820-8518	
September 14, 2007	Staff Conference Registrations and Hotel Reservations Due to Computerworld & Event Housing	Please see the new policies on Pages 13-14	
September 14, 2007	Sponsor Entitled Suite Reservation Due to Computerworld Event Housing. This does include the sleeping room.	Form 1 on Page 29	
September 17, 2007	Advanced Inbound Shipments Start Being Accepted at Freeman Warehouse.	See details on Page 23	
September 19, 2007	Advertisement Creative due for Conference Guide	Form 2 on Page 30	
September 19, 2007	Sponsor Company Profile Information Due. **http://www.snwusa.com/listing**	Use link on Page 27	
September 24, 2007	Conference Bag Insert Sample Due. Email sample to Chris_Johnson@computerworld.com **http://www.snwusa.com/insert**	Use link on Page 27	
September 24, 2007	Optional Room Drop Sample Due. Email sample to Chris_Johnson@computerworld.com	Use Form 3 on Page 31	
October 9, 2007	Advanced Inbound Shipments Early Bird Shipping Deadline	Please see details on Page 23	
October 14, 2007	Direct Inbound Shipments accepted at the Gaylord Texan	Please see details on Page 23	
October 16, 2007	Dedicated Table at the Gala Dinner Wednesday, October 17. **http://www.snwusa.com/galatable**	Use link on Page 27	
Post-Conference	Post-Conference List Usage Agreement	Form 5 on Page 33	

Platinum Sponsor Entitlements

Pre-Conference Promotion:

➢ Logo with link and Platinum Sponsor designation appearing on Storage Networking World Website. **Please email your EPS logo and link to Josh_Ryan@computerworld.com and Chris_Johnson@computerworld.com**

➢ 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.

➢ Logo and Platinum Sponsor designation appearing on up to 3 planned attendee brochures commencing in July/August, 2007, for the October conference.

Platinum Sponsor/Exhibitor Registration Entitlements:

➢ 15 Full Conference Program registrations for use by Sponsor Executives, sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff.

➢ 30 Full Conference registrations for IT End-Users.

➢ For detailed information on accommodations and your registration entitlements, please reference Pages 13 & 14 of this manual.

On-Site Visibility for Platinum Sponsors:

➢ SNW-provided signage/banners with logo located onsite promoting company as a Platinum Sponsor.

➢ Joint sponsorship (signage provided by SNW) with other Platinum Sponsors of Gala Dinner.

➢ Official Meeting Suite in host hotel for 3 days/nights, for private networking meetings. This suite includes the connecting sleeping room. Please complete Form 1 on Page 29 of this Manual.

➢ Each Platinum Sponsor is guaranteed 15 rooms at the host hotel at the negotiated conference rates (subject to compliance with the housing registration deadlines and other requirements). Additional rooms may be requested and allocated on a space-available basis. Please go to Page 14 for details and information on how to make hotel reservations.

➢ Option to reserve a prime location table for your clients and company VIPs at the Gala Dinner. Please use the link provided on Page 27 of this manual.

➢ A 75-word (maximum) listing in official Conference Guide. The listing will include the company logo and contact information. Please use the link provided on Page 27 of this manual.

➢ 1 full-page, 4-color advertisement in the official Conference Guide. Please see Form 2 on Page 30 for details and information.

➢ Logo on all conference materials such as Agenda, official Conference Guide and Proceedings.

➢ Option to place a piece of marketing collateral into official Conference briefcase. Please use the link provided on Page 27 of this manual.

➢ The opportunity to conduct a conference attendee room drop is available for an additional fee for Sponsors. Please see Form 3 on Page 31 of this Manual.

➢ Four (4) Partner Pavilion Packages are available to Platinum Sponsors only on a first come, first served basis. Please review entitlements package for full details or contact Ann Harris at 508-820-8667.

Post-Conference Benefits:

➢ Two–time use of post-conference registration list via bonded mail house. Please see Form 5 on Page 33 of this manual for details and instructions.

Gold Sponsor Action Items and Deadlines

Please use this list of deadlines to assist you in your planning

Deadline	Action	Location	Complete
ASAP	High Resolution EPS Logo due to Computerworld	Email to Chris Johnson & Josh Ryan	
ONGOING	Sponsor Customer End-user Registrations. 20 complimentary passes included with Sponsorship.	Registration "kit" via email from Kathleen Dury	
August 15, 2007	Application deadline for SNW Hands-on Lab **http://www.snwusa.com/holbrochure**	For more information contact Amy McLellan, 508-820-8518	
August 31, 2007	Application deadline for SNW Solutions Center **http://www.snwusa.com/scbrochure**	For more information contact Amy McLellan, 508-820-8518	
September 14, 2007	Staff Conference Registrations and Hotel Reservations Due to Computerworld & Event Housing.	Please see the new policies on Pages 13 & 14	
September 17, 2007	Advanced Inbound Shipments Start Being Accepted at Freeman Warehouse.	See details on Page 23	
September 19, 2007	Sponsor Company Profile Information Due. **http://www.snwusa.com/listing**	Use link on Page 27	
September 24, 2007	Optional Room Drop Sample Due. Email sample to Chris_Johnson@computerworld.com	Use Form 3 on Page 31	
October 9, 2007	Advanced Inbound Shipments Early Bird Shipping Deadline	Please see details on Page 23	
October 14, 2007	Direct Inbound Shipments accepted at the Gaylord Texan	Please see details on Page 23	
Post-Conference	Post-Conference List Usage Agreement	Form 5 on Page 33	

Gold Sponsor Entitlements

Pre-Conference Promotion:

➢ Logo with link and Platinum Sponsor designation appearing on Storage Networking World Website. **Please email your EPS logo and link to Josh_Ryan@computerworld.com and Chris_Johnson@computerworld.com.**

➢ Logo and Gold Sponsor designation appearing on up to10 planned tabloid-size attendee advertisements appearing in Computerworld scheduled to commence in July/August, 2007, for the October 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 (as available from time of receipt of signed contract).

Gold Sponsor/Exhibitor Registration Entitlements:

➢ 8 Full Conference Program registrations for use by Sponsor Executives, sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff.

➢ 20 Full Conference registrations for IT End-Users.

➢ For detailed information on accommodations your registration entitlements, please reference Pages 13 & 14 of this manual.

On-Site Visibility for Gold Sponsors:

➢ SNW-provided signage/banners with logo located onsite promoting company as a Gold Sponsor.

➢ Each Gold Sponsor is guaranteed 8 rooms at the host hotel at the negotiated conference rates (subject to compliance with the housing registration deadlines and other requirements). Additional rooms may be requested and allocated on a space-available basis. Please go to Page 14 for details and information on how to make hotel reservations.

➢ Logo on conference materials such as Agenda, official Conference Guide and Proceedings.

➢ A 75-word listing in official Conference Guide. The listing will include the company logo and contact information. Please use the link provided on Page 27 of this manual.

➢ The opportunity to conduct a conference attendee room drop is available for an additional fee for all Sponsors. Please see Form 3 on Page 31 of this Manual.

Post-Conference Benefits:

➢ Two–time use of post-conference registration list via bonded mail house. Please see Form 5 on Page 33 of this manual for details and instructions.

