



Server Design Summit  
 Santa Clara Marriott, Santa Clara, CA  
 November 29 - 30, 2011  
 www.serverdesignsummit.com

## Exhibit Space Application

Our Company desires to purchase Server Design Summit Exhibit Space: 1st\_\_\_\_ 2<sup>nd</sup>\_\_\_\_

### Exhibit Space Fee: \$

**Standard** exhibit fee \$4500 includes one 10x10 exhibit space (piped and draped). You will also receive one full conference pass, a early access to the *Summit Proceedings*, an attendee list following the event. Electrical, furnishings, and shipping available through Show Contractor for additional fee. **Sponsorship benefits noted on following page...**

SPONSORSHIP SELECTION: \_\_\_\_Platinum \_\_\_\_Gold \_\_\_\_**Silver** \_\_\_\_Bronze

Sponsorship Option: \_\_\_\_\_

**Total Fee: \$**

#### Payment Terms:

Payment in full is due upon receipt of invoice  
 Make payment in favor of "Conference ConCepts"

#### For Questions or Credit Card Payments:

Chip Stockton, Conference Manager  
 Tel: (858) 673-1372

#### Invoicing Agent:

Conference Manager, Chip Stockton  
 Conference ConCepts, Inc.  
 12463 Rancho Bernardo Road, #373  
 San Diego, CA 92128  
 Email: chip@confconcepts.com

**Cancellation Policy:** Written notice to Chip Stockton must be received for all cancellations. A cancellation fee of 50% of the total cost will be charged for cancellations received by August 1, 2011 and a cost of 100% of the fee thereafter.

**To apply: Please complete this application then fax it to Kat at 505-856-7251**

<b>Company:</b> _____	
<b>Contact name:</b> _____	<b>Title:</b> _____
<b>Email:</b> _____	<b>Address:</b> _____
<b>Telephone(s):</b> _____	<b>City/St/Zip:</b> _____
<b>For Invoicing:</b> <input type="checkbox"/> Same as above	<b>PO Number:</b> _____
<b>Credit Card:</b> _____	<b>Expiration:</b> _____
<b>Invoice Contact:</b> _____	<b>Tel:</b> _____
<b>Address:</b> _____	<b>Email:</b> _____
<b>City/State/Zip:</b> _____	<b>Fax:</b> _____

**Agreement:** We understand this application becomes a legally binding agreement when accepted by an agent of Server Design Summit.

Agreed: \_\_\_\_\_ Date: \_\_\_\_\_  
 (Exhibiting company representative)

Agreed: \_\_\_\_\_ Date: \_\_\_\_\_  
 (Server Design Summit representative)



## EXHIBITOR AND SPONSOR PRICING

### Exhibit Space - \$4,500

Space is 10 x10: includes one full-conference registration (\$1200 value), *Summit Proceedings*, attendee list (post event), your company description on Summit website with link to your homepage.

### Sponsor Packages

Included... Exhibit space and benefits noted below plus a Server Design Summit website banner ad. –

*Sponsors will be required to supply a raffle item for end of show; and will receive marketing recognition for doing so.*

### Platinum Sponsor - \$17,500

- Choice of one Platinum Option
- Four full-conference registrations
- 10 x 10 Exhibit Space
- Full Page Ad in Show Guide

### Platinum Options

- Tuesday All-Industry Reception [STEC](#)
- Registration/ badges
- Tuesday Luncheon
- Summit Website- sponsor for one year

### Gold Sponsor - \$13,250

- Choice of one Gold Option
- Three full-conference registrations
- 10 x 10 Exhibit Space

### Gold Options

- Conference Signage
- Wednesday Luncheon
- Tutorials
- Beer and Pizza Chat with Experts
- Conference Bags
- Show Guide – Back Cover Ad

### Silver Sponsor - \$9,000

- Choice of one Silver Option
- Two full-conference registrations
  - 10 x 10 Exhibit Space

### Silver Options

- [Lanyards – Viking Technology](#)
- Tuesday or Wednesday Breakfast & Breaks
- Show Guide – Ad (other than covers)
- Attendee Badge mailing

### Bronze Sponsor - \$7,250

- Choice of one Bronze Option
- Two full-conference registrations
- 10 x 10 Exhibit Space

### Bronze Options

- Press Room
- Conference Bag Insert
- Conference Pens or Notepads
- Media Package: hallway sign + Website banner

**Final program ads:** \$3,000 per page (4-color, full page)



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401	403	407	409
400	402	406	408
301	303	307	309
300	302 <b>Viking Modular</b>	306 <b>Stratus</b>	308 <b>Hyper- transport</b>
201 <b>Green Grid</b>	<b>Viking Modular</b>	207 <b>AgigA</b>	209 <b>Green Data</b>
200	202 <b>Cool IT Systems</b>	206 <b>STEC</b>	208
101	<b>103 IDT</b>	<b>107 STEC</b>	109

Entrance

**Exhibit Space package \$4,500 –** 10 x 10 space, piped & draped; Includes:

- one complimentary full-conference pass
- copy of attendee list (following the event)
- up to 5 booth staff at no charge
- unlimited “exhibits & open sessions” passes for guests