



2005 Storage Visions Conference

Speaker and Sponsor Brochure

January 4-5, 2005

Las Vegas, Nevada

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

- *DIGITAL MEDIA STORAGE***
- *CONTENT CREATION***
- *CONTENT DISTRIBUTION***
- *CONTENT RECEPTION***

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.

The 2005 Storage Visions Conference will celebrate the shipment of the 2 Billionth Hard Disk Drive with Awards to all the remaining Hard Disk Drive Companies and major component suppliers.

SV05 Conference Proposal

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I. Conference Overview

The fourth annual Storage Visions conference will be held in Las Vegas, NV on January 4-5, 2005, immediately prior to the CES show. Program components include:

- Storage for Entertainment Distribution, Editing and Creation.
- Storage for consumer electronics applications (mobile and home).
- Home Gateways (digital set-tops) and related Delivery Platforms.
- Home and Mobile Networking (including Wi-Fi, Bluetooth, HomePlug, HDMI, and others).

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 2003 and 2004 Storage Visions Conference. The 2004 conference had about 200 attendees. We expect considerably greater attendance at the 2005 event.

Category	2003 Conference	2004 Conference
CEO, CFO, COO, President	18.7%	19.1%
VP Business Development	13.0%	9.0%
VP Marketing	10.6%	11.2%
CTOs	11.4%	6.2%
VP Engineering	8.9%	1.7%
Directors and Managers	7.3%	28.1%
Engineers	1.6%	12.4%
Resellers	0.0%	0.0%
Investors and VCs	3.3%	2.8%
Manufacturing Reps	1.6%	0.0%

Media	4.1%	3.9%
Analysts	11.4%	3.4%
Academics	1.6%	0.6%
Others	6.5%	1.7%
Total	100.0%	100.0%

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).
- 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. 8X10 table-tops are available. 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 second year the SVHG Conference will be making industry awards at the 2004 event. Awards will be given to the remaining hard disk drive manufacturers and major component suppliers in celebration of the shipment of the 2 billionth disk drive in 2004. Additional details about the conference awards program will be available in the Summer of 2004.

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 SV/HMC Summit is unique in its emphasis on both early development of technology and access to retail channel marketing executives.

To Get Involved

Please contact Ron Dennison (408-929-7023) or Tom Coughlin (408-978-8184) to let us know of your interest. You can send email to info@storagevisions.com.

Conference Advisor Committee

We would like to recognize the conference advisors for the 2005 Storage Visions Conference. These people will help in setting the conference theme, agenda, and keynote speakers:

Stephen DiFranco, Maxtor

Peter Fasciano, Avid

Mark Gray, Kasenna

Jeff Joseph, CEA

Scott Kipp, author

Ken Morse, Scientific Atlanta

Lowell Moulton, AF Associates

John Paulsen, Seagate

Jim Porter, DiskTrend

Dave Takata, Engage Capital

II. Conference Sessions and Topics (In-Progress)

The conference sessions are still being put together and reviewed by the advisory committee for the 2005 conference but in order to solicit early speakers and sponsorships we are listing the sessions from the 2004 conference. (Potential speakers should indicate the session most interesting to them as well as sending us an abstract of the talk, a biography, and a JPEG photo of the speaker). We are interested in suggestions for other topics and sessions. There will also be several speakers who will be keynote speakers at the conference including Lunch Keynote speakers, Morning or Afternoon Keynote speakers, and Session Keynote speakers.

2005 Conference Agenda:

Day 1: Tuesday, January 4, 2005

Lunch and Keynote Talk

1-A. Storage for Acquisition, Post-Production, Archiving and Distribution

1-B. Media Storage Markets and Applications

1-C. Financial Viewpoints on Entertainment and Consumer Storage

Reception and Conference Awards

Day 2: Wednesday, January 5, 2005

Breakfast

Morning Keynote Talk

2-A. Storage for Mobile Consumers

2-B. What do you Store in Your Living Room?

Lunch and Keynote Speaker

2-C. Integrating Storage in Consumer Electronics

2-D. Challenges for the Content Delivery and Reception Market

2-E. New Developments and Challenges in Content Storage

III. SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Following are current sponsorship and exhibit opportunities for the SV/HG 2004 Conference.

GENERAL CONFERENCE SPONSORSHIPS:

Corporate Sponsor Levels Sponsorship Fee

Platinum	\$20,000
Gold	\$10,000
Silver	\$5,000

Benefits of Corporate Sponsorship Levels

	Platinum	Gold	Silver
Talk Level (if available)	Keynote	Talk	Panel or Talk
Exhibit	10X10 Booth	8X10 Table Top	Table Top
Free Conference Attendances	8	4	2
Free Exhibit Passes	200	200	200
Event Sponsorship	Yes	Maybe	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.
- 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 SPONSORSHIPS:

- a) Breakfasts (1 total) \$3,000
- b) Break (2-3 total) \$3,000
- c) Lunch (2 total) \$7,000
- d) Reception (1-2 total) \$10,000

SESSION SPONSORSHIP:

Session sponsorships are available at the rate of \$3,000 per session.

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
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:

SV05 Conference Proposal

- 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 Tom Coughlin or Ron Dennison, to reserve an exhibit, (408) 978-8184 or (408) 929-7023, email is info@storagevisions.com.

Addendum A: Speaker, Corporate Sponsor and Exhibitor Forms

STORAGE VISIONS CONFERENCE 2005



Speaker Submission Form

(Submission Deadline: August 27, 2004)

We are currently accepting speaking proposals for Storage Visions 2005. 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 Mini-Keynote Moderator Panelist

Proposed Topic: _____

Topic Overview: _____

Speaker Bio: (50 words or less) _____

Fax this form and any attachments to (408) 978-8184
You may also email the above information to info@storagevisions.com
or call (408) 202-5098.

STORAGE VISIONS CONFERENCE 2005



Corporate Sponsor Submission Form

(Submission Deadline: September 3, 2004)

We are currently accepting sponsorship proposals for Storage Visions 2005 on January 4th and 5th, 2005 in Las Vegas, Nevada. 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 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
?Breakfast or Breaks ?Lunches ?Exhibits/Reception
?Media/Organization Sponsorship

Company Product or Services:

If interested in providing a speaker please indicate topic:

***Fax this form and any attachments to (408) 978-8184
You may also email the above information to info@storagevisions.com
or call (408) 202-5098.***

STORAGE VISIONS CONFERENCE 2005



Exhibitor Submission Form

(Submission Deadline: November 5, 2004)

We are currently accepting exhibitors for Storage Visions 2004 on January 4th and 5th, 2005 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) 978-8184

**You may also email the above information to info@storagevisions.com
or call (408) 202-5098.**