Contributing Sponsor Action Items and Deadlines

Please use this list of deadlines to assist you in your planning

Deadline	Action	Location	Complete
ASAP	High Resolution EPS Logo due to Computerworld	Email to Chris Johnson & Josh Ryan	
ONGOING	Sponsor Customer End-user Registrations. 10 complimentary passes included with Sponsorship.	Registration "kit" via email from Kathleen Dury	
August 15, 2007	Application deadline for SNW Hands-on Lab **http://www.snwusa.com/holbrochure**	For more information contact Amy McLellan, 508-820-8518	
August 31, 2007	Application deadline for SNW Solutions Center **http://www.snwusa.com/scbrochure**	For more information contact Amy McLellan, 508-820-8518	
September 14, 2007	Staff Conference Registrations and Hotel Reservations Due to Computerworld & Event Housing.	Please see the policies on Pages 13 & 14	
September 17, 2007	Advanced Inbound Shipments Start Being Accepted at Freeman Warehouse.	See details on Page 23	
September 19, 2007	Sponsor Company Profile information due. **http://www.snwusa.com/listing**	Use link on Page 27	
September 24, 2007	Optional Room Drop Sample Due. Email sample to Chris_Johnson@computerworld.com	Use Form 3 on Page 31	
October 4, 2007	Available Table and Chairs for Exhibit Space in the Expo	Use Form 4 on Page 32	
October 9, 2007	Advanced Inbound Shipments Early Bird Shipping Deadline	Please see details on Page 23	
October 14, 2007	Direct Inbound Shipments accepted at the Gaylord Texan	Please see details on Page 23	
Post-Conference	Post-Conference List Usage Agreement	Form 5 on Page 33	

Contributing Sponsor Entitlements

Pre-Conference Promotion:

➢ Logo with links and Contributing Sponsor designation on Storage Networking World Website. **Please email your EPS logo and link to Josh_Ryan@computerworld.com and Chris_Johnson@computerworld.com.**

➢ 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 (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 (as available from time of receipt of signed contract).

Contributing Sponsor/Exhibitor Registration Entitlements:

➢ 5 Full Conference Program registrations for use by Sponsor Executives, sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff.

➢ 10 Full Conference registrations for IT End-Users.

➢ For detailed information on accommodations and your registration entitlements, please reference Pages 13 & 14 of this manual.

On-Site Visibility for Contributing Sponsors:

➢ Each Contributing Sponsor is guaranteed 5 rooms at the host hotel at the negotiated conference rates (subject to compliance with the housing registration deadlines and other requirements). Additional rooms may be requested and allocated on a space-available basis. Please go to Page 14 for details and information on how to make hotel reservations.

➢ Logo on conference materials such as Agenda, official Conference Guide and Proceedings.

➢ A 75-word listing in official Conference Guide. The listing will include the company logo and contact information. Please use the link provided on Page 27 of this manual.

➢ The opportunity to conduct a conference attendee room drop is available for an additional fee for Sponsors. Please see Form 3 on Page 31 of this Manual.

Post-Conference Benefits:

➢ One-time (only) use of post-conference registration list via bonded mail house. Please see Form 5 on Page 33 of this manual for details.

Participating Partner Action Items and Deadlines

Please use this list of deadlines to assist you in your planning

Deadline	Action	Location	Complete
ASAP	High Resolution EPS Logo due to Computerworld	Email to Chris Johnson & Josh Ryan	
ONGOING	Sponsor Customer End-user Registrations. 5 complimentary passes included with Sponsorship.	Registration "kit" via email from Kathleen Dury.	
August 15, 2007	Application deadline for SNW Hands-on Lab **http://www.snwusa.com/holbrochure**	For more information contact Amy McLellan, 508-820-8518	
August 31, 2007	Application deadline for SNW Solutions Center **http://www.snwusa.com/scbrochure**	For more information contact Amy McLellan, 508-820-8518	
September 14, 2007	Staff Conference Registrations and Hotel Reservations Due to Computerworld & Event Housing.	Please see the policies on Pages 13 & 14	
September 17, 2007	Advanced Inbound Shipments Start Being Accepted at Freeman Warehouse.	See details on Page 23	
September 19, 2007	Sponsor Company Profile information due. **http://www.snwusa.com/listing**	Use link on Page 27	
September 24, 2007	Optional Room Drop Sample Due. Email sample to Chris_Johnson@computerworld.com	Use Form 3 on Page 31	
October 9, 2007	Advanced Inbound Shipments Early Bird Shipping Deadline	See details on Page 23	
October 14, 2007	Direct Inbound Shipments accepted at the Gaylord Texan	See details on Page 23	

Participating Partner Entitlements

Pre-Conference Promotion for Participating Partners:

➢ Company name listed on the Conference Website in the full Sponsor/Exhibitor text listing.

Participating Partner/Exhibitor Registration Entitlements:

➢ 2 Full Conference Program registrations for use by Sponsor Executives, sponsor-invited/designated business partners/resellers/channel partners; and/or exhibit staff.

➢ 5 Full Conference registrations for IT End-Users.

➢ For detailed information on accommodations and your registration entitlements, please reference Pages 13 & 14 of this manual.

On-Site Visibility:

➢ A 75-word listing in official Conference Guide. The listing will include the company logo and contact information. Please use the link provided on Page 27 of this manual. Please email your EPS logo and link to Josh_Ryan@computerworld.com and Chris_Johnson@computerworld.com.

➢ Each Participating Partner is guaranteed 5 rooms at the host hotel at the negotiated conference rates (subject to compliance with the housing registration deadlines and other requirements). Additional rooms may be requested and allocated on a space-available basis. Please go to Page 14 for details and information on how to make hotel reservations.

➢ The opportunity to conduct a conference attendee room drop is available for an additional fee for Sponsors. Please see Form 3 on Page 31 of this Manual.

Sponsor/Exhibitor Registration Entitlements

Your registration kit will be sent to you via two (2) emails from Kathleen Dury. This virtual "kit" will contain a link that you will be able to use to register the representatives of your company attending the event, as well as a customized link that you may extend to your IT End-User Customers for their complimentary passes on your behalf. Details on how to maximize the use of these registrations will also be included in the virtual "kit". **If you have questions regarding the contents of the "kit" or the registration process, please contact Kathleen Dury at 1-800-883-9090 or Kathleen_Dury@computerworld.com**

Platinum Plus Sponsors Receive:

- **19 Full Conference Program registrations** including access to all 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 Thursday, October 11, 2007. After the deadline, additional registrations are available at full price only.
- **Complimentary Full Conference registration for up to 30 IT End-Users**.

Platinum Sponsors Receive:

- **15 Full Conference Program registrations** including access to all 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 Thursday, October 11, 2007. After the deadline, additional registrations are available at full price only.
- **Complimentary Full Conference registration for up to 30 IT End-Users**. 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.

Gold Sponsors Receive:

- **8 Full Conference Program registrations** including all 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 Thursday, October 11, 2007. After the deadline, additional registrations are available at full price only.
- **Complimentary Full Conference registration for up to 20 IT End-Users**. 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.

Contributing Sponsors Receive:

- **5 Full Conference Program registrations** including all 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 Thursday, October 11, 2007. After the deadline, additional registrations are available at full price only.
- **Complimentary Full Conference registration for up to 10 IT End-Users**. 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

Participating Partners Receive:

- **2 Full Conference Program registrations** including access to all 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 Thursday, October 11, 2007. After the deadline, additional registrations are available at full price only.
- **Complimentary Full Conference registration for up to 5 IT End-Users**. 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.

Accommodation Information

Sponsor/Exhibitor Group Housing

***Conference registrations must first be submitted and confirmed before you may reserve hotel rooms for your staff. Once your staff is registered for the conference, they will be sent an email with the link to reserve a hotel room. If you prefer to submit housing requests via a rooming list, please contact Atlas Travel at 1-800-254-1597**

Each sponsor is guaranteed at least the following number of rooms at the host hotel at the negotiated conference rates (subject to compliance with the housing registration deadlines and other requirements). Additional rooms may be requested and allocated on a space-available basis.

