



SC15

Austin,
TX

hpc
transforms.

Austin
Convention Center
Austin, TX

<http://sc15.supercomputing.org/>

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

Exhibitor Prospectus

Conference Dates: Nov. 15 - 20, 2015 Exhibition Dates:
Nov. 16 - 19, 2015

Sponsors:



Association for
Computing Machinery

IEEE
computer
society





SC15 is 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 83% of attendees traveling more than 500 miles to participate in the conference. In fact, more than one-third of attendees on average attend no other conferences but SC each year.

Why Exhibit at SC15?

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 Austin, Texas 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	3%
CFO/CIO/COO/CSO	3%
Director, Manager of Computer Center/Services	6%
Research Director	2%
Program Manager (Government or Industry)	3%
Other Director, Manager, Supervisor	5%
Research & Development	
Professor (College/University)	8%
Scientist/Research Staff	16%
Postdoctoral Researcher	3%
Graduate Student	13%
Undergraduate Student	3%
Engineering & Development	
Computer Scientist	5%
Programmer/Analyst	3%
Member of Technical Staff (MTS)	6%
Systems Engineer/Software Engineer	12%
Other Engineer	2%
Sales & Marketing	
Sales, Marketing and Product Strategy	2%
Sales Engineer, Rep	3%
Other	2%
Type of Business/Organization	
Manufacturing	
Computers and Related Equipment	11%
Aerospace	2%
Petroleum	2%
Communications Equipment	1%
Other Electrical and Electronic	3%
Services	
Software Development	6%
Systems Integration and Consulting	3%
Financial (Banking, Investing)	2%
Healthcare	1%
VARs/Computer Sales	1%
Other Services	3%
Non-profit Research & Development	
Academic (degree granting) Depart.	31%
National Laboratory	10%
Computing Center	12%
Primary/Secondary Education	2%
Government	
Research & Management	5%
Mission Oriented Computing	2%
Other Contractor	2%

Attendees Are Discerning Buyers and Plan To Spend

75% of the attendees have the final say, specify the supplier, or recommend the purchase of products and services displayed at the SC Exhibits

Planned Expenditures by Attendees

Over \$10,000,001	13%
\$3,000,001 -10,000,000	9%
\$1,000,001 -3,000,000	14%
\$600,001 -1,000,000	7%
\$400,001 -\$600,000	6%
\$200,001 -400,000	6%
\$100,001 -\$200,000	8%
\$50,001-\$100,000	9%
\$25,001- \$50,000	7%
\$10,000 - \$25,000	9%
Up To \$10,000	12%

*Average Planned Expenditure = \$2.6 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	66%
Storage Systems	50%
Development Tools	43%
Applications Software	36%
Cluster Management Tools	36%
Visualization	35%
Servers	34%
Networks	33%
Systems Software	29%
Local Area Network Equipment	28%
Grid Tools or Applications	20%
Workstation Clusters	18%
Desktop Workstations	16%
Wide Area Network Equipment	14%
Security Software	12%
Peripheral Equipment	11%
Network Management Systems	11%
Network Security Products	10%
Wireless Equipment	8%
Telecommunications Services (voice, data, video)	5%

