



Exhibition
November 13-16, 2017
Conference
November 12-17, 2017

Colorado Convention Center

Denver, Colorado

Exhibitor Prospectus

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

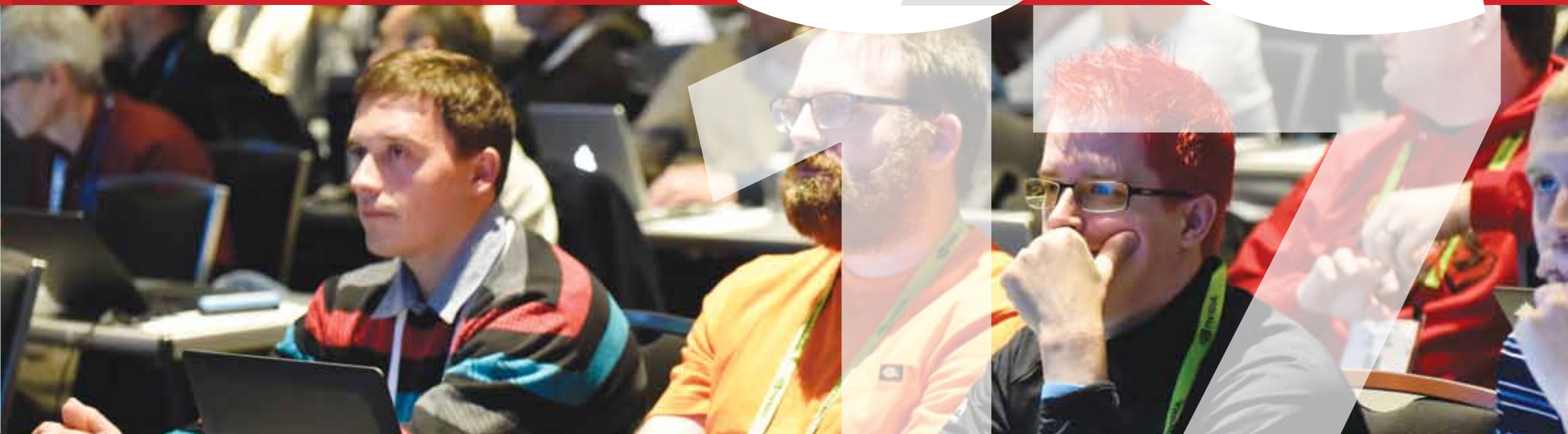


SC attracts scientists and engineers, software developers, policy makers, corporate managers, CIOs, and IT administrators from universities, industry, and government agencies. Over the past twenty-five years, SC has grown to become truly an international conference attracting 13,000 attendees from around the world who come to see the latest innovations in HPC, networking, storage, and related fields.