Platinum Sponsors
- 15 Rooms

Gold Sponsors
- 8 Rooms

Contributing Sponsors
- 5 Rooms

Participating Partners
- 2 Rooms

******The easiest way to make sure that all of your staff is registered for the conference is to use the registration link that will be sent to you in the virtual registration "kit" from Kathleen Dury, Customer Service Specialist. Kathleen may be reached at Kathleen_Dury@computerworld.com or by phone at 1-800-883-9090. Please submit your Group Registration Lists to Kathleen no later than September 14, 2007.

If you prefer to submit your staff registrations and hotel requests via a spreadsheet, your spreadsheets must include the following information to be processed:

First Name	Last Name	Title	Company	Address	City	State	Zip	Phone	Email	Credit Card

Host Hotel:
Gaylord Texan
1501 Gaylord Trail
Grapevine, Texas 76051
Rate: $190 + tax per night

Cancellation / No Show Policy
When you guarantee your hotel reservation, you authorize the billing of total reserved room nights to your credit card if the room is not occupied on the reserved arrival date. A charge equal to the total reserved room nights will be applied to your credit card if cancellation is not received by September 12, 2007. Please direct any cancellation notifications in writing by fax to 1-508-488-1517 or e-mail to **eventhousing@atlastravel.com**

On-Site Registration and Customer Service Hours

Registration & Customer Service will be located in the Grapevine Ballroom Registration Desks on the Ballroom Level. Registrants are required to present a photo ID to collect their conference badge. Each member of your team will need to pick up their badge in person.

- Sunday, October 14   12:00 pm – 5:00 pm
- Monday, October 15   8:00 am – 7:30 pm
- Tuesday, October 16   7:30 am – 7:00 pm
- Wednesday, October 17   7:30 am – 6:30 pm
- Thursday, October 18   8:00 am – 10:00 am

Presenter Registration:
If there are any presenters from your company, they will need to report to **Presenter Registration**, which will be located in the Grapevine Ballroom, Salon 6.

Press Information

SNW® provides all Sponsors/Exhibitors with access to Press activities at SNW including the following:

- Contact information related to members of the press registered at the conference
- A dedicated, staffed Press Conference Room where Sponsors/Exhibitors can make on-site announcements to the press
- A dedicated Press Room for distribution of Sponsor/Exhibitor Press Kits to members of the press
- A Press Conference Manager available in the press room during the open hours
- Press Meeting Room

Press Room and Press Conference Room Hours
- Sunday, October 14   12:00 pm – 5:00 pm
- Monday, October 15   8:00 am – 7:30 pm
- Tuesday, October 16   7:00 am – 7:00 pm
- Wednesday, October 17   7:30 am – 6:30 pm
- Thursday, October 18   7:30 am – 10:00 am

The Press Conference Room will be located in **Fort Worth 7** and is available to all Sponsors/Exhibitors in one-hour increments, is subject to availability and must be coordinated through our public relations firm. **We suggest making reservations as soon as possible in advance to ensure a time slot and to allow enough time to effectively market your press conference to members of the press and the SNW community.**

Please note that Sponsors/Exhibitors are solely responsible for publicizing press conferences to the media and generating press attendance.

Press Conference Room reservations and Press Room activities must be coordinated through the Conference Press Manager:

Bill Wrinn
Conference Press Manager
Topaz Partners
18 Commerce Way, Suite 7000
Woburn, Massachusetts 01801
Email: Bwrinn@topazpartners.com
Phone: 781-404-2417

Expo Schedule and Information

Expo Location
The Expo will be located in the Texas Ballroom on the Ballroom Level of the Gaylord Texan.

Expo Move In
Monday, October 15	8:00 am – 6:00 pm
Tuesday, October 16	7:00 am – 10:00 am

If you plan on working outside of these hours, please be sure to register and have your Conference Badge and wristband to present for security. The General Service Contractors will not be available outside of posted hours.

Expo Open Hours
Tuesday, October 16	12:00 pm – 2:00 pm
	5:40 pm – 8:40 pm
Wednesday, October 17	12:30 pm – 2:00 pm

Expo Move Out
Wednesday, October 17	2:15 pm – 10:00 pm
Thursday, October 18	8:00 am – 2:00 pm

You may begin to dismantle your booths promptly at 2:15 pm on Wednesday, October 17. **Please be patient; it will take some time before all the empty crates are brought in**. It is important that you do not leave your space unattended at any time. All materials must be packed and removed from the Expo floor by 2:00 pm Thursday, October 18.

Solutions Center and Technology Showcase

Solutions Center and Technology Showcase Location
The Solutions Center and Technology Showcase will be located in Texas Ballroom on the Ballroom Level of the Gaylord Texan.

Move In
Sunday, October 14	9:00 am – 6:00 pm
Monday, October 15	8:00 am – 6:00 pm
Tuesday, October 16	7:00 am – 10:00 am

If you plan on working outside of these hours, please be sure to register and have your Conference Badge and wristband to present for security. The General Service Contractors will not be available outside of posted hours.

Open Hours
Tuesday, October 16	12:00 pm – 2:00 pm
	5:40 pm – 8:40 pm
Wednesday, October 17	12:30 pm – 2:00 pm

Move Out
Wednesday, October 17	2:15 pm – 10:00 pm
Thursday, October 18	8:00 am – 2:00 pm

All materials must be packed and removed from the Expo floor by 2:00 pm on Thursday, October 18.

➤ For information on registering to participate in the Technology Showcase, please contact:
   Ann Harris at 508-820-8667 or Ann_Harris@computerworld.com OR Amy McLellan at 508-820-8518 or Amy_McLellan@computerworld.com

➤ For information on the participating in the Solutions Center or the Hands On Lab, etc, please contact:
   Bill Miller of SNIA at 719-884-8903 or Bill.Miller@snia.org

Platinum Galleria Information
(Platinum Sponsors Only)

Platinum Galleria Location
The Platinum Galleria, for Platinum Sponsors only, will be located in the City Hall Lobby. This is an important entitlement of the Platinum Sponsors. If there are any questions regarding the area, please do not hesitate to contact Chris Johnson at 508.820.8652 or Chris_Johnson@computerworld.com

A diagram of the SNW-provided kiosk and panel dimensions is located on Page 18.

Platinum Galleria Move In
- Sunday, October 14   Noon – 6:00 pm

Platinum Galleria Hours*
- Monday, October 15   9:30 am – 6:00 pm
- Tuesday, October 16   7:00 am – 8:30 pm
- Wednesday, October 17   7:00 am – 7:15 pm

*The hours listed above are recommendations in order to assist you with the on-site staff assignments. The objective of this area is to be available during the prime hours of the entire conference. You should plan to staff in order to maximize availability and accessibility. For example: during Expo hours, registration hours, continental breakfasts, session breaks, reception hours etc… **SNW does require that sponsors, at a minimum, keep at least their company literature displayed at all times.**

Platinum Galleria Move Out
- Thursday, October 18   12:00 pm – 6:00 pm

*Platinum Galleria booths may not be removed until Thursday, October 18. All materials must be packed and removed from the Platinum Galleria by 6:00 pm on Thursday, October 18.

Platinum Galleria Space Allocation and Décor
(Platinum Sponsors Only)

Platinum Sponsors are provided with a 6'w x 4'd x 8'h exhibit space in the Platinum Galleria, located in the City Hall Lobby.

