

20 Years - Unleashing the Power of HPC

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

SC08
AUSTIN, TX



November 15-21, 2008
Austin Convention Center
Austin, Texas

Conference Dates
November 15-21, 2008
Exhibits Dates
November 17-20, 2008

Exhibitor Prospectus



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

The Exhibit Hall will Attract the High-Quality Buyers

SC attracts scientists and engineers, software developers, policy makers, corporate managers, CIOs, and IT administrators from universities, industry, and government agencies. Of these attendees, 71% of them travel over 1000 miles to attend the conference, and 27% travel from outside the US. For 28%, SC is the only exposition they will attend this year.

71% 27% 28%

Why Exhibit?

SC is the conference that has been the gathering place for researchers and managers from all areas of high performance technology. Nearly 10,000 attendees from around the world converge to see the latest innovations in high performance computing, networking, storage, and related fields. No other event provides such breadth or such opportunities for interaction.

SC is the industry's only focused conference program. The exhibit floor is a featured part of the conference, giving attendees the opportunity to see first-hand the tools - your products and services - they need to stay at the leading edge of their professions.

Attendees say they come to SC specifically to "see new products and developments." These are the prospects you need to meet!





SC Attracts the Organizations You Need to Meet

SC Attendees Search for Products and Services that will Make them More Productive

Job Title/Function	Percentage of Attendees	Product Interest	Percentage of Attendees
Management		Products	
President/Owner	3%	Software	76%
Vice President	2%	Large-scale/Parallel Clustered Computers	74%
Research & Development		Storage Systems	58%
Scientific/Research Staff	19%	Cluster Management Tools	53%
Research Director, Management	8%	Networks	50%
Information Systems/MIS		Development Tools	48%
Systems/Software Engineer	10%	SMP Computers	48%
Director/Manager of Computer Center/Services	9%	Visualization	43%
Computer Scientist	5%	Applications Software	39%
Programmer/Analyst	5%	Workstation Clusters	39%
Engineering		Grid Tools or Applications	37%
Member of Technical Staff (MTS)	5%	Local Area Network Equipment	33%
Engineering Management	3%	Systems Software	32%
Other Engineer	1%	Books and Periodicals	32%
Sales & Marketing		Desktop Workstations	27%
Management	4%	Servers	22%
Sales Engineer, Rep	2%	Security Software	20%
Other		Peripheral Equipment	17%
Professor/Teacher	9%	Telecommunications Services (voice, data, video)	17%
Student	7%	Wide Area Network Equipment	15%
Consultant	3%	Wireless Equipment	15%
Other Director/Manager/Supervisor	3%	Network Security Products	15%
Other	2%	Network Management Systems	14%
Type of Business/Organization	Percentage of Attendees	The Exhibits Continue to Be a Key Reason People Attend SC	
Manufacturing		At SC:	
Computers and Related Equipment	13%	Keep Up to date on industry trends/ issues	74%
Petroleum	3%	Attend Industry Exhibits	68%
Aerospace	2%	Network with colleagues/vendors	64%
Communications Equipment	1%	Meet with vendors	55%
Other Manufacturing	1%	Get technical information/ specifications	53%
Automotive	1%	See specific companies or products	39%
Chemical	1%	Evaluate/compare products for purchase	39%
Pharmaceutical	1%		
Non-Manufacturing			
University/College	27%		
Government	18%		
Non-profit and students	8%		
Research & Development	7%		
Systems Integration & Consulting	4%		
Software Development	4%		
Healthcare	1%		
Financial (banking, investing)	1%		
VARs/Computer Sales/Services	1%		

All demographics were derived from a survey of SC06 registrants conducted by a third-party organization, Exhibit Surveys, Inc., of Red Bank, New Jersey.

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**Attendees
with Real
Buying
Power**

Overall, 77% of attendees have a buying influence that is defined as having the final say, specifying the supplier, or recommending the purchase of the products and services exhibited. The average planned expenditure is \$2.8 million, with a median of \$500,000.

\$2,800,000



How We Help You

Your participation in the SC08 Exhibits is supported by an experienced exhibits management staff that is always available to answer any questions you might have. We provide a detailed Exhibitor Services Manual, promotion handbook and frequently-asked-questions guide. Periodic Exhibitor Update newsletters will keep you abreast of developments during the year leading up to SC08.

The *Official SC Exhibits Guide*, distributed to all attendees, offers advertising to increase your visibility or announce special events. The Guide is used on-site by each conference attendee and serves as a reference tool long after the conference has ended. SC08 will also offer a variety of special opportunities for reaching beyond your booth space. These are described in our *Marketing Guidebook for Exhibitors*, distributed during the planning process to give you other ideas for raising awareness of your company and attracting qualified attendees to your exhibit.

SC Exhibitors Benefit from On-Site Advanced Technologies

SCinet

Each year, SC constructs on the exhibit floor the “hottest network on the planet”. 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

About Austin

Very different from the rest of Texas, 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. Austin is an exciting destination that offers 5,500 hotels rooms convenient to the newly expanded convention center. 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.

Exhibitor Prospectus | SC08

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**Big
Company
Clout**

58% of attendees come from
organizations with 500+ employees.

500+



Included in Your Industry Exhibit Space Rental

- Publication of your company's exhibit information and profile in the SC08 Conference Program and Exhibits Guide
- 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 Program 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

SC Exposure Works

*L*ast year, three-quarters of attendees reported that they found new companies to do business with on the SC exhibit floor.



SC08 Conference General Chair
Prof. Patricia J. Teller
The University of Texas at El Paso

For more information on SC08 visit
<http://SC08.supercomputing.org>

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

98 E. Naperville Rd.
Westmont, IL 60559
Phone: 630-434-7779
Fax: 630-434-1216
e-mail: sc@heiexpo.com

SC08 Sponsors:
ACM SIGARCH/IEEE Computer Society



Exhibition Calendar

- 50% Deposit on Exhibit Space Due**January 16, 2008**
- Balance of Payment Due**June 14, 2008**
- Online Exhibitor Manual Live**August 1, 2008**
- 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
- Exhibits Press Tour.....**Monday, November 17, 6 - 7 pm**
- Exhibits 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 - 4 pm
- Exhibits Dismantling Begins**Thursday, November 20, 4pm - Midnight**
- Exhibits Dismantling Complete**Friday, November 21, 8am - Noon**