SC14

New Orleans, LA | hpc matters.

Exhibitor Prospectus

**Ernest N. Morial Convention Center
New Orleans, Louisiana**
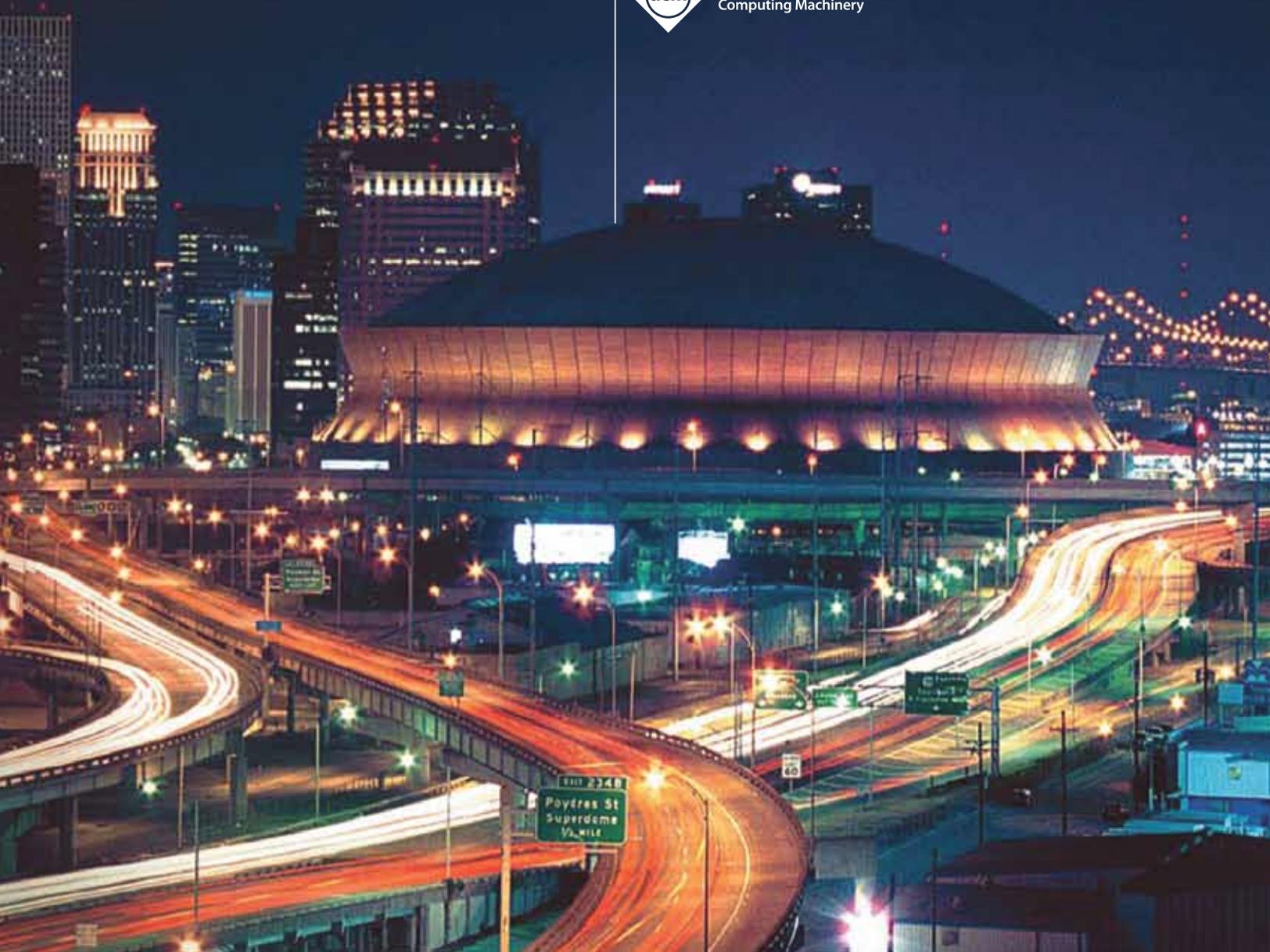
*The International Conference for High Performance Computing,
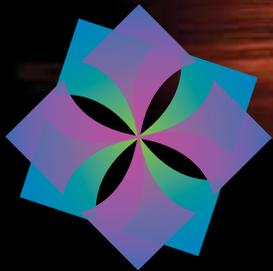Networking, Storage and Analysis*

Exhibition Dates:
November 17-20, 2014
Conference Dates:
November 16-21, 2014

Sponsors:

IEEE
computer society

acm **Association for
Computing Machinery**

SC14

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SC14 is the World's Largest Marketplace for High Performance Computing Professionals

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-five years, SC has grown to become truly an international conference with over 89% of attendees traveling more than 500 miles to participate in the conference. In fact, more then one-third of attendees on average attend no other conferences but SC each year.

Where Your Investment Meets A $11 Billion Marketplace

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 10,000 attendees* from around the world as they converge on New Orleans, Louisiana 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 exhibitors the ability to showcase the full capabilities of your products and services for either large-scale or one-on-one demonstrations for prospective customers.

