

SNW Anticipating Increased End User Attendance, IT News Coverage and Social Media Activity for Spring Conference and Expo in Orlando

Innovations in storage, data center and IT infrastructure expanding interest from IT buyers, top tech vendors and media

FRAMINGHAM, Mass. – March 29, 2010 – An increasing trend in end user registrations is just one indicator that next month's [SNW](#) Spring 2010 is going to be the epicenter for conversation about the evolution happening today in storage, IT infrastructure and enterprise data management.

Major IT vendors like EMC, Oracle, IBM, Intel and LSI will have a presence at SNW, and will feature product showcases from companies such as 3PAR, Dell, HP, NetApp, Emulex, Compellent, F5 Networks, Xiotech, Riverbed Technology, Infortrend, SEPATON, Silver Peak, FCIA, SunGard Availability Services, SGI, Texas Memory Systems, and Super Micro Computer, Inc.

"Advancements in storage, data management, security, and data center infrastructure continue to be critical in importance to CIO's and data storage specialists alike, and SNW is the industry's largest public venue to interact with IT executives, leading product and service providers and key industry influencers," said Wayne M. Adams, SNIA chairman. "Coupled with the improving economy and IT investments, this is why so many sponsors are stepping up their presence and involvement at this spring's SNW conference."

SNW organizers have taken a number of steps to facilitate increased media coverage and social dialog about the technologies and strategies that will be unveiled at SNW Spring 2010. This includes an expanded media center designed to accommodate the anticipated rise in both announcement activity from sponsors and media coverage from traditional press, bloggers, analysts and online influencers who have signed on to the conference. Plans are also in place to distribute live streaming video of conference general session presentations. Additionally, bloggers from [Storagemonkey.com](#) and podcasters from [Infosmack.com](#) will be situated in the SNIA booth in order to capture emerging news and audience reaction live from the show floor.

Attendees at SNW Spring 2010 will be able to engage with each other before, during and after the conference through their mobile device or computer through SNW CONNECT – SNW's social networking community. This robust tool features the ability to create a personalized agenda, schedule meetings, search for vendors and participate in audience polls throughout event. Non-attendees can keep tabs on the conversation by following SNW on [LinkedIn](#) and [Twitter](#) - search for the hashtag #snwusa.

About SNW Spring 2010

SNW Spring 2010 will bring together top information technology executives, leading product and service providers and key industry influencers on April 12-15 in Orlando for the world's largest conference on storage, infrastructure and the data center. Produced by Computerworld and co-owned by Computerworld and SNIA (The Storage Networking Industry Association), SNW is the largest event for IT end-users, vendors, channel partners, media and analysts involved in storage, data center, infrastructure, and business continuity. SNW also offers the world's largest Expo devoted to storage and related technologies. SNW Spring 2010 will be held at the Rosen Shingle Creek in Orlando.

SNW Spring 2010 will feature more than 150 educational sessions and presentations by dozens of top IT management experts covering today's most compelling IT topics, including cloud computing, green storage, virtualization and business continuity. SNW attendees will also have the opportunity to participate in tutorials, hands-on labs and SNIA certification workshops, as well as countless networking opportunities.

The conference program features an opening keynote by Lawrence Lessig, director of the Edmond J. Safra Foundation Center for Ethics, and professor of law at Harvard Law School. Other featured presenters include Anthony Abbattista, vice president, technology solutions, Allstate Insurance Company, who will share how Allstate is reinventing protection and retirement for consumers by using the latest green technology and reducing the direct impact of its operations on the environment and Martin Gomberg, chief information officer and senior vice president, A&E Television Network, and History Channel, who will discuss the changing face of business continuity and the importance of strategic planning.

Based on early reports, the organizers expect attendance to exceed the Fall 2009 conference, and the geographic mix of attendees to continue to broaden, with an increasing number of users from across the IT landscape.

Registration Information

To register for SNW Spring 2010, please call 800-883-9090 or email snwreg@computerworld.com.

To register for SNW Spring 2010 as a member of the media or industry analyst, please visit the SNW Spring 2010 registration page:

<http://www.snwusa.com/ehome/index.php?eventid=8242&categoryid=27206&discountcode=Press>.

Please click on the Registration tab and click New Registration.

For more information about SNW Spring 2010, including a complete agenda and list of presenters, please visit www.snwusa.com.

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series and custom research forms the hub of the world's largest (40+ edition) global IT media network. Computerworld leads the industry with an online audience of over 3 million unique, monthly visitors and a print audience of 1,059,000 readers each issue (IntelliQuest CIMS Spring 2009).

Computerworld's conferences, with their focus on technologies and solutions, provide a rare opportunity for attendees to gain insight into the way user companies execute their strategies in the enterprise. Whether it's the prestigious Computerworld Honors Program, Computerworld's exclusive Premier 100 IT Leaders Conference or vertical industry events such as SNW, Business Intelligence & Analytics Perspectives, or SaaScon, Computerworld's conferences provide the best environment for idea exchange among IT executives and IT solutions providers.

Computerworld is published by International Data Group (IDG), the world's leading technology media, research and event company. Company information is available at <http://www.idg.com>.

About IDG Enterprise

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Company information is available at www.idgenterprise.com.

About the SNIA

The Storage Networking Industry Association (SNIA) is a not-for-profit global organization, made up of

some 400 member companies spanning virtually the entire storage industry. SNIA's mission is to lead the storage industry worldwide in developing and promoting standards, technologies, and educational services to empower organizations in the management of information. To this end, the SNIA is uniquely committed to delivering standards, education, and services that will propel open storage networking solutions into the broader market. For additional information, visit the SNIA Web site at www.snia.org.

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