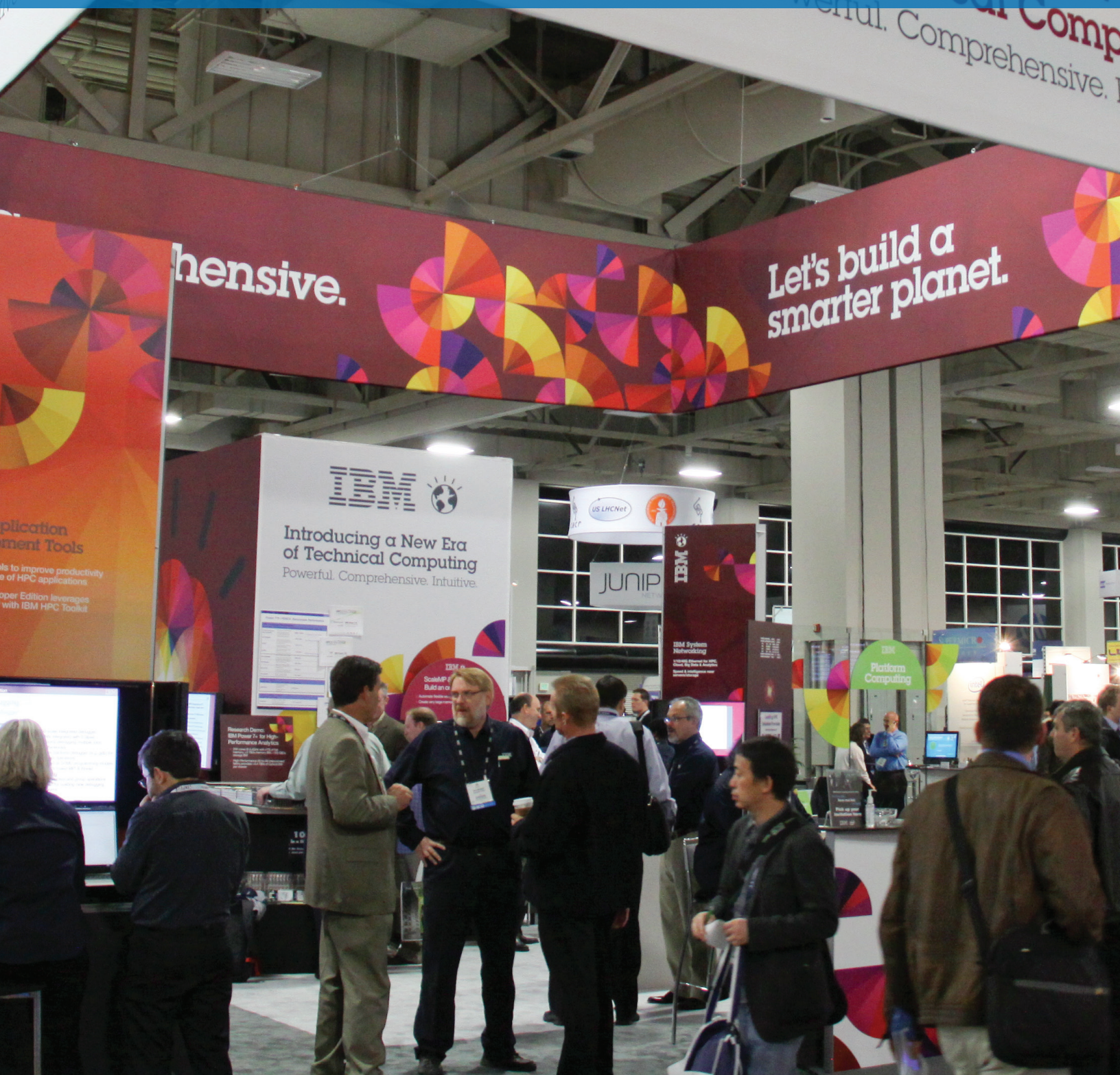
The Exhibits Continue To Be An Important Reason To Attend SC

69%	Attend Industry Exhibits
69%	Network with colleagues/vendors
65%	Keep up to date on industry trends/issues
52%	Meet with vendors
49%	Get technical information/specifications
49%	See specific companies or products
29%	Evaluate/compare products for purchase

58%
1,000+

Big Company Influence

58% of attendees come from
organizations with **1,000+**
employees.



How We Help You

Participate at SC15 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 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 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 SC15's Exclusive Marketing Opportunities to increase your exposure and reinforce your sales message long after SC15 is over!

Reach the Prospects You Want, Anytime, Anywhere

SC15 hosts and promotes the largest, most comprehensive online resource for organizations in the high performance technology industry: the SC15 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 SC15 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.

The SC15 Exhibit Directory and Mobile App

The SC15 Mobile App and Exhibit Directory are essential guides that are distributed during SC15 and used as a year-round reference. The SC15 Exhibit Directory is the industry's reference guide to all the leading hardware and software exhibitors.