*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/VP	4%
CFO/CIO/COO/CSO	1%
Director, Manager of Computer Center/ Services	6%
Research Director	2%
Program Manager (Government or Industry)	4%
Other Director, Manager, Supervisor	2%
Research & Development	
Professor (College/University)	11%
Scientist/Research Staff	14%
Postdoctoral Researcher	2%
Teacher (K-12)	1%
Graduate Student	13%
Undergraduate Student	6%
Engineering & Development	
Computer Scientist	6%
Programmer/Analyst	3%
Member of Technical Staff (MTS)	7%
Systems Engineer/Software Engineer	10%
Other Engineer	2%
Sales & Marketing	
Sales, Marketing and Product Strategy	5%
Sales Engineer, Rep	3%
Other	1%

Type of Business/Organization	Percentage of Attendees
Manufacturing	
Computers and Related Equipment	12%
Aerospace	2%
Petroleum	3%
Communications Equipment	1%
Other Electrical and Electronic	1%
Services	
Software Development	6%
Systems Integration and Consulting	3%
Financial (Banking, Investing)	1%
Healthcare	2%
VARs/Computer Sales	1%
Other Services	2%
Non-profit Research & Development	
Academic (degree granting) Depart.	34%
National Laboratory	8%
Computing Center	10%
Primary/Secondary Education	3%
Government	
Research & Management	4%
Mission Oriented Computing	3%
Other Contractor	2%

All demographics were derived from a survey of SC12 registrants conducted by a third-party organization, Exhibit Surveys, Inc., of Red Bank, New Jersey.

Attendees Are Discerning Buyers and Plan To Spend

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	11%
$3,000,001 -10,000,000	8%
$1,000,001 -3,000,000	15%
$600,001 -1,000,000	7%
$400,001 -$600,000	4%
$200,001 -400,000	7%
$100,001 -$200,000	9%
$50,001-$100,000	7%
$25,001- $50,000	7%
$10,000 – $25,000	9%
Up To $10,000	16%

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	**73%**
Large-scale Parallel/Clustered Computers	**70%**
Storage Systems	**50%**
Development Tools	**48%**
Applications Software	**42%**
Cluster Management Tools	**39%**
Servers	**39%**
Visualization	**38%**
Networks	**34%**
Systems Software	**33%**
Local Area Network Equipment	**26%**
Grid Tools or Applications	**23%**
Workstation Clusters	**22%**
Desktop Workstations	**20%**
Security Software	**15%**
Peripheral Equipment	**14%**
Wide Area Network Equipment	**14%**
Network Management Systems	**12%**
Network Security Products	**10%**
Wireless Equipment	**9%**
Telecommunications Services (voice, data, video)	**6%**

The Exhibits Continue To Be Key Reason People Attend SC

62%	Attend Industry Exhibits
61%	Keep up to date on industry trends/issues
60%	Network with colleagues/vendors
45%	Meet with vendors
43%	Get technical information/specifications
40%	See specific companies or products
25%	Evaluate/compare products for purchase

57%
1,000+

Big Company Influence

57%

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

Maximize Your ROI
Participate at SC14 and Increase Your Exposure In The Marketplace

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 show-case for innovative applications of high performance com-puting, 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 series. 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
Participate in SC14's Exclusive Marketing Opportunities to increase your exposure and reinforce your sales message long after SC14 is over!

Reach the Prospects You Want, Anytime, Anywhere
SC14 hosts and promotes the largest, most comprehensive online resource for organizations in the high performance technology industry: the SC14 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 SC14 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 SC14 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
SC14 will provide you with the opportunity to invite your most valued customers and prospects to visit you at SC14.

Extend Your Reach: Powerful Media Exposure
SC14'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. SC14 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 SC14 Conference program.

About New Orleans
Discover New Orleans' rich cultural background and celebrate everything that makes the city America's most authentic and enthralling destinations. The diverse heritages of the people of New Orleans makes this city unique, interesting and alive with tradition. Known for its music, you have the opportunity to explore the origins and traditions of the rhythm of the city. With its graceful verandas and elegant parlors, New Orleans' historic homes and buildings are architectural treasures. You may also want to awaken your love of history and patriotic pride at museums that features exhibits, priceless documents and more.

The legendary home of the French Quarter, Bourbon Street, and jazz continues to make New Orleans one of the most entertaining and welcoming cities in the United States. 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 SC14, where another unique and powerful network will come together - don't miss your chance to become a part of it!

73%
in 2012

Exhibiting will result In meeting new buyers

In **2012**, nearly three quarters of attendees reported **(73%)** 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 SC14 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 13,	**8 am – 5 pm**
Friday, November 14,	**8 am – 5 pm**
Saturday, November 15,	**8 am – 5 pm**
Sunday, November 16,	**8 am – 5 pm**

Exhibition Press Tour
Monday, November 17,   **6 – 7 pm**

Exhibition Opening Gala
Monday, November 17,   **7 – 9 pm**

Exhibit Dates and Hours
Tuesday, November 18,	**10am – 6 pm**
Wednesday, November 19,	**10am – 6 pm**
Thursday, November 20,	**10am – 3 pm**

Exhibits Dismantling Begins
Thursday, November 20,   **3 pm – Midnight**

Exhibits Dismantling Complete
Friday, November 21,   **8am – Noon**

SC14 Conference General Chair
Trish Damkroger
Lawrence Livermore National Laboratory

SC14 Exhibits Chair
Christine E. Cuicchi
DOD HPC Modernization Program

For more information on SC14 visit
http://SC13.supercomputing.org

For exhibiting information or advertising/contributor opportunities contact:

SC Exhibits Management
Hall-Erickson, Inc.
98 E. Chicago Ave.
Westmont, Illinois 60559
Phone: 866-923-9699
Fax: 630-434-1216
Email: sc@heiexpo.com

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