SC13

Denver, CO | 2013

Exhibitor Prospectus

Colorado Convention Center
Denver, Colorado

The International Conference for High Performance Computing, Networking, Storage and Analysis

Sponsors:

acm
Association for
Computing Machinery

IEEE
computer
society

HPC Everywhere.

SC13 Attracts High-Quality Buyers You Want To Meet

SC attracts scientists and engineers, software developers, policy makers, corporate managers, CIOs, and IT administrators from universities, industry, and government agencies. Over the past twenty years, SC has grown to become truly an international conference with over 86% of attendees traveling more than 1,000 miles to participate in the conference. In fact, more than one-third of attendees on average attend no other conferences but SC each year.

Reach 11,000+ High Performance Computing Professionals

You really can't afford to miss the premier gathering of scientists, researchers, department managers, lab directors and decision makers from all corners of the High Performance Computing (HPC) and networking industry. Your organization will be well positioned and highly visible for the 11,000 attendees* from around the world as they converge on Denver, Colorado to see the latest innovations in HPC, networking, storage, and related fields. No other event provides such extensive, targeted opportunities for exposure and in-depth interaction with your key customer audiences.

The SC exhibit floor is a featured part of this premier and well-respected technical conference. Supported by a powerful live network infrastructure called SCinet, SC uniquely provides you the ability to showcase the full capabilities of your products and services for either large-scale or one-on-one demonstrations for prospective customers.

As the venue that has built a legacy for debuting the most advanced innovations in the HPC, networking, and storage industries, attendees year after year come to SC to discover the latest solutions that will keep them at the leading-edge of their professions.

*based on previous conference attendee numbers.

The People You Need to Meet From the Organizations You Target

Job Title/Function	Percentage of Attendees
Management	
President/Owner/Executive Director/CEO	3%
Vice President	1%
CFO/CIO/COO/CSO	1%
Director, Manager of Computer Center/ Services	7%
Research Director	3%
Program Manager (Government or Industry)	3%
Other Director, Manager, Supervisor Research & Development	2%
Professor (College/University)	9%
Scientist/Research Staff	15%
Postdoctoral Researcher	2%
Teacher (K-12)	1%
Graduate Student	12%
Undergraduate Student	3%
Engineering & Development	
Computer Scientist	6%
Programmer/Analyst	3%
Member of Technical Staff (MTS)	7%
Systems Engineer/Software Engineer	13%
Other Engineer	2%
Sales & Marketing	
Marketing and Product Strategy	2%
Sales Engineer	4%
Other	1%

Type of Business/Organization	Percentage of Attendees
Manufacturing	
Computers and Related Equipment	11%
Aerospace	2%
Petroleum	2%
Communications Equipment	1%
Other Electrical and Electronic	1%
Services	
Software Development	7%
Systems Integration and Consulting	4%
Financial (Banking, Investing)	2%
Healthcare	1%
VARs/Computer Sales	1%
Other Services	2 %
Non-profit Research & Development	
Academic (degree granting) Depart.	30%
National Laboratory	10%
Computing Center	11%
Primary/Secondary Education	3%
Government	
Research & Management	7%
Mission Oriented Computing	3%
Other Contractor	2%

All demographics were derived from a survey of SC11 registrants conducted by a third-party organization, Exhibit Surveys, Inc., of Red Bank, New Jersey.

Attendees with Real Buying Power

73% significantly influence the purchase decision for exhibited products and services (Defined as having the final say, specify the supplier, or recommend the purchase)

Planned Expenditures by Attendees

Over $10,000,001	10%
$3,000,001 -10,000,000	9%
$1,000,001 -3,000,000	14%
$600,001 -1,000,000	7%
$400,001 -$600,000	5%
$200,001 -400,000	8%
$100,001 -$200,000	9%
$50,001-$100,000	9%
$25,001- $50,000	8%
$10,000 – $25,000	7%
Up To $10,000	14%

Average Planned Expenditure = $2.3 million; Median Planned Expenditure = $300,000

SC Attendees Actively Seek Enhanced Productivity from Your Products and Services

Product Interest
Products Percentage of Attendees

Software	66%
Large-scale Parallel/Clustered Computers	64%
Storage Systems	48%
Development Tools	43%
Cluster Management Tools	42%
Applications Software	38%
Visualization	36%
Networks	34%
Servers	37%
Systems Software	31%
Workstation Clusters	24%
Grid Tools or Applications	25%
Local Area Network Equipment	27%
Desktop Workstations	20%
Peripheral Equipment	12%
Security Software	14%
Network Management Systems	13%
Wide Area Network Equipment	13%
Wireless Equipment	9%
Network Security Products	10%
Telecommunications Services (voice, data, video)	8%

The Exhibits Continue To Be Key Reason People Attend SC

63%	Attend Industry Exhibits
60%	Keep up to date on industry trends/issues
57%	Network with colleagues/vendors
45%	Meet with vendors
43%	Get technical information/specifications
44%	See specific companies or products
25%	Evaluate/compare products for purchase

53%

1,000+

Big Company Influence

53% of attendees come from organizations with **1,000+** employees.

How SC Helps You Succeed

SCinet
Each year, SC builds and delivers the "the most powerful network on the planet" to the exhibit floor. Designed and built entirely by volunteers from universities, government, and industry, SCinet combines leading-edge hardware and high-speed wide-area communication links, providing unsurpassed connectivity to national and international networks.

