



SC16

Salt Lake City, hpc
Utah matters.

Exhibitor Prospectus

Salt Lake City Convention Center
Salt Lake City, Utah

Exhibition Dates:
November 14-17, 2016

Conference Dates:
November 13-18, 2016

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

Sponsors:

IEEE
computer
society

acm Association for
Computing Machinery





SC16

Salt Lake City, Utah | hpc matters.

SC16 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 91% 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 SC16?

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 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.

*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/VP	2%
CFO/CIO/COO/CSO	2%
Director, Manager of Computer Center/Services....	5%
Research Director	2%
Program Manager (Government or Industry)	3%
Other Director, Manager, Supervisor	7%

Research & Development

Professor (College/University)	6%
Scientist/Research Staff	19%
Postdoctoral Researcher	4%
Graduate Student	11%
Undergraduate Student	3%

Manufacturing

Computers and Related Equipment	10%
Aerospace	2%
Petroleum	3%
Communications Equipment	1%
Other Manufacturing	2%

Services

Software Development	5%
Systems Integration and Consulting	4%
Other Services	7%
Non-profit Research & Development	
Academic (degree granting) Department.	24%
National Laboratory	11%
Computing Center	12%
Primary/Secondary Education	2%

Government

Research & Management	6%
Mission Oriented Computing	3%
Other employee/Contractor	2%

All demographics were derived from a survey of SC14 registrants conducted by a third-party organization, Exhibit Surveys, Inc., of Red Bank, New Jersey.

Attendees Are Discerning Buyers and Plan To Spend

73% 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 \$30,000,000	8%
\$10,000,000 - \$30,000,000	5%
\$3,000,000 -10,000,001	8%
\$1,000,000 -3,000,001	16%
\$600,001 -1,000,000	7%
\$400,001 - \$600,000	7%
\$200,001 -400,000	7%
\$100,001 - \$200,000	9%
\$50,001 - \$100,000	6%
\$25,001 - \$50,000	5%
\$10,000 - \$25,000	8%
Up To \$10,000	14%

Average Planned Expenditure = \$4.9 million;

Median Planned Expenditure = \$500,000

SC Attendees Actively Seek Enhanced Productivity from Your Products and Services

Product Interest

Products /Service	Percentage of Attendees
Software	67%
Large-scale Parallel/Clustered Computers.....	69%
Storage Systems	50%
Development Tools	43%
Applications Software	34%
Cluster Management Tools.....	39%
Visualization.....	35%
Servers.....	38%
Networks	33%
Systems Software.....	33%
Local Area Network Equipment	27%
Grid Tools or Applications	22%
Workstation Clusters.....	19%
Desktop Workstations	15%
Wide Area Network Equipment	14%
Security Software	12%
Peripheral Equipment.....	9%
Network Management Systems	14%
Network Security Products.....	10%
Wireless Equipment	6%
Telecommunications Services (voice, data)	6%

The Exhibits Continue To Be Key Reason People Attend SC

71%	Attend Exhibits
70%	Network with colleagues/vendors
68%	Keep up to date on industry trends/issues
52%	Meet with exhibitors
51%	Get technical information/specifications
51%	See specific companies or products
29%	Evaluate/compare products for purchase

Big Company Clout

59%

59%
of attendees come
from organizations
with **1,000+**
employees.

91%
of attendees
travel more than
500 miles to
participate in
the conference.

91%

How We Help You

Participate at SC16 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 SC16’s Exclusive Marketing Opportunities to increase your exposure and reinforce your sales message long after SC16 is over!

Reach the Prospects You Want, Anytime, Anywhere

SC16 hosts and promotes the largest, most comprehensive online resource for organizations in the high performance technology industry: the SC16 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 SC16 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.

Invite the People You Want To Meet

SC16 will provide you with the opportunity to invite your most valued customers and prospects to visit you at SC16.

Extend Your Reach: Powerful Media Exposure

SC16’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. SC16 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 SC16 Conference program.

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 SC16, where another unique and powerful network will come together - don’t miss your chance to become a part of it!

Major Buying Influence

73% of the attendees have the authority to authorize, specify, or recommend products or services for purchase exhibited at SC Exhibits.

Exhibiting will
result in meeting
new buyers



Included in Your Industry Exhibit Space Rental

- Publication of your company's exhibit information and profile in the SC16 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 10,	8 am – 5 pm
Friday, November 11,	8 am – 5 pm
Saturday, November 12,	8 am – 5 pm
Sunday, November 13,	8 am – 5 pm
Monday, November 14,	8 am – Noon

Exhibition Opening Gala

Monday, November 14,	7 – 9 pm
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Exhibit Dates and Hours

Tuesday, November 15,	10am – 6 pm
Wednesday, November 16,	10am – 6 pm
Thursday, November 17,	10am – 3 pm

Exhibits Dismantling Begins

Thursday, November 18,	3 pm – Midnight
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Exhibits Dismantling Complete

Friday, November 19,	8am – Noon
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SC16 Conference General Chair

John West

Texas Advanced Computing Center,
The University of Texas at Austin

SC16 Exhibits Chair

William B. (Trey) Breckenridge III

High Performance Computing Collaboratory
Mississippi State University

For more information on SC16 visit <http://SC16.supercomputing.org>

For exhibiting information or advertising/contributor opportunities contact:

SC Exhibits Management

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