SNW® Provided Platinum Galleria Booth includes:
- MIS Backwall and Sidewall Unit (provided and use is required)
- MIS Counter (provided and use is optional)
- 36" x 48" Framed ID Sign with Company Logo in Color (Panel A)
- Standard Electrical Drop (10 Amp – provided)
- Booth display and set-up fees are the responsibility of the Platinum Sponsor if you choose to customize the panels on the kiosk with additional graphics.
- Please refer to the diagram and signage specifications located on Page 18. Contact Chris Johnson at 508-820-8652 with any questions.
- If you would like to use Freeman to create your graphics, please contact the Freeman Sponsor Services Department at 214-634-1463 and identify yourself as a Sponsor with Storage Networking World.

Any company whose display is not kept within the allocated space **will be required** to adjust their booth to fit within the allocated space at their cost. We ask that you please be considerate of your neighbors when planning your displays and while marketing in your booth. Any items blocking the line of sight of other booths will not be allowed. Booth personnel will not be allowed to obstruct the common aisles or encroach on other's booth space.

Platinum Galleria Diagram

PANEL A
Description: 1 M x Center Panel
Size: 38-1/8" x 52-3/4"
Material: PVC

PANEL B
Description: 1 M x 42" Panel
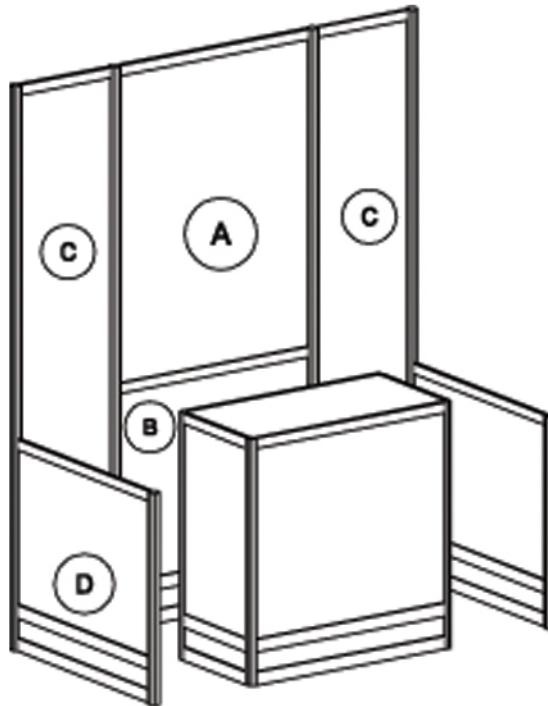Size: 38-1/8" x 33"
Material: Impact

PANEL C
Description: 1/2 M x 96" Panel
Size: 18-3/8" x 87"
Material: Impact

PANEL D
Description: 1 M x 36" Panel
Size: 38-1/8" x 27"
Material: Fabric

Counter
Description: 1M x 1/2M x 42" Counter
Size: 38-1/8" x 33"
Material: Standard

Dimensions listed for the panels are the true measurements for each panel shown. If you plan to overlay your graphics on the existing panels, you will need to subtract ¼" from each measurement listed.

Expo Space Allocation and Décor

Below, please find the space allocation and décor options for our Sponsors/Exhibitors. Please pay particular attention to the dimensions of your space. **Any company whose display is not kept within the allocated space will be required to adjust their booth to fit within the allocated space at their cost. We ask that you please be considerate of your neighbors when planning your displays. Any signs, banners, etc., blocking line of sight or other booths will not be allowed.**

Platinum Plus Sponsors
Platinum Plus Sponsors are provided with a 20'w x 10'd x 10'h back wall exhibit space. **Display and/or booth to be supplied by sponsor and NO tabletop displays permitted**. Sponsor-provided display must be kept within the allocated area and cannot exceed 10' on the back wall. No sidewalls will be permitted. **Please see booth diagram (Fig. 20A) on Page 20.**

Exhibit space area includes:
- Pipe and Drape back wall.
- (2) Standard electrical drops (10 amp), (1) Wastebasket
- Banner with Company Logo above display area

Platinum and Gold Sponsors
Platinum and Gold Sponsors are provided with a 10'w x 10'd x 10'h back wall exhibit space. Display space is defined by 8' high sidewalls. **Display and/or booth to be supplied by sponsor and NO tabletop displays will be permitted**. Sponsor-provided display must be kept within the allocated area and cannot exceed 10'h on the back wall or common wall. **Please see booth diagram (Fig. 20B) on Page 21.**

Exhibit space area includes:
- Pipe and Drape back wall with 8' high side wall
- Standard electrical drop (10 amp), (1) Wastebasket
- Banner with Company Logo above display area

Contributing Sponsors
Contributing Sponsors are provided with a 10'w x 4'd x 8'h exhibit space for a back wall or tabletop display only. **You MAY NOT bring a display with more than a 2' depth**. Sponsor provided displays must be kept within the allocated area. **Please see booth diagram (Fig. 20C) on Page 22.**

Exhibit Space area includes:
- Pipe and Drape back wall with 3' high side rail
- Standard electrical drop (10 amp),
- (1) Wastebasket.
- **(1) 6'x2' skirted table and 2 chairs can be made available to you at no charge. Please see Form 4 on Page 31 if you would like to order either or both.**

Participating Partners (Please note: Tabletop exhibits only)
Participating Partners are provided with an 8'w x 4'd x 8'h exhibit space for a **tabletop display only**. **You MAY NOT bring a display with a back wall unit**. Tabletop displays must be kept within the allocated area. **Please see booth diagram (Fig. 20D) on Page 22.**

Exhibit Space area includes:
- Pipe and Drape back wall with 3' high side rail
- (1) 6' x 2' Skirted Table
- Standard electrical drop (10 amp),
- (2) Chairs, (1) Wastebasket

