

Apple Co-Founder Steve Wozniak Joins Roster of SNW Spring 2011 Keynotes, Adding to IT Infrastructure Conference's Silicon Valley Spotlight

Organizers announce first-ever Emerging Tech Program, Social Media Studio and performance by Ray Johnston Band

FRAMINGHAM, Mass. – March 22, 2011 – Apple co-founder and Silicon Valley icon Steve Wozniak will be among the speakers at [SNW](#) Spring 2011, the latest addition to next month's conference and a fitting complement to SNW's debut in the heart of the technology industry. Wozniak, who helped vault Silicon Valley into the technology spotlight with the launch of Apple, will speak on innovation at SNW Spring 2011, which is centered on the theme, "Driving Innovation Through the Information Infrastructure."

This spring's conference, being held April 4-7 in Santa Clara, marks the first time SNW will be held in Silicon Valley. SNW organizers announced plans to extend the program, including an Emerging Tech Program, a Social Media Studio, data center tours, one and two-day expo passes and other first-ever additions to an event already viewed as the premier conference on storage, infrastructure and the data center.

"SNW has evolved over the years from being a conference focused solely on storage management to becoming the biggest four day event focused on next generation data centers and innovative technologies that are enabling organizations to enjoy longer term sustainability – and this year is no exception," said John Amato, vice president & publisher, Computerworld. "With SNW Spring 2011 fast approaching, we're seeing tremendous interest from the IT management community, technology vendors, and the media, and we're very excited to host the program in Silicon Valley - complete with a keynote by Apple's co-founder Steve Wozniak, an emerging tech program, and data center tours."

New Features and Programs at SNW Spring 2011

Emerging Tech Program – For the first time in its 11-year history, SNW is launching a program and forum dedicated to recognizing technical innovation and entrepreneurial excellence among early-stage companies. Open to companies established within the past five years and/or have less than \$30 million in total investment, the program will include an Emerging Technology Pavilion and company presentations, culminating with awards that recognize stand-out participants.

Data Center Tours – Building on its location in the heart of Silicon Valley, SNW Spring 2011 is offering attendees an opportunity to tour data centers at area technology firms, including HP.

Expo Passes – This year, SNW is offering qualified registrants the unique chance to experience SNW with one and two day expo plus passes – at a fraction of the cost of a full conference registration. These passes allow access to keynotes, the Expo Hall, and all meals and receptions on Tuesday and/or Wednesday of the conference.

Social Media Studio – The spring conference will include SNW's first Social Media Studio to support the work of podcasters, bloggers and other social media influencers recording and producing reports from SNW.

Spirit of Silicon Valley Reception – SNW will close the four-day conference with a performance by The Ray Johnston Band, headed by former NBA player and cancer survivor Ray Johnston.

SNW Spring 2011 features an expanded program of enhanced educational sessions, workshops and presentations centered on the conference's innovation theme. Among the popular initiatives returning to SNW is the Cloud Pavilion, sponsored by the SNIA Cloud Storage Initiative.

SNW is produced by Computerworld and co-owned by Computerworld and SNIA (The Storage Networking Industry Association).

Please follow SNW on **Twitter** (#SNWUSA).

Registration Information

To register for SNW Spring 2011, please call 800-883-9090, email snwreg@computerworld.com, or visit <http://www.snwusa.com/register> to register online.

To register for SNW Spring 2011 as a member of the media or industry analyst, please visit the SNW Spring 2011 registration page: <http://www.snwusa.com/mediaSNW>.

For more information about SNW Spring 2011, including a complete agenda and list of presenters, please visit www.snwusa.com.

About Computerworld

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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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