

SNW Spring 2010 to Bring Together IT Management Community for World's Largest Conference on Storage, Infrastructure and the Data Center

*SNW to Spotlight Cloud Computing, Virtualization, Business Continuity and Feature Presenters
from Allstate Insurance Company, Proctor & Gamble, A&E Networks, Harvard Law School*

FRAMINGHAM, MA – February 24, 2010 – [SNW](#) Spring 2010 will bring together top information technology executives, providers and industry influencers on April 12-15 in Orlando for the world's largest conference on storage, infrastructure and the data center.

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.

Produced by Computerworld and co-owned by Computerworld and SNIA (The Storage Networking Industry Association), SNW is the largest event for IT professionals, 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 Expects to Generate Online, Media Buzz

SNW Spring 2010 is expected to spark significant online dialogue, building on an unprecedented rise in Twitter activity among the user community and vendors commenting real-time at SNW Fall 2009, held in October of last year. SNW attendees can now connect before, during and after the conference through their mobile device or computer through SNW CONNECT – SNW's social networking community. For more information, please visit <http://www.snwusa.com/connect>, or follow SNW on [Twitter](#) (use #snwusa) and [LinkedIn](#).

The Fall 2009 conference also provided a backdrop for companies featuring new products and services, and dozens of media and analyst briefings. User attendance at SNW Fall 2009 was up over the Spring 2009 conference, and the geographic mix of attendees continued to broaden, with an increasing number of users from across the country and overseas.

Another highlight of SNW Spring 2010 is SNW's "Best Practices" Awards Program -- sponsored by Oracle – which honors premier examples of IT management by end users. To nominate a case study for SNW's "Best Practices" Awards Program, please visit <http://bestpractices.computerworld.com/2010/SNW/>.
Deadline for Receipt of Submissions is Monday, March 08, 2010.

Other SNW Sponsors include LSI Corporation, Intel, HP, Emulex, 3PAR, SunGard Availability Services, and Super Micro Computer, Inc.

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>.

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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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