If there are any questions about what is allowed in your space, please contact Chris Johnson at 508-820-8652 or Chris_Johnson@Computerworld.com (preferably before on-site move-in).
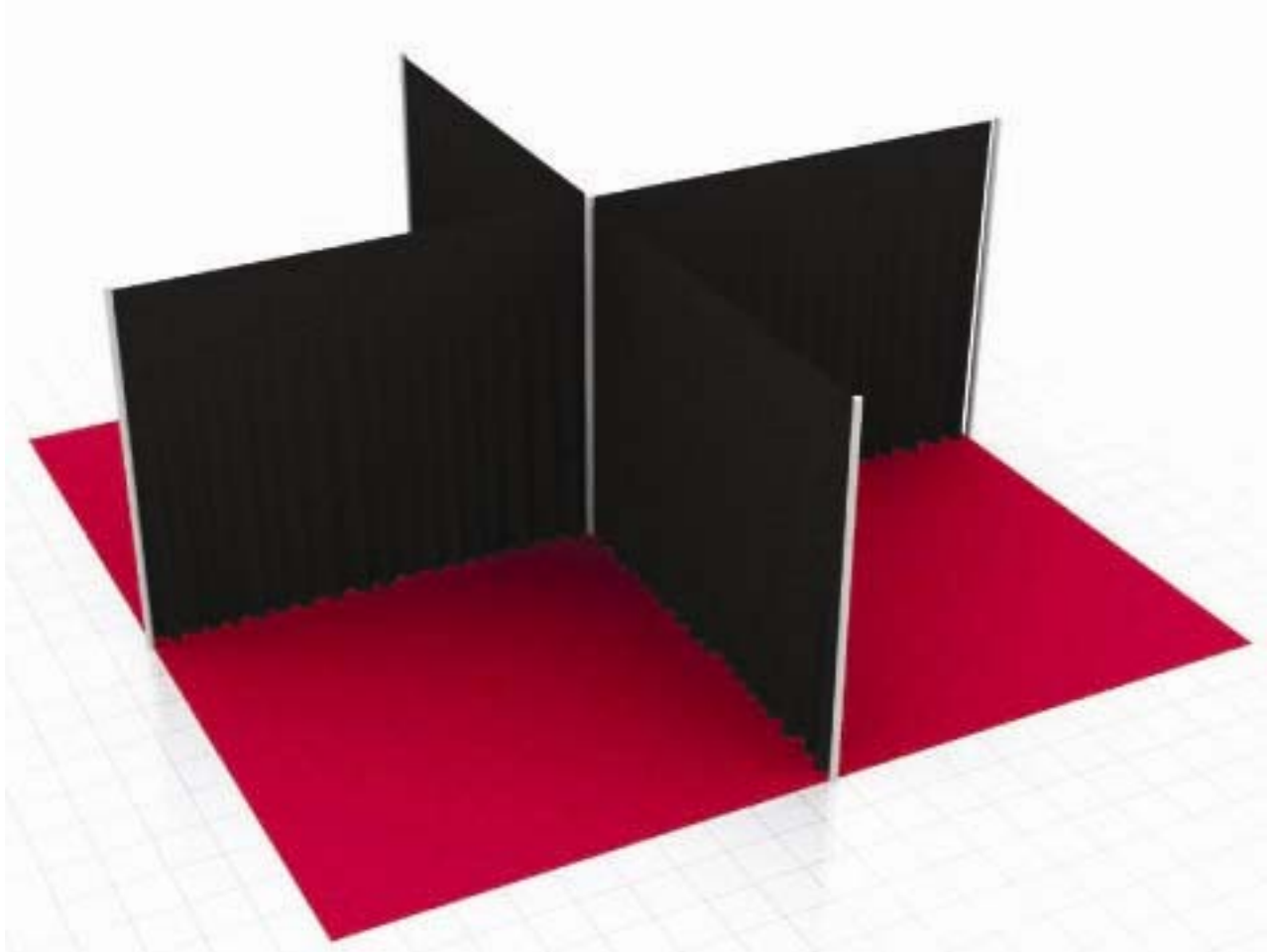
Sponsor Booth Layout Examples

Fig. 20A
Platinum Plus Sponsor Booth Layout
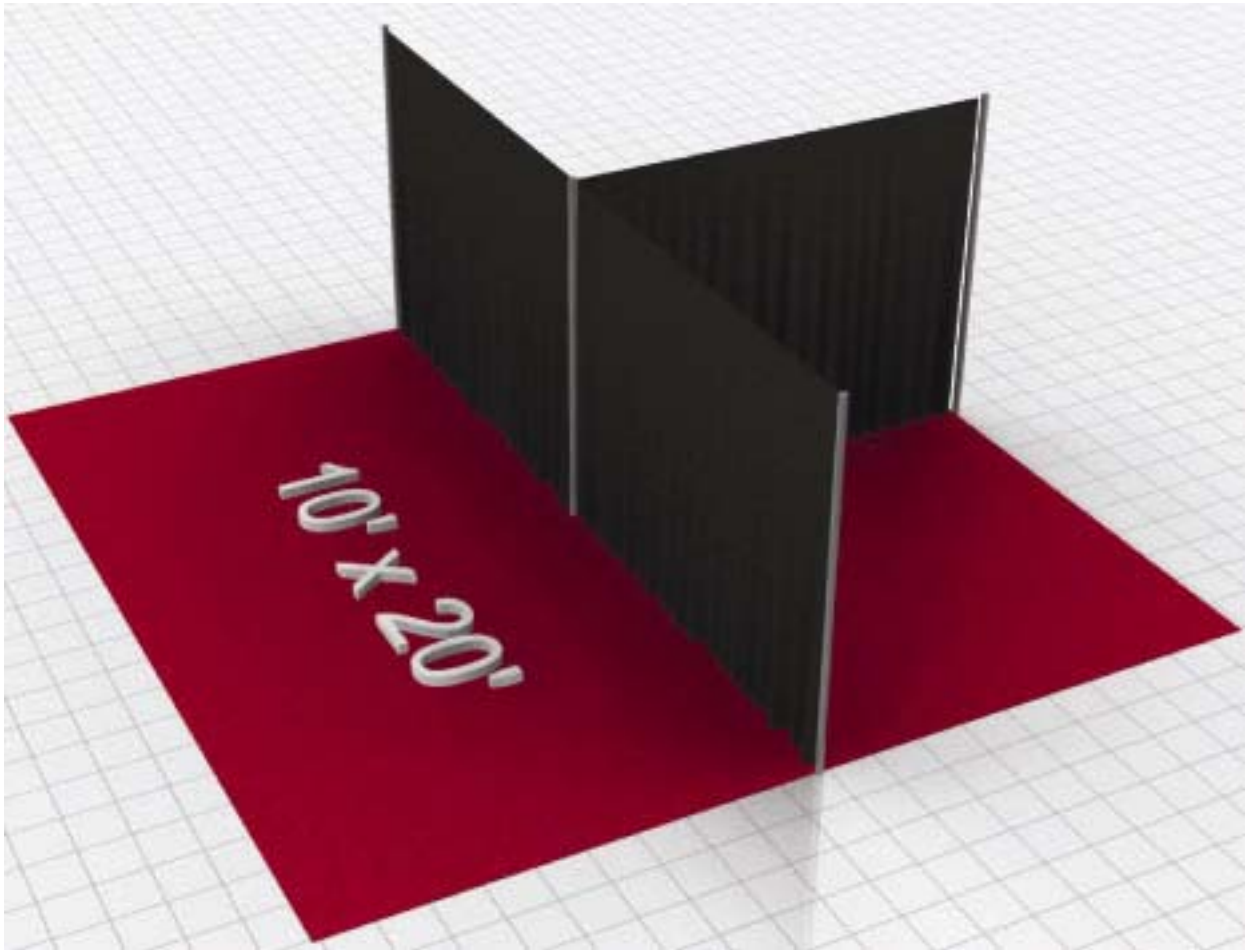
(20'x10' – No walls along the aisles)

Sponsor Booth Layout Examples

Fig. 20B
Platinum and Gold Sponsor Booth Layout

(10'x10' – No walls along the aisles)

Sponsor Booth Layout Examples

Fig. 20C
Contributing Sponsor Booth Layout

Diagram is shown with the optional table and chairs. If you would like to order either the table and/or the chairs at no charge, please use Form 4 on Page 31 of this Manual

(10'x4')

COMPANY NAME

(Table Optional)

Fig. 20D
Participating Partner Booth Layout
(8'x4')

COMPANY NAME

Table Top Only

General Service Contractor Information

General Service Contractor
Freeman Dallas
Phone: 214-634-1463
Fax: 214-689-9091
Email: freemandallas@freemanco.com
Website: http://www.myfreemanonline.com/ (available after booth selection is complete)

Exhibitor Services
There will be Freeman Exhibitor Services desk will be located at Texas Ballroom Registration Counters to provide assistance during move-in, show and move-out hours. For pre-conference assistance, please contact the Sponsor Services Department at 214-634-1463 and identify that you are a sponsor with Storage Networking World.

Labor
All necessary labor is available to the sponsor via advance order. Please reference the "Display Labor" section located in the Freeman Sponsor Kit located at http://www.snwusa.com/sponsormanual.html. Labor may also be ordered on-site, during move in, show hours and move out.

