



Reno-Sparks
Convention Center
Reno, Nevada

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

November 10-16, 2007

Exhibitor Prospectus



Your only chance to reach this Audience

SC attracts scientists and engineers, software developers, policy makers, corporate managers, CIOs, and IT administrators from universities, industry, and government agencies. 70% of them travel over 1000 miles to attend, 18% from outside the US. For 58% (almost twice the national all-show average), SC is the only exposition they will attend this year.



An Exceptional Venue









For almost twenty years, the SC conference has been *the* gathering place for researchers and managers from all areas of high performance technology. Ten thousand attendees from around the world converge to see the latest innovations in high performance computing, networking, storage, and related disciplines. No other event provides such breadth or such opportunities for interaction.

SC has 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 has the Business/Organization You Need to Meet

■ Manufacturing

Computers and Related Equipment	12%	
Communications Equipment	3%	
Aerospace	3%	
Petroleum	2%	
Other Manufacturing	2%	
Automotive	1%	
Chemical	1%	
Pharmaceutical	1%	












■ Non-Manufacturing

University/College	27%	
Government	18%	
Other (non-profit and students)	10%	
Research & Development	4%	
Systems Integration & Consulting	4%	
Software Development	4%	
Healthcare	1%	
Financial (banking, investing)	1%	
VARs/Computer Sales/Services	1%	

■ Reasons for Attending

See new products & developments	81%	
Keep Up to date on industry trends/issues	78%	
Network with colleagues/vendors	74%	
Attend conference program	72%	
Get technical information/specifications	59%	
See specific companies or products	53%	

■ Product Interest

Software	77%	
Large-scale/Parallel Clustered Computers	75%	
Networks	54%	
Cluster Management Tools	53%	
Storage Systems	52%	
SMP Computers	42%	
Grid Applications	36%	
Workstation Clusters	35%	
Desktop Workstations	30%	
Security Products	24%	
Telecommunications Services	17%	

All demographics were derived from a survey of SC05 registrants conducted by a third party organization, Exhibits Surveys, Inc., Red Bank, New Jersey.

They're the Decision Makers

Overall, 78% of attendees have a buying influence (have the final say, specify the supplier, or recommend the purchase) for the products and services exhibited. The average planned expenditure is \$1.9 million, with 65% anticipating purchases of over \$100,000 in 2006.



How We Help You

Your participation in the SC07 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 SC07.

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. SC07 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 the “hottest network on the planet” on 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.

InfoStar

In its fourth 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. InfoStar 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 generate 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.



SC Exhibits Are Taken Seriously

SC attendees come ready to buy a wide range of products and services. Exhibits are open for 3 days—and attendees spend an average of 2.2 days on the exhibit floor.



Included in Your Industry Exhibit Space Rental

- Publication of your company's exhibit information and profile in the SC07 Conference Program and Exhibits Guide
- Rights to upload customized information about your booth activities for delivery via InfoStar
- 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

Exposition Calendar

Exhibit Booth Selection	<i>November 15, 2006</i>
50% Deposit on Exhibit Space Due	<i>January 15, 2007</i>
Balance of Payment Due	<i>June 15, 2007</i>
Online Exhibitor Manual Live	<i>August 3, 2007</i>
Exhibits Installation	<i>Thursday, November 8, 2007, 8:00 am</i>
Exhibition Press Tour	<i>Monday, November 12, 6-7pm</i>
Exhibition Opening Gala	<i>Monday, November 12, 7-9 pm</i>
Exhibit Dates and Hours	<i>Tuesday, November 13, 10am-6pm</i>
	<i>Wednesday, November 14, 10am-6 pm</i>
	<i>Thursday, November 15, 10am-4pm</i>
Exhibits Dismantling Begins	<i>Thursday, November 15, 4pm</i>
Exhibits Dismantling Complete	<i>Friday, November 16, 10pm</i>



SC07 Sponsors:
ACM SIGARCH/IEEE Computer Society



SC07 Conference Chair

Becky Verastegui

Oak Ridge National Laboratory

For more information on SC07 visit
<http://SC07.supercomputing.org>

**For exhibiting information or
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SC Exposure Works

Last year, two-thirds of attendees reported that they found new companies to do business with on the SC exhibit floor.

