



## **Flash Memory Summit Expects Record Growth in 2013**

***2013 will be another record-breaking year for Flash Memory Summit, the world's leading non-volatile memory industry exposition***

**SANTA CLARA, CA – April 23, 2013** – Conference Concepts, a producer of expositions on cutting-edge technologies, today announced Flash Memory Summit (“FMS”) expects a significant growth trend for its 2013 event, slated August 13-15 at the Santa Clara Convention Center. Flash Memory Summit 2012 saw high double-digit increases in all categories, and has become the world's largest event focused entirely on non-volatile memory. Currently in its eighth year, FMS has had steady growth due to the increasing importance of flash memory in a wide range of applications and of solid state drives (SSDs) in consumer, enterprise, and embedded storage systems.

Flash Memory Summit expects 3,500 registrants and approximately 3,000 attendees this year. FMS exhibition areas are expected to approach 2,000 guests with over 60% of new growth customers looking to buy flash memory and associated products and services. 2013's general audience is expected at 1,500 with standing room only at keynotes by Facebook, EMC, Micron, Skyera, Intel, SMART Storage, LSI, and Microsoft. Key topics this year include new technologies in flash-memory based architectures, enterprise storage design, SSD technology, PCIe-based SSDs, controllers, and enterprise applications. Flash Memory Summit expects almost 100 exhibitors and sponsors to show the latest in flash memory technology and a wide range of associated products and services.

“Flash Memory Summit has established itself as the world's premier conference for non-volatile memory technologies. It covers the \$25 billion-dollar flash market, the \$7 billion-dollar rapidly growing SSD market, and the emerging market for new technologies,” said Lance Leventhal, Flash Memory Summit Conference Chairperson. “The 2013 conference and exposition will have even more on all-flash arrays, enterprise SSDs, mobile applications, PCIe-based systems (including NVMe), and application acceleration.”

In 2012, FMS saw an approximate 50% growth in total registration and attendance and an almost doubling of exhibition registration. Major participating companies include SMART Storage, Skyera, SK Hynix, Cadence, LSI, Viking Technology, Toshiba, HGST, Intel, and IDT. Industry groups and associations include Compact Flash Association, IEEE-CES, IEEE-CNSV, ONFI, SCSI Trade Association, SD Association, SNIA, SATA-IO, and Universal Flash Storage Association. Media sponsors include Circuit Cellar, OpenSystems Publishing, RTC Group, Electronic Products Magazine, EEWeb Pulse Magazine, Data Storage Connection, Media and Entertainment Technologies, The SSD Review, Tweak Town and Converge Network Digest.

### **About Flash Memory Summit (FMS)**

Flash Memory Summit, produced by Conference ConCepts, showcases the mainstream applications, key technologies, and leading vendors that are driving the multi-billion dollar non-volatile memory and SSD markets. FMS is now the world's largest event featuring the trends, innovations, and influencers driving the adoption of flash memory in demanding enterprise storage applications, as well as in smartphones,

tablets, and embedded systems. The 2013 event takes place on August 13-15 at the Santa Clara Convention Center in Santa Clara, California.

For more information, visit [www.flashmemorysummit.com](http://www.flashmemorysummit.com)

Twitter: @flashmem

LinkedIn: <http://www.linkedin.com/groups/Flash-Memory-Summit-4129499>

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### **About Conference ConCepts**

Conference ConCepts, organized in 1994, has produced dozens of technical events focused on the cutting edge of technology in engineering and the computing industry. Our conferences have ranged from small events and workshops with a few hundred participants to larger conferences and trade shows with over 5000 participants. The company's principals each have over 35 years experience in the technical trade show industry. For more information about Conference ConCepts, visit: [www.conferenceconcepts.com](http://www.conferenceconcepts.com)

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