Empty Crate Storage
Fire regulations do not permit any storage inside the exhibit hall or behind your booth. Freeman will store properly marked empty crates, cartons, cases, etc., for the duration of the show. "EMPTY" labels are available at the Freeman Service Desk. Empty cartons or crates are not stored in a "secure" area; therefore do not store valuables in them. Once your crate, carton, cases, etc., is empty, mark it with one of these labels and be sure to include your booth number on the label.

Shipping Information

We understand that shipping your equipment is a time-consuming and often confusing project. Please contact Chris Johnson at 508-820-8652 or Chris_Johnson@computerworld.com if you have questions.

PLEASE NOTE:
We strongly recommend that you send your shipments care of Freeman to the Advanced Inbound Shipping Warehouse. Otherwise, you run the risk of being charged for drayage from the hotel shipping/receiving department and Freeman as well as your shipment possibly being refused by the hotel. Hotel shipping/receiving departments are not equipped to handle the volume of shipping needs for this conference.

Advance Inbound Shipping: September 17 to October 12*. If your exhibit materials are to arrive before or on October 12 you will be required to ship to the Freeman advance warehouse.

Shipping Address:
Storage Networking World®
Exhibiting Company Name
Booth #
C/O Freeman
5130 Cash Road
Dallas, TX 75247

* The Early Bird shipping deadline is October 9 for Advanced Inbound Shipments to the Freeman Warehouse. A late handling fee will apply to all materials received on October 10, 11 and 12, 2007.
** There will be NO MATERIAL HANDLING on October 13. DO NOT ship your materials for arrival on that day!

October 14 to October 18 - Direct Inbound Shipping: If your materials are to arrive on Sunday, October 14, or after, you will be required to ship directly to event site.

Shipping Address:
Storage Networking World®
Exhibiting Company Name
Booth #
ATTN: Freeman
C/O Gaylord Texan
1501 Grapevine Trail
Grapevine, TX 76051

Rules and Regulations
Governing Storage Networking World®

From here forward, "Exhibitor" refers to all SNW Sponsors/Exhibitors with exhibit space in the Exposition Hall (Expo), the Technology Showcase & Solutions Center and/or Platinum Galleria. SNW shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonable, within the control of SNW. Causes for such action shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, terrorism, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or act of adequate transportation, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God. Should SNW terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising there from.

Agreement to Rules
Exhibitor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing rules and those provided and contained in the Sponsor/Exhibitor Manual, and by any amendments and additional rules that may be put into effect by SNW. SNW, the Gaylord Texan and all organizations and individuals who are employed by or associated with the conference, Expo and Technology Showcase/Solutions Center will not be responsible for any injury that may occur to an exhibitor, his/her employees, or agents, nor for the safety of an exhibit or other property against theft, fire, accident or any other destructive causes. Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of SNW may at any time amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the preceding rules and regulations.

Alcoholic Beverages
The dispensing, distribution, or use of alcoholic beverages in the Expo, Technology Showcase/Solutions Center and Platinum Galleria is prohibited without the prior approval from SNW.

Attendance
Admission policies shall remain, at all times, the prerogative of SNW, and may be revised or amended to suit unforeseen conditions.

Cancellation by Exhibitor
In the event of cancellation by a Sponsor/Exhibitor, SNW shall determine an assessment, typically a minimum of 50% if written notice is received at least 30 days prior to the conference date. SNW must receive written notification of the cancellation by registered or certified mail. Please direct any cancellation notices to:

Storage Networking World
C/O Computerworld
Attn: Amy McLellan
One Speen Street
Framingham, MA 01701-9171 USA

In the event of either full or partial cancellation of space by a Sponsor/Exhibitor, SNW reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Within 30 days of the start of the event, 100% of charge is considered owed. Cancellation does not relieve the Sponsor/Exhibitor of the obligation to pay the determined cancellation assessment.

Exhibitor Representative Responsibilities
Exhibitor agrees to indemnify SNW against and hold it harmless for all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees, or representatives. Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's products or services. Booth personnel shall wear badge identification furnished by SNW at all times while they are in the exhibit area. All other employees and representatives of exhibiting companies must register as Conference Attendees. SNW reserves the right to restrict or limit the number of booth representatives. All booths must have personnel present during conference hours.

Rules and Regulations

Exhibit Personnel/Non-Solicitation Policy
Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Exhibitors are strictly prohibited from promoting, marketing, and/or selling products competitive with Computerworld including but not limited to Computerworld Publications, Advertising, the SNW conference, the SNIA and SNW Online while at Storage Networking World or any SNW related events. Sponsors/Exhibitors and/or attendees who violate this policy will be expelled from the Storage Networking World Conference without reimbursement. Booth personnel shall wear badge identification, as well as wristbands for security purposes, supplied by SNW at all times while they are in the exhibit area.

Fire and Safety Regulations
The Fire & Safety regulations in this section are extremely important. You must comply with the rules that apply to your exhibit. Fire Department inspectors and their personnel carry out regular inspections and will enforce these regulations. Therefore, all Exhibitors must strictly adhere to the following safety regulations:
- Displays, tables, signs, etc may block no fire alarm pull stations, extinguishers, or fire hose standpipe. Access to these devices must be maintained at all times.
- No exit door or fire access aisle may be blocked; complete access must be maintained, without encroachments, at all times.
- Painting, use of flammable liquids or solvents, smoking, use of propane gas, and use of open flames is prohibited.
- No flashing red beacons will be allowed in the hall.
- Smoke exhaust system fans in the hall area must be free from all obstructions.
- No banners are to be hung so as to obstruct exit and fire safety signage.
- No exhibitors shall bring, or authorize others to bring any material, substance, equipment, object and/or devices, which may endanger either life or cause bodily injury to any person in the facility or which is likely to constitute a hazard to the building itself.
- Any solid, roof-enclosed structure shall be equipped with a smoke detector.
- **Exhibitors are not allowed to store materials behind their booths.** This area should remain as clear as the service aisle.
- No helium balloons are allowed in the Exhibit Hall.

Installing, Exhibiting and Dismantling
Hours and dates for installing, exhibiting and dismantling shall be those specified by SNW. Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive, or other coating to building columns, floors or walls, or to standard booth equipment. Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Exhibitor accepts full and sole responsibility for injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity with the maximum floor load specifications. Display material of any nature (including, but not limited to, show cases, display or storage cabinets, electrical fixtures, wires, conduits, etc.) shall not exceed a height of ten feet from the building floor in the rear one-third of each booth. In all other portions of the booth, no display material shall be placed to exceed a height of four feet from the building floor. Any exception to these regulations must be approved in writing from SNW.

SNW shall have full authority for approval of arrangement and appearance of items displayed and may at its discretion require the replacement, rearrangement, or redecoration of any item or any booth, and no liability shall attach to SNW for costs that may evolve upon exhibitor thereby. Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitor's booth shall be suspended for any periods specified by SNW. It is the exhibitor's responsibility to ensure that all booths are properly constructed. Drapes, signs, banners, acoustical materials, plastic cloth and similar materials must be flame retardant or fabricated of inherently flameproof materials. Crates, boxes and other possible flammable materials must not be stored in the booth area or behind any back wall or drape. Anything found in these areas will be removed. Crates and boxes will be removed and stored away from the main exhibit area. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before the specified conclusion of the dismantling period set by SNW. SNW rules regarding the physical structure and appearance of exhibits are designed to ensure safety and fairness to all exhibitors. Exhibitors are not permitted to dismantle their exhibits until the close of the show. Any exhibitor who begins to dismantle or pack up part of their booth prior to the close of the show may be denied participation in any future shows.