Integrated Research Exhibits
The SC exhibit floor balances corporate exhibits with a showcase for innovative applications of high performance computing, networking, and storage from research institutions – universities, national laboratories, and nonprofit research centers – on five continents. These scientists and engineers display the latest advances in computational modeling, imaging, visual analysis, and data technologies, often partnering with industry exhibitors to showcase how particular products can achieve new research discoveries.

Exhibitor Forum
Industry exhibitors have a special opportunity to present their R&D breakthroughs in our popular Exhibitor Forum presentations. This showcase is one of the unique features of SC, giving attendees access to the latest technology advances from industry exhibitors in all high-performance related disciplines.

Precisely Target and Extend Your Promotions: Maximize Your Return on Investment for SC13
Participate in SC13's Exclusive Marketing Opportunities to increase your exposure and reinforce your sales message long after SC13 is over!

Reach the Prospects You Want, Anytime, Anywhere
SC13 hosts and promotes the largest, most comprehensive online resource for organizations in the high performance technology industry: the SC13 exhibitor list. The search engine allows visitors to search by product, category or keyword and find exactly what they want. Your listing on the web site is FREE when you participate as an exhibitor.

Boost Response Rates: Customized, Targeted Mailing Lists
Generate pre- and post-show promotion by utilizing the exclusive SC13 registration lists for promotional mailings. Customize your list by analyzing the detailed demographic information collected from each registrant. Using the pre-registration list ensures that your message will reach the target audience that is interested in your products and services.

Go Home with Attendees: The SC Exhibit Directory
An essential guide distributed during SC13 and used as a year-round reference, The SC Exhibit Directory is the industry's reference guide to all the leading hardware and software exhibitors.

Invite the People You Want To Meet
SC13 will provide you with the opportunity to invite your most valued customers and prospects to visit you at SC13.

Extend Your Reach: Powerful Media Exposure
SC13's media headquarters will be a meeting point for editors and reporters from all the trade publications. An active media room provides you with on-site space for one-on-one media interviews as well as a distribution point for exhibitor media kits. Pre-registered media lists will also be available exclusively to exhibitors.

What SC Does for You: Aggressively Promotes Attendance to Targeted Decision Makers
Exhibitors profit from exposure in year-round attendance promotions that target the most active buyers. SC13 awareness and attendance is built through an extensive promotional plan that reaches hundreds of thousands of high performance technology professionals worldwide.
• A direct-mail and e-mail campaign distributes conference information and exhibitor lists, and thousands of complimentary invitations will be sent by exhibitors.
• Special editorial coverage in industry and related publications describing the size and scope of the SC13 Conference program.

About Denver, Colorado

The Denver metro area is a national hub for aerospace, computer technology and telecommunications. Colorado ranked third in the nation in 2010 for its concentration of high-tech workers, according to the Cyberstates 2011 report from the TechAmerica Foundation, a report that examines the size and scope of the technology industry by state.

But Denver is much more than just an important location for technology: come to the Mile High City and enjoy blue sky and big mountains in a walkable, sophisticated urban setting only minutes away from outdoor adventure. Denver offers something for everyone: casual brew pubs and glamorous night clubs; steak houses and haute cuisine; museums and eight professional sports teams; mountain peaks, raging rivers, and shopping malls. Take advantage of the business opportunities of SC13 while sampling the wide range of experiences available in this unique, Western city.

Most accommodations, dining, entertainment, and attractions are located near the hotels around the convention center. This vastly diverse network of elements fuels the vibrant locale for SC13, where another unique and powerful network will come together – don't miss your chance to become a part of it!

73%
in 2011

Exhibiting Will Result In Meeting New Buyers

In **2011**, nearly three quarters of attendees **(73%)** reported that they found new companies to do business with on the SC exhibit floor.

Included in Your Industry Exhibit Space Rental

- Publication of your company's exhibit information and profile in the SC13 Exhibits Directory

- 5 Exhibitor Staff badges per 100 square feet of exhibit space

- One technical program registration per exhibiting company

- Free admission to the Keynote address, Exhibitor Forum presentations and all Friday technical sessions

- Priority access to on-site whisper suites

- Priority access to meeting space and suites in the conference hotels

- Free admission for all registered exhibitor personnel to the Exhibitor Reception on Sunday night

- Access to SCinet – one of the most powerful networks in the world

- 50 complimentary Exhibition Guest passes per 100 square feet of exhibit space

Exposition Calendar
Exhibits Installation

Thursday, November 14,	**8 am – 5 pm**
Friday, November 15,	**8 am – 5 pm**
Saturday, November 16,	**8 am – 5 pm**
Sunday, November 17,	**8 am – 5 pm**

Exhibition Press Tour
Monday, November 18,	**6 – 7 pm**

Exhibition Opening Gala
Monday, November 18,	**7 – 9 pm**

Exhibit Dates and Hours
Tuesday, November 19,	**10am – 6 pm**
Wednesday, November 20,	**10am – 6 pm**
Thursday, November 21,	**10am – 3 pm**

Exhibits Dismantling Begins
Thursday, November 21,	**3 pm – Midnight**

Exhibits Dismantling Complete
Friday, November 22,	**8am – Noon**

SC13 Conference General Chair
William Gropp
Director, Parallel Computing Institute
Deputy Director for Research
Institute for Advanced Computing Applications and Technologies
Paul and Cynthia Saylor Professor of Computer Science
University of Illinois Urbana-Champaign

SC13 Exhibits Chair
James E. Costa
Computational Sciences & Analytics
Sandia National Laboratories

For more information on SC13 visit
http://SC13.supercomputing.org

For exhibiting information or advertising/
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