SC17 World's Largest Marketplace for High Performance Computing Professionals

Scientists and engineers, software developers, policy makers,

13,000

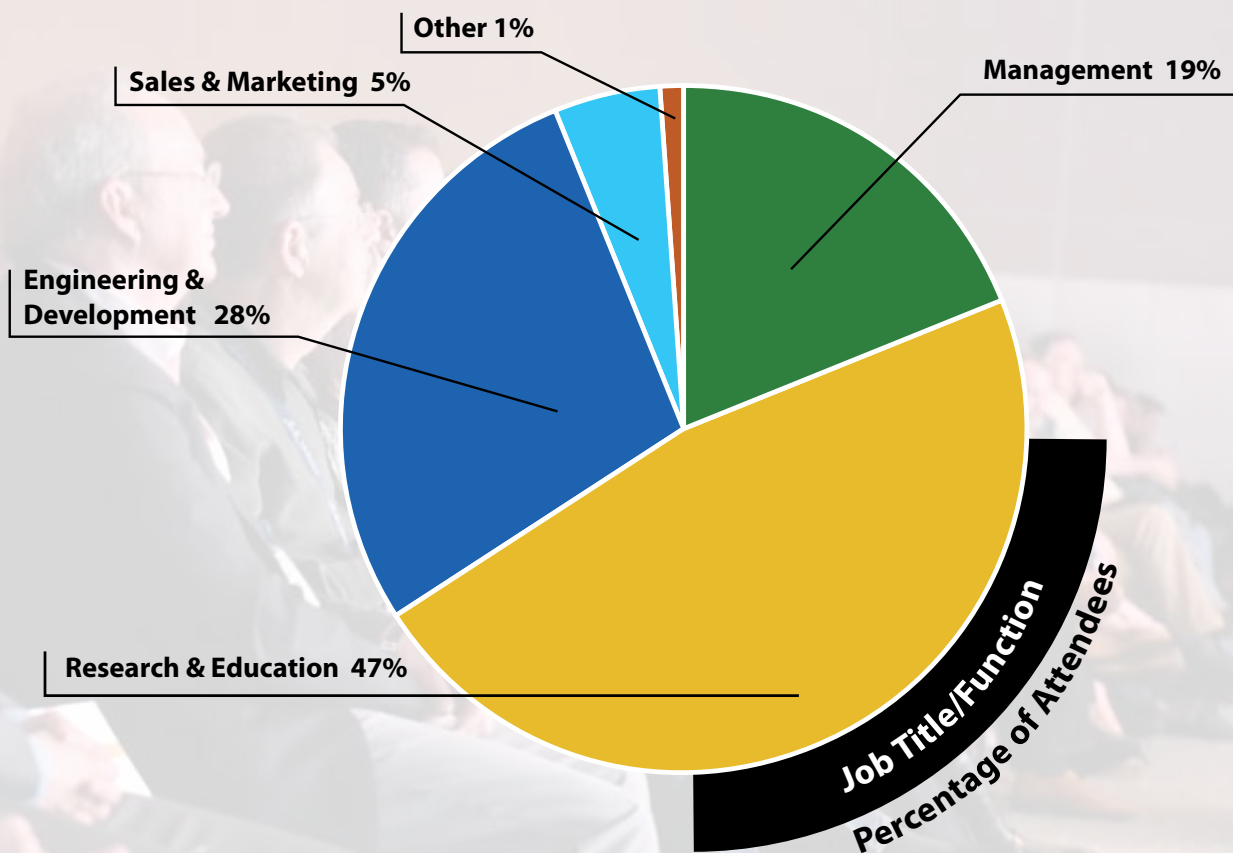


corporate managers, CIOs, and IT administrators from universities, industry, and government agencies.



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.

The People You Need to Meet

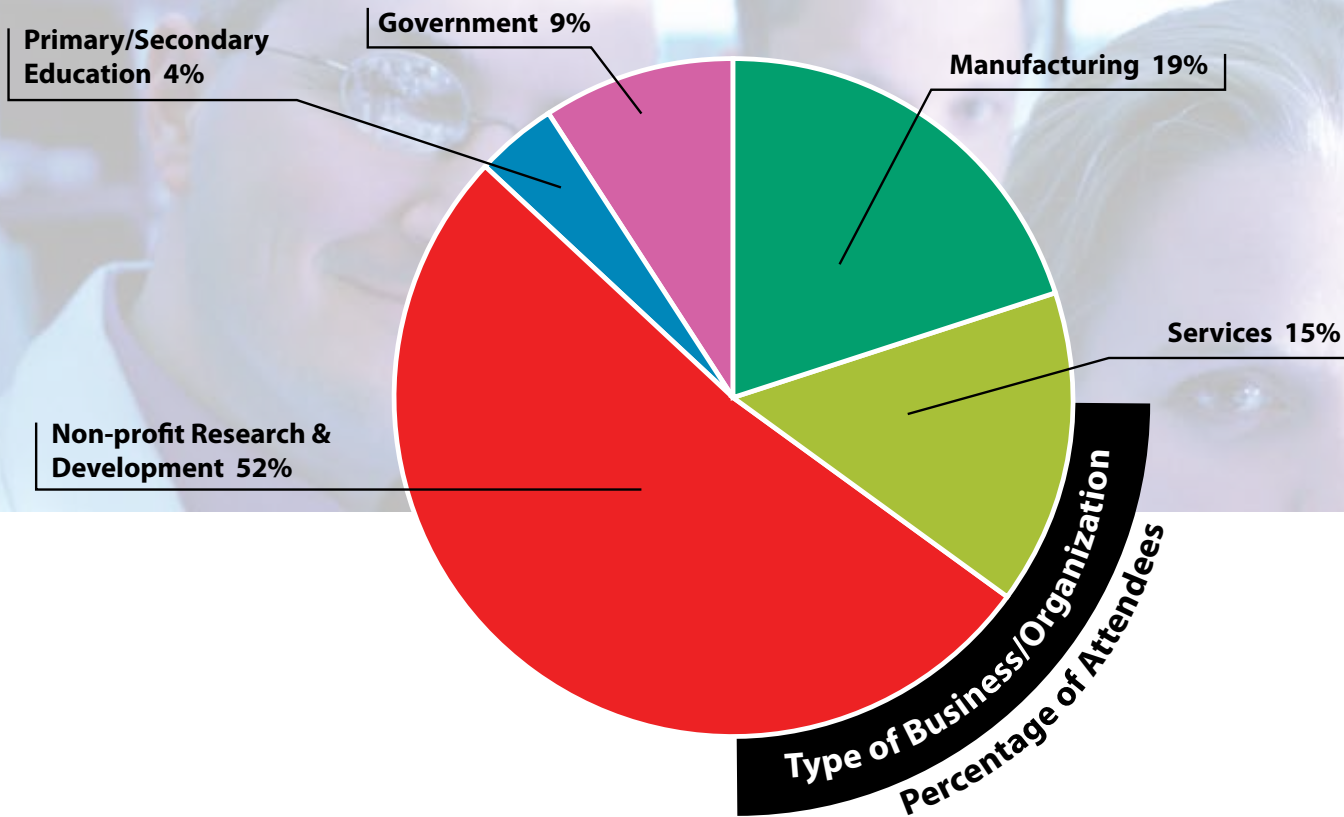


All demographics were derived from a survey of SC15 registrants conducted by a third-party organization, Exhibit Surveys, Inc., of Red Bank, New Jersey.