Rules and Regulations

Hold Harmless Hotel Clause
The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims out of the exhibitor's activities on the premises and will indemnify, defend, and hold harmless its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Liability and Insurance
Exhibitors are required to hold extraterritorial insurance coverage and their own theft, public liability and property damage insurance. The limits should cover at least $1,000,000 combined single limits including both bodily injury and property damage. SNW$^{®}$ reserves the right to request proof-of-insurance either prior to the event and/or on-site.

Limitation of Liability
Exhibitor agrees to make no claim for any reason whatsoever against SNW for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents, or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission by SNW. SNW shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property. The exhibitor is solely responsible for his own exhibit material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall.

Literature/Promotion Materials Outside of Conference
Give-aways, samples, and literature may only be distributed from within your booth. Commercial soliciting, distribution of samples, souvenirs and promotional items are prohibited activities that are forbidden in all other areas of the Gaylord Texan, or other SNW contracted overflow housing. These activities are only permissible within your own booth or if Sponsorship arrangements have been made with Conference Management.

Lotteries and Contests
The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from SNW.

Noise and Odors
No noisy or obstructive work will be permitted during open hours of the Exposition, nor will noisily operating displays, nor exhibits producing objectionable odors, be allowed. SNW shall have the sole discretion in determining what is noisy, obstructive and objectionable.

Relocation and Floor Plan Revisions
SNW retains the exclusive right to revise the exhibition floor plan and/or to move assigned exhibitors as necessary.

Sound
Sound levels of all A/V presentations and other amplified sound should not be audible more than 3 feet into the aisles or adjacent booth. Conference Management reserves the right to require exhibitors to lower sound levels if they become objectionable to their fellow exhibitors.

Online Submission Links

The Online Submission Link listed below has been created for your convenience. If you have any questions or concerns, please contact Chris Johnson at 508-820-8652 or Chris_Johnson@computerworld.com

➢ **Conference Guide Listing – Due September 19, 2007**
(Please contact Chris Johnson at Chris_Johnson@computerworld.com or 508-820-8652)

http://www.snwusa.com/listing

The fields that require information in this link are:
1. Company Name (as it will appear in the Conference Guide)
2. Company Address
3. Sales Contact Name (For Inbound Leads)
4. Sales Contact Title
5. Phone Number for Sales Inquires
6. Fax Number
7. Email and/or URL address (For General Inquiries)
8. 75 word (Maximum) Company Description

➢ **Platinum Sponsors (only) Bag Insert – Due September 24, 2007**
(Please email a sample of the piece you intend to use to Chris_Johnson@computerworld.com for approval)

http://www.snwusa.com/insert

➢ **Platinum Sponsors (only) Gala Table Reservation – Due no later than October 16, 2007**
(Please contact Chris Johnson at 508-820-8652 or Chris_johnson@computerworld.com with any questions.)

http://www.snwusa.com/galatable

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SNIA

Boost awareness, and increase visibility for your company at SNW!

Sponsorships increase presence and heighten awareness at events. The following items are currently available for sponsorship at SNW on a first-come, first-served basis:

Golf Outing Sponsorship – Exclusive or shared by partner companies

Host the golf outing for end users on Monday, October 15, at the Dallas Cowboys Country Club located adjacent to the Gaylord Texan Resort. Up to 12 of your company's executives and staff will join approximately 120 end users for a fun afternoon of golf – compliments of SNW and your company. The Sponsor will be given the opportunity to preview the list of golf outing registrants to choose up to 12 pairings and/or invite your own VIP customers to participate as your guest. Greens fees, lunch, refreshments cart, etc. provided for up to 144 players; sponsor may also provide additional golf amenity and/or prizes to be awarded at the Welcome Reception. **$45,000**

Conference Briefcase Sponsorship

SNW will present an attractive briefcase or backpack-style bag to IT end user registrants. As exclusive sponsor, your logo will appear alongside the SNW logo. Sponsor can participate in choice of style/color of bag. **$20,000 plus cost of merchandise.** (Est. total investment of $40,000-$45,000 depending on choice of style, etc.).

SNW In Focus

Editorial video features produced onsite at SNW and posted on Computerworld.com (90 day program), linked from SNWusa.com, and displayed on Mission Plaza video wall and in-room CATV during the Conference (Monday-Wednesday). One of three sponsor slots available: **$10,000 each** for 30 second spot that will rotate through the video presentation posted on Computerworld.com and displayed onsite.

Video Wall in Mission Plaza

The Gaylord Texan atrium hosts a monumental video screen that will present messages from sponsors (60 seconds or less) running in rotation from Monday AM through Wednesday with other SNW related content. **$2,000**

Video Wall and in-room CATV package

Combine the video wall and in-room CATV rotation (Monday through Wednesday) providing a public and private delivery of your message to attendees. Sponsor provides a DVD of 60 seconds or less to be shown in rotation with other sponsors' messages. **$4,000**

Standard Banner in Gaylord Texan Atrium

The Gaylord hotel features a large, open, atrium area that offers high visibility for your company. Banners bearing logos can be placed on lamp posts decorating this high-traffic area. Limited availability. **$1,500 each, includes graphic production, banner, rigging.**

Bottled Water Sponsor w/Recycling Stations

SNW provides bottled water bearing your company logo, along with the SNW logo. Bottles are set out on buffet tables and refreshment areas. We'll also offer recycle bins bearing your logo to encourage recycling of empty water bottles. **$25,000**, including Contributing Sponsor entitlements.

or…Design Your Own Sponsorship

As part of their entitlement, Contributing Sponsors are encouraged to sponsor, at their own cost, an item of "business utilitarian value" bearing your logo/message which SNW will distribute to the "quality" audience of IT end users, press/analysts, and consultants/integrators. As a service, SNW will source products, provide samples to the sponsor and supervise all production, shipping, etc. Recommended items: padfolio, journal notebook, business card holder, luggage tag, etc. Items must meet approval of SNW and sponsor will have exclusive right to the item category. **The Sponsor is responsible for the cost of the merchandise and cost will vary depending on merchandise selected.**

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SNIA

October 15-18, 2007 | Gaylord Texan | Dallas, Texas

Form 1
Platinum Suite Reservation

Accommodation Questions?
Please call 1-888-254-1597 or email: eventhousing@atlastravel.com

Deadline for submission: September 14, 2007

Contact Information: (This section must be completed in order to process your application)

First Name: _____ Last Name: _____

Title: _____ Company: _____

Phone Number: _____ Ext. _____ Fax Number: _____

Email: _____

Gaylord Texan

1501 Gaylord Trail

Grapevine, Texas, 76051

Provided Compliments of Storage Networking World for October 15-17, 2007 (Room & Tax only)

Suite Occupant: _____

Arrival Date: _____ Departure Date: _____

Special Needs (Please indicate): _____

Platinum Sponsor Suite Reservation:

A suite at the Gaylord Texan is provided to all Platinum Sponsors by Storage Networking World for Monday, October 15, Tuesday, October 16 and Wednesday, October 17, 2007. Room and tax are complimentary, any incidental charges and/or additional nights are at your own expense.

Credit Card Contact Information:

Credit Card Type (Please check one): _____Visa _____MasterCard _____ American Express

Credit Card Number: _____ Exp. Date: _____

Name as it appears on the Credit Card: _____

Signature of Cardholder: _____

Please fax this completed application to 508-488-1595

COMPUTERWORLD
STORAGE NETWORKING WORLD

SNIA

October 15-18, 2007 | Gaylord Texan | Dallas, Texas

Form 2
Conference Guide Advertising Materials
Platinum Sponsors Only

Platinum Sponsors have the opportunity to insert one (1) 4-color, full-page advertisement in the official Conference Guide.