Invite the People You Want To Meet

SC15 will provide you with the opportunity to invite your most valued customers and prospects to visit you at SC15.

Extend Your Reach: Powerful Media Exposure

SC15'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. SC15 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 SC15 Conference program.

About Austin

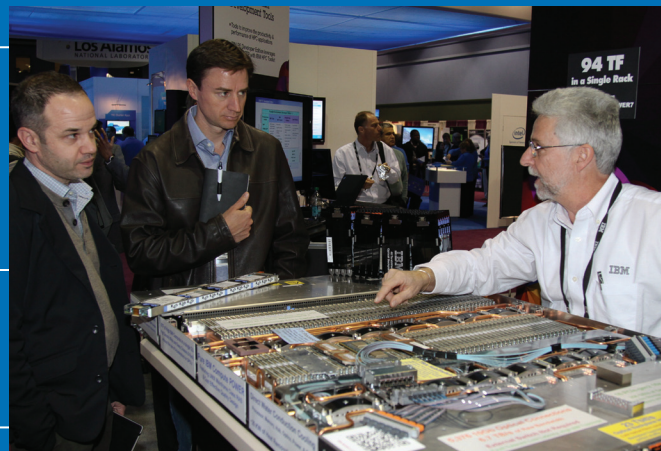
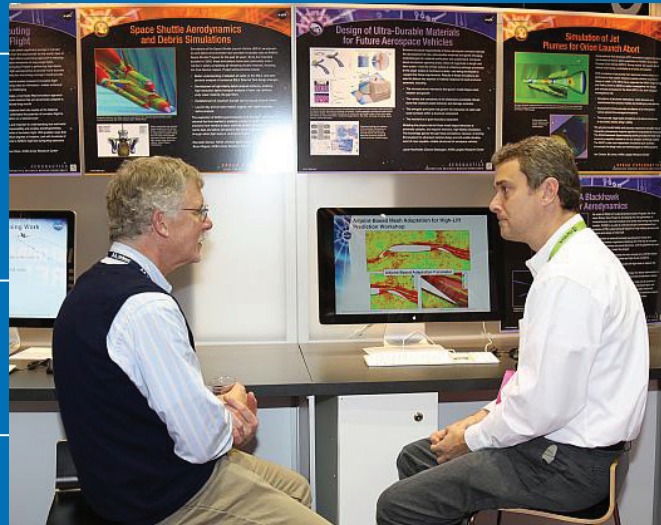
Austin is one of the fastest growing centers of computer development in the country and has become known as the high-tech industry's Silicon Hills. Many of the computing industry's leading companies have either been in Austin for years or have moved to this dynamic area over the past decade. In addition to being the state capital, Austin has been described as hip and stylish, high tech and casual. Well-known for its music, Austin's nightlife offers a flourishing menu of options in a city that combines a big-city feel with a college town.

75% of the attendees have the authority to authorize, specify, or recommend products or services for purchase exhibited at SC Exhibits.



Included in Your Industry Exhibit Space Rental

- Publication of your company's exhibit information and profile in the SC15 Exhibits Directory and Mobile App
- 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 exhibitor suites
- Priority access to convention center 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 12,	8 am – 5 pm
Friday, November 13,	8 am – 5 pm
Saturday, November 14,	8 am – 5 pm
Sunday, November 15,	8 am – 5 pm

Exhibition Opening Gala
Monday, November 16, 7 pm – 9 pm

Exhibit Dates and Hours
Tuesday, November 17, 10 am – 6 pm
Wednesday, November 18, 10 am – 6 pm
Thursday, November 19, 10 am – 3 pm

Exhibits Dismantling Begins
Thursday, November 19, 3 pm – Midnight

Exhibits Dismantling Complete
Friday, November 20, 8 am – Noon

SC15 Conference General Chair
Jackie Kern
University of Illinois at Urbana-Champaign

SC15 Exhibits Chair
Trey Breckenridge
Mississippi State University

For more information on SC15 visit
<http://SC15.supercomputing.org>

For exhibiting information or advertising/contributor opportunities contact:

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