



Portland, OR 2009

Computing
For A
Changing
World.

Exhibitor Prospectus

November 14-20, 2009

Oregon Convention Center
Portland, Oregon

Sponsors:
ACM SIGARCH/
IEEE Computer Society



Conference Dates
November 14-20, 2009

Exhibition Dates
November 16-19, 2009

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





The Exhibit Hall Attracts the High-Quality Buyers You Want

SC attracts scientists and engineers, software developers, policy makers, corporate managers, CIOs, and IT administrators from universities, industry, and government agencies. Of these attendees, 75% travel more than 1,000 miles to attend the conference. For 24%, SC is the only exposition they will attend this year.

Why Exhibit?

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) ecosystem. Your organization can be well positioned and highly visible for the 10,000 attendees* from around the world as they converge on Portland, Oregon to see the latest innovations in HPC, networking, storage, and related fields. No other event provides such extensive, targeted opportunities for exposure and interaction.

The SC exhibit floor is a featured part of this premier, well-respected technical conference, and gives attendees the opportunity to see your products and solutions first hand — as they explore the tools and solutions they need to stay at the leading edge of their professions.

Attendees of the annual SC conference embrace the SC exhibit floor to “see new products and developments” and to network with HPC stakeholders from around the globe.

*based on previous conference attendee numbers.

SC Attendees: the People You Need to Meet at the Organizations You Target

Job Title/Function	Percentage of Attendees
Management	
President/Owner	5%
Vice President	2%
Research & Development	
Research Director, Management Scientific/Research Staff	6%
	13%
Information Systems/MIS	
Computer Scientist	4%
Programmer/Analyst	5%
Systems/Software Engineer	12%
Director/Manager of Computer Center/Services	7%
Engineering	
Engineering Management	3%
Member of Technical Staff (MTS)	6%
Other Engineer	1%
Sales & Marketing	
Management	4%
Sales Engineer, Rep	2%
Other	
Consultant	4%
Professor/Teacher	11%
Student	6%
Other Director/Manager/Supervisor	3%
Other	1%
Type of Business/Organization	Percentage of Attendees
Manufacturing	
Computers and Related Equipment	10%
Petroleum	3%
Aerospace	3%
Communications Equipment	1%
Pharmaceutical	2%
Other Manufacturing	2%
Non-Manufacturing	
UUniversity/College	29%
Government	14%
Non-profit and students	10%
Research & Development	7%
Systems Integration & Consulting	3%
Software Development	5%
VARs/Computer Sales/Services	1%
Healthcare	1%
Financial (banking, investing)	2%

SC Attendees: Actively Seek Enhanced

Productivity from Your Products and Services

Product Interest	Percentage of Attendees
Products	
Software	71%
Large-scale Parallel/Clustered Computers	70%
Storage Systems	58%
Cluster Management Tools	49%
Networks	46%
Development Tools	45%
SMP Computers	41%
Applications Software	39%
Visualization	35%
Books and Periodicals	34%
Workstation Clusters	33%
Grid Tools or Applications	33%
Local Area Network Equipment	31%
Systems Software	27%
Desktop Workstations	25%
Servers	21%
Peripheral Equipment	17%
Security Software	16%
Network Management Systems	16%
Wide Area Network Equipment	15%
Network Security Products	14%
Wireless Equipment	13%
Telecommunications Services (voice, data, video)	7%

The Exhibits Continue to Be a Key Reason People Attend SC

At SC:	Percentage of Attendees
Keep up to date on industry trends/issues	70%
Attend Industry Exhibits	64%
Network with colleagues/vendors	63%
Meet with vendors	54%
See specific companies or products	51%
Get technical information/specifications	50%
Evaluate/compare products for purchase	38%

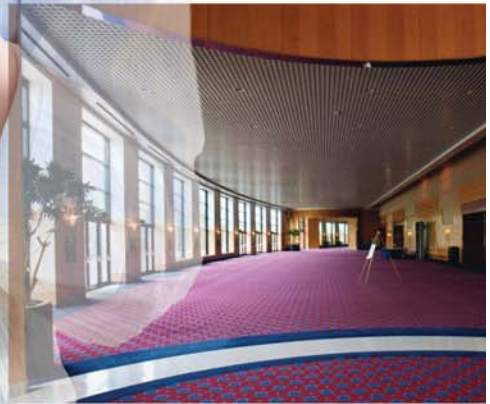
Exhibitor
Prospectus



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Attendees
with Real
Buying
Power

- **76%** 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 = **\$400,000**



Exhibitors Benefit from SC Exclusives

SCinet

Each year, SC builds and delivers the "hottest 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.

SCinfo

In its fifth year, this real-time information source allows attendees to obtain up-to-the-minute information about presentations/demonstrations on the show floor, as well as the technical program. Exhibits-related data feeds include exhibitor information, booth demonstration schedules, exhibitor forum presentations, and news about special events. SCinfo accounts are available free of charge to every exhibitor and attendee.

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 SC09

Participate in SC09's Exclusive Marketing Opportunities to increase your exposure and reinforce your sales message long after SC09 is over!