Materials Deadline: September 19, 2007

Questions?
Please call Chris Johnson at 508-820-8652 or email: chris_johnson@computerworld.com

Materials/Production Questions?
Please call Joe Mola at 508-620-7737 or email: joe_mola@computerworld.com

Platinum Material Specifications for 1-page ad
Trim size: 7 7/8"x 10 ½"
Bleed: 8 1/8" x 10 ¾'
Live matter: 6 ¾' x 9 5/16"

File Requirements
High resolution, press-ready PDF files are required. If you cannot supply the requested format, please contact Joe Mola for other options.

Delivery Options
Mail
Files (saved to CD) and hard copy proofs may be shipped to the address below.
Computerworld
One Speen Street
Framingham, MA 01701
Attn: Joe Mola

FTP Upload
Files may be posted to Computerworld's FTP server. Below is the access information. Please alert us with an email once your file has been uploaded.

FTP instructions

Using a browser (on a Mac, Netscape only):   With Fetch:
URL: ftp://ftp1.computerworld.com   Host: ftp1.computerworld.com
User Name: markftp   User ID: markftp
Password: !mark457   Password: !mark457
Folder: Marketing   Directory: Marketing

Email
Most PDF files can also be emailed directly to Computerworld, depending on the file size. Please contact us if you'd prefer this option, but have concerns about the file size.

**Computerworld reserves the right to refuse any materials submitted for insertion.
Positioning of advertisements will be determined by Computerworld.**

Please call or email Chris Johnson to confirm
Computerworld receipt of conference ad materials.

SNIA

COMPUTERWORLD
STORAGE NETWORKING WORLD

October 15-18, 2007 | Gaylord Texan | Dallas, Texas

Form 3
Conference Attendee Room Drop

Questions? Please call Chris Johnson at 508-820-8652 or email: chris_johnson@computerworld.com

Deadline for submission: September 24, 2007

Room Drop Distribution: All Sponsors have the opportunity to conduct a room drop to conference attendees. Please provide a description of the material and a sample via e-mail or fax for approval. Storage Networking World reserves the right to refuse any materials submitted.

Contact Information: (This section must be completed in order to process your order)

First Name: _____ Last Name: _____

Title: _____ Company: _____

Phone Number: _____ Ext. _____ Fax Number: _____

Email: _____

Description of Insertion: _____
_____
_____

Cost of Room Drop Service is $2,000
(Does not include the costs of room drop materials or hotel labor charge per item/per room.)

Company A/P Address and P.O. Number: _____

_____

Authorized by:

_____Date: _____
Company Representative: Authorized Signature/Name/Title

_____Date: _____
Computerworld – Strategic Programs & Events: Authorized Signature/Name/Title

Hotel Service Charges will be charged to the on-site contact's room. Please indicate to whom these charges should be applied: _____
(If there will not be a company representative on-site, please let us know and you will be invoiced for the final amount)

Night of Room Drop:	**Hotel Service Charge:**	**Shipping Address:**
☐ Monday, October 15	☐ $1.50/room Outside	Gaylord Texan
☐ Tuesday, October 16	☐ $2.00/room Under door	Attn: Chris Johnson, Computerworld
☐ Wednesday, October 17	☐ $2.50/room Inside	1501 Gaylord Trail

Shipping Address:
Gaylord Texan
Attn: Chris Johnson, Computerworld
1501 Gaylord Trail
Grapevine, TX 76051
LABEL ALL BOXES: SNW ROOM DROP
*Detailed quantities will be emailed to you upon receipt of this form.
*Please have shipments arrive between October 10-12, 2007

Please fax this completed application to 508-626-8524

COMPUTERWORLD
STORAGE NETWORKING WORLD

SNIA

October 15-18, 2007 | Gaylord Texan | Dallas, Texas

Form 4
Contributing Sponsor Expo
Table & Chair Order Form

Questions? Please call Chris Johnson at 508-820-8652 or email: chris_johnson@computerworld.com

Deadline for submission: October 3, 2007

Contributing sponsors may, at no cost, order one (1) 6' x 30" table and/or two (2) chairs to have as part of their display in the SNW Expo.

Contact Information: (This section must be completed in order to process your application)

First Name: _____ Last Name: _____

Title: _____ Company: _____

Phone Number: _____Ext. _____ Fax Number: _____

Email: _____

Please check all items that you would like:

☐ (1) 6' x 30" table. Table will be draped in white with black skirting.

☐ (2) Expo style chairs.

Authorized by:

_____Date: _____

My booth number is: _____

Please fax this completed application to 508-626-8524

COMPUTERWORLD STORAGE NETWORKING WORLD | SNIA

October 15-18, 2007 | Gaylord Texan | Dallas, Texas

Form 5
Post-Conference List Usage Agreement

Questions? Please call Kathleen Dury at 508-820-8133 or
email: kathleen_dury@computerworld.com

**Per my sponsor entitlement, I wish to use the Storage Networking World mailing list and
hereby agree to do so in accordance with the Agreement stipulations below.**

☐ **End-Users, Press, Analysts   OR   ☐ All Registrants**

This Agreement governs the use of the official contact list of registrants of the Storage Networking World Conference October 15-18, 2007. As a conference sponsor, you have the option of using either all registered IT Users (Excluding Vendors) OR all registrants (Including Vendors)

The use of this List is in accordance with the contractual entitlements of being a Platinum, Gold Sponsor or Contributing Sponsor of the above program and account must be paid in full before its release for use. Platinum and Gold Sponsors (only) are entitled to use the list twice (2). If the mail house changes for the second list, please remit the agreement with the new information.

The list (consisting of name, title, company and address information as an Excel file) will only be transmitted electronically to a recognized and bonded Mail House as selected by Sponsor. Any costs associated with the services of the Mail House in this process are the responsibility of the Sponsor.

The list may only be used for a one-time (twice if Platinum or Gold Sponsor), direct-mail campaign(s) and may not be reused, copied, or duplicated in any fashion. Both the Mail House and the Sponsor, as the List user, will take all reasonable precautions to see that this requirement is met and assume all liability for damages associated with violations.

As is a normal practice to monitor compliance with above, the List may be "seeded," or, other similar and appropriate measures taken. Sponsors that use the List without authorization will be subject to penalties, and may lose their right to future mailing list use and/or future sponsorship status. Unauthorized List use will result in a penalty fee of $5,000.00 for each occurrence, plus other sanctions as deemed appropriate by Storage Networking World.

It is assumed that the design, message etc., of the mail piece will be consistent with the excellent reputation of both the Sponsor's company image and that of Storage Networking World. Any collateral containing the official Storage Networking World® logo, or, the logos of Computerworld or the SNIA, need to be pre-approved by SNW/Computerworld and **must** be FAX'd along with this Agreement.

Delivery time via e-mail to the designated Mail House contact (pre-arranged by Sponsor per information below) will be (best effort) within two (2) business days from receipt (by FAX) of this completed Agreement.

Sponsor Information:

First Name: _____   Last Name: _____

Title: _____   Company: _____

Phone Number: _____ Ext. _____   Fax Number: _____

Signature:_____   Date:_____

Mail House Information:

First Name: _____   Last Name: _____

Title: _____   Company: _____

Phone Number: _____ Ext. _____   Fax Number: _____

Address:_____   City: _____ State:_____

E-mail: _____

Please fax this completed application to 508-820-8254