



# SC12

Salt Lake City, Utah

# Exhibitor Prospectus

**November 10-16, 2012**

**Salt Palace Convention Center**

**Salt Lake City, Utah**



## **Exhibition**

November 12 - 15, 2012

## **Conference**

November 10 - 16, 2012

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

**Sponsors:**  
IEEE Computer Society  
ACM





## Exhibitor Prospectus



**SC12**  
Salt Lake City, Utah

### The 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 57% of attendees traveling more than 1,000 miles to participate in the conference. In fact, over a quarter of attendees on average attend no other conferences but SC each year.

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### Why Exhibit at SC12?

**SC** attracts an exclusive group of scientists, researchers, department managers, lab directors and decision makers from all corners of the High Performance Computing (HPC) and networking industry. Your organization can be well positioned and highly visible for the more than 10,000 attendees\* from around the world as they converge on Salt Lake City, Utah 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.

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
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### Management

President/Owner/Executive Director/CEO	2%
Vice President	1%
CFO/CIO/COO/CSO	1%
Director, Manager of Computer Center/Services	6%
Research Director	2%
Program Manager (Government or Industry)	3%
Other Director, Manager, Supervisor	2%

### Research & Development

Professor (College/University)	9%
Scientist/Research Staff	17%
Postdoctoral Researcher	3%
Teacher (K-12)	1%
Graduate Student	14%
Undergraduate Student	5%

### Engineering & Development

Computer Scientist	6%
Programmer/Analyst	2%
Member of Technical Staff (MTS)	7%
Systems Engineer/Software Engineer	10%
Other Engineer	2%

### Sales & Marketing

Marketing and Product Strategy	3%
Sales Engineer, Rep	2%
Other Sales / Marketing	1%
Other	1%

Type of Business/Organization	Percentage of Attendees
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### Manufacturing

Computers and Related Equipment	9%
Aerospace	2%
Petroleum	2%
Communications Equipment	1%
Other Electrical and Electronic	1%
Other Manufacturing	1%

### Services

Software Development	5%
Systems Integration and Consulting	3%
Financial (Banking, Investing)	1%
Healthcare	1%
VARs/Computer Sales	1%

### Other Services

### Non-profit Research & Development

Academic (degree granting) Depart.	34%
National Laboratory	12%
Computing Center	9%

### Primary/Secondary Education

### Government

Research & Management	7%
Mission Oriented Computing	4%
Other Employee	1%
Other Contractor	1%

## SC Attendees Look For A Wide Range of Solutions on the Exhibit Floor

Product Interest	Percentage of Attendees
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### Products

Software	65%
Large-scale Parallel/Clustered Computers	64%
Storage Systems	48%
Development Tools	42%
Cluster Management Tools	40%
Applications Software	38%
Visualization	37%
Networks	35%
Servers	32%
Systems Software	27%
Workstation Clusters	24%
Grid Tools or Applications	23%
Local Area Network Equipment	22%
Desktop Workstations	20%
Peripheral Equipment	12%
Security Software	11%
Network Management Systems	10%
Wide Area Network Equipment	10%
Wireless Equipment	8%
Network Security Products	7%
Telecommunications Services (voice, data, video)	7%

## Interaction on the Exhibit Floor Continues To Be Key Reason People Attend SC

### At SC:

Attend Industry Exhibits	66%
Keep up to date on industry trends/issues	62%
Network with colleagues/vendors	62%
Meet with vendors	43%
Get technical information/specifications	43%
See specific companies or products	40%
Evaluate/compare products for purchase	23%

Exhibitor  
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# Attendees with Real Buying Power

- **70%** - significantly influence the purchase decision for exhibited products and services  
(Defined as having the final say, specify the supplier, or recommend the purchase)

- **Average Planned Expenditure = \$2.5 million;  
Median Planned Expenditure = \$300,000**



# 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 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: Maximize Your Return on Investment for SC12**

Participate in SC12's Exclusive Marketing Opportunities to increase your exposure and reinforce your sales message long after SC12 is over!

## **Reach the Prospects You Want, Anytime, Anywhere**

**SC12** hosts and promotes the largest, most comprehensive online resource for organizations in the high performance technology industry: the SC12 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 SC12 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 SC12 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**

**SC12** will provide you with the opportunity to invite your most valued customers and prospects to visit you at SC12.

## **Extend Your Reach: Powerful Media Exposure**

**SC12'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. SC12 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 SC12 Conference program.



Exhibitor  
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# Big Company Clout

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

# About Salt Lake City

Combining the amenities of a major metropolitan area with the friendliness of a small, western city, Salt Lake City is an ideal location for group travel. A beautiful, safe, and vibrant city, Salt Lake combines unparalleled access to natural recreation, a bustling economy, dynamic nightlife, remarkable history, warm hospitality, and Utah's Greatest Snow on Earth™. Salt Lake offers an unequalled combination of year-round outdoor recreation, accessibility and metropolitan amenities. Nestled at the base of the Wasatch Range, we are only minutes from streams and trails to hike and bike. At the heart of downtown, visitors can browse museums and galleries, sample endless dining and shopping options, attend a Broadway musical, visit the zoo, and catch a symphony or planetarium cosmic light show.

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 SC12, where another unique and powerful network will come together - don't miss your chance to become a part of it!

## Included in Your Industry Exhibit Space Rental

- Publication of your company's exhibit information and profile in the SC12 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

## Exposure Works

**In 2010, nearly three quarters (74%) of attendees reported that they found new companies to do business with on the SC exhibit floor.**





# SC12

Salt Lake City, Utah

**SC12 Conference General Chair**  
**Jeffrey K. Hollingsworth**  
University of Maryland

For more information on SC12 visit  
<http://SC12.supercomputing.org>

**For exhibiting information or  
advertising/contributor  
opportunities contact:**  
**SC Exposition Management**  
**Hall-Erickson, Inc.**  
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Phone: 866-923-9699  
Fax: 630-434-1216  
e-mail: [sc@heexpo.com](mailto:sc@heexpo.com)

**November 10 - 16, 2012**  
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**Exhibition Dates**  
**November 12 - 15, 2012**

**Conference Dates**  
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## Exhibition Calendar

**Exhibits Installation**.....**Thursday, November 8, 8 am - 5 pm**  
**Friday, November 9, 8 am - 5 pm**  
**Saturday, November 10, 8 am - 5 pm**  
**Sunday, November 11, 8 am - 5 pm**

**Exhibition Press Tour** .....**Monday, November 12, 6 - 7 pm**  
**Exhibition Opening Gala** .....**Monday, November 12, 7 - 9 pm**  
**Exhibit Dates and Hours** .....**Tuesday, November 13, 10am - 6 pm**  
**Wednesday, November 14, 10am - 6 pm**  
**Thursday, November 15, 10am - 3 pm**

**Exhibits Dismantling Begins** .....**Thursday, November 15, 3 pm - Midnight**  
**Exhibits Dismantling Complete** .....**Friday, November 16, 8am - Noon**

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**ACM SIGARCH/IEEE Computer Society**



Association for  
Computing Machinery



computer  
society

[sc12.supercomputing.org](http://sc12.supercomputing.org)