Reach the Prospects You Want, Anytime, Anywhere

SC09 hosts and promotes the largest, most comprehensive online resource for organizations in the high performance technology industry: the SC09 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 SC09 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 SC09 and used as a year-round reference, *The SC Exhibit Directory* is a directory of events and the industry's reference guide to all the leading hardware and software exhibitors.

Increase Your Company's Visibility: Branding Opportunities & Exclusive Sponsorships

Help your company stand out: associate with one of the high-quality conference programs or promote your message on a banner, merchandise bag insert, conference lanyards - or ask about the other opportunities available.

Invite the People You Want To Meet

SC09 will provide you with the opportunity to invite your most valued customers and prospects to visit you at SC09.

Extend Your Reach: Powerful Media Exposure

SC09's media headquarters will be a meeting point for editors and reporters from all the trade publications, with space available for distribution of 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. SC09 awareness and attendance is built through an extensive promotional plan that reaches hundreds of thousands of high performance technology professionals worldwide.

- A direct-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 SC09 Conference program.

About Portland

Portland - funky, diverse, edgy, cool, sporty, hippy, crunchy and techie meld happily together in a powerful, natural setting on the banks of the Willamette River at the foot of Mount Hood.

A friendly climate and free public transportation in the vicinity of the convention center make getting around easy: and you'll want to get around! The City of Roses has become a popular travel destination, known for its food, microbreweries (Beer-topia anyone?), farmer's markets, unique shopping, beautiful gardens, indie music scene and more.

This vastly diverse network of elements fuels the vibrant locale for SC09, where another unique and powerful network will come together - don't miss your chance to become a part of it!

Exhibitor
Prospectus



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Big
Company
Clout

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

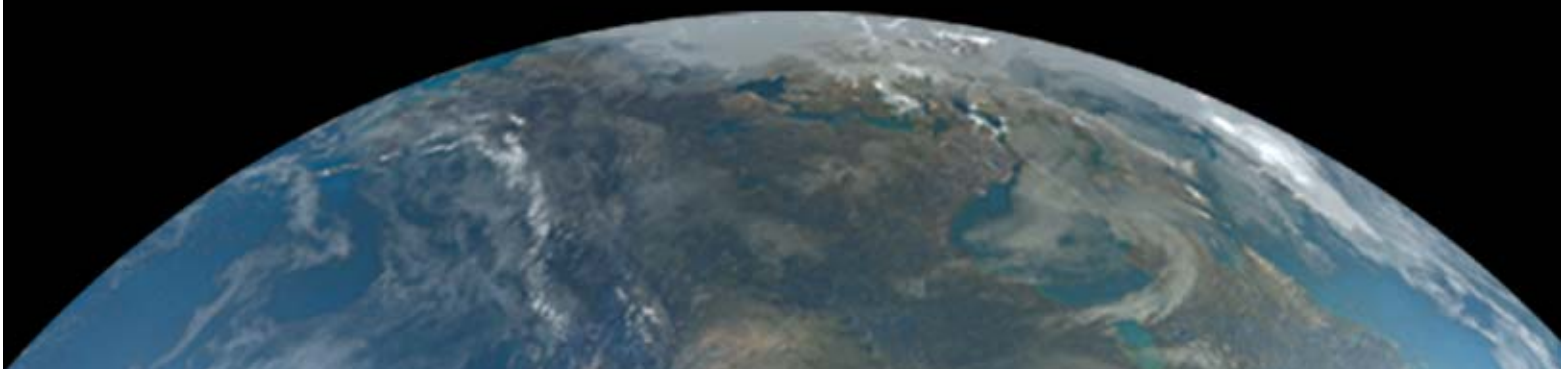


Included in Your Industry Exhibit Space Rental

- Publication of your company's exhibit information and profile in the SC09 Exhibits Directory
- Rights to upload customized information about your booth activities for delivery via SCinfo
- 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
- Access to the Media Room for displaying your promotional literature and meeting with reporters

Exposure Works

In 2007, nearly three quarters (73%) of SC attendees reported that they found new companies to do business with on the SC exhibit floor.





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**SC09 Conference General Chair
Wilfred Pinfold**
Intel Corporation

For more information on SC09 visit
<http://SC09.supercomputing.org>

**For exhibiting information or
advertising/contributor
opportunities contact:
SC Exposition Management
Hall-Erickson, Inc.**

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Phone: 630-434-7779
Fax: 630-434-1216
e-mail: sc@heexpo.com

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Exhibition 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 Press Tour	Monday, November 16,	6 - 7 pm
Exhibition Opening Gala	Monday, November 16,	7 - 9 pm
Exhibit Dates and Hours	Tuesday, November 17,	10am - 6 pm
	Wednesday, November 18,	10am - 6 pm
	Thursday, November 19,	10am - 4 pm
Exhibits Dismantling Begins	Thursday, November 19,	4pm - Midnight
Exhibits Dismantling Complete	Friday, November 20,	8am - Noon



Super.

sc09.supercomputing.org