“Exhibiting at SC provides us the ability to contact new and existing customers and an excellent opportunity to showcase our products and solutions.”

Kent Wimmer
Director, Strategic Events
SUSE, LLC

From the Organizations You Target



68% of the attendees have the final say, specify the supplier, or recommend the purchase of products and services displayed at the SC Exhibits.

Attendees Are Discerning



**Decision
Makers 68%**

Other 32%

**Attendee Recommended
Purchases**

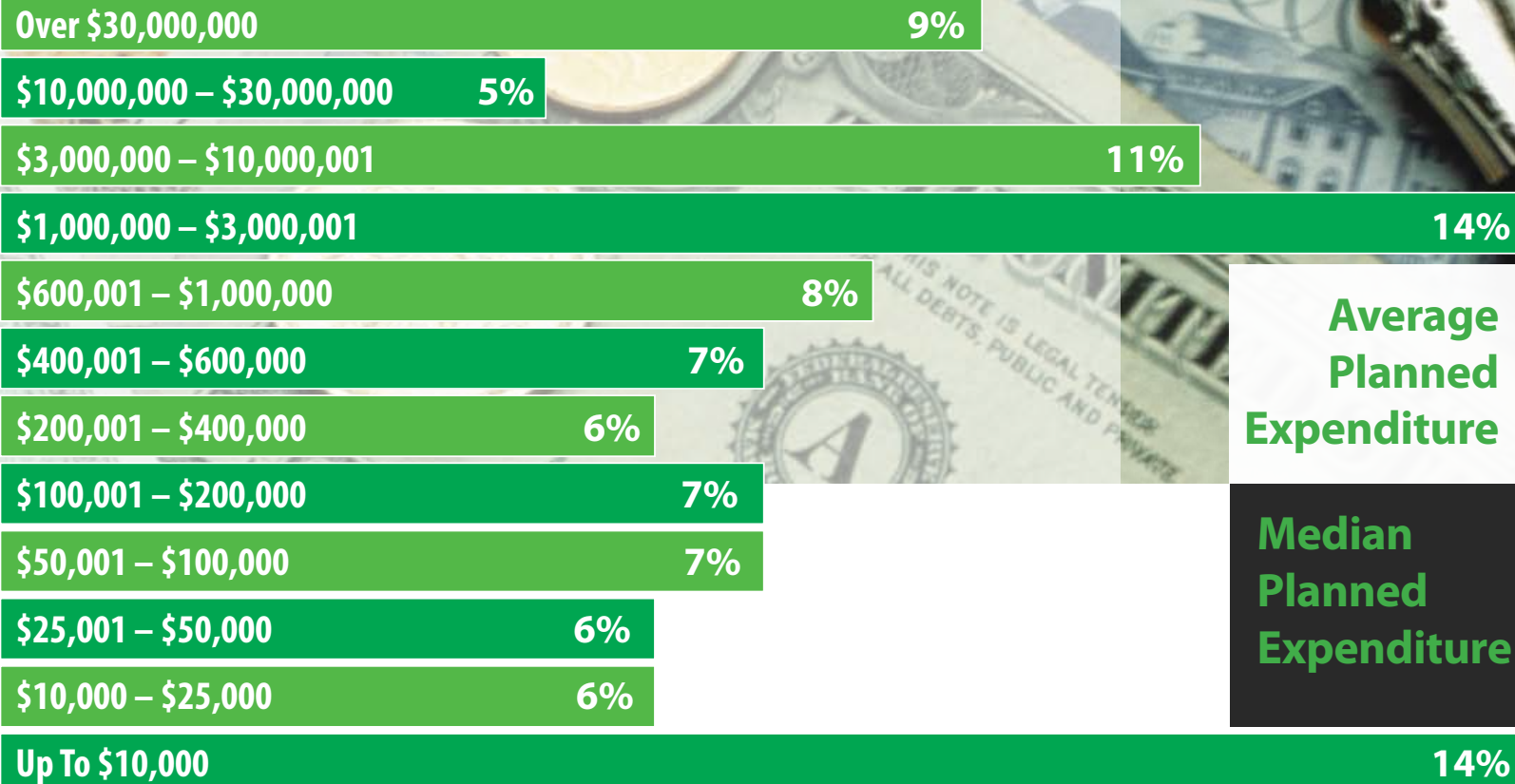
68%

“The SC conference is big and provides us the best opportunity of the year to meet face-to-face with a diverse audience of HPC professionals.”

Ludovica Delpiano
Marketing Executive
E4 Computer Engineering

Buyers and Plan To Spend

Planned Expenditures by Attendees



**Average
Planned
Expenditure**

= \$5.6 million

**Median
Planned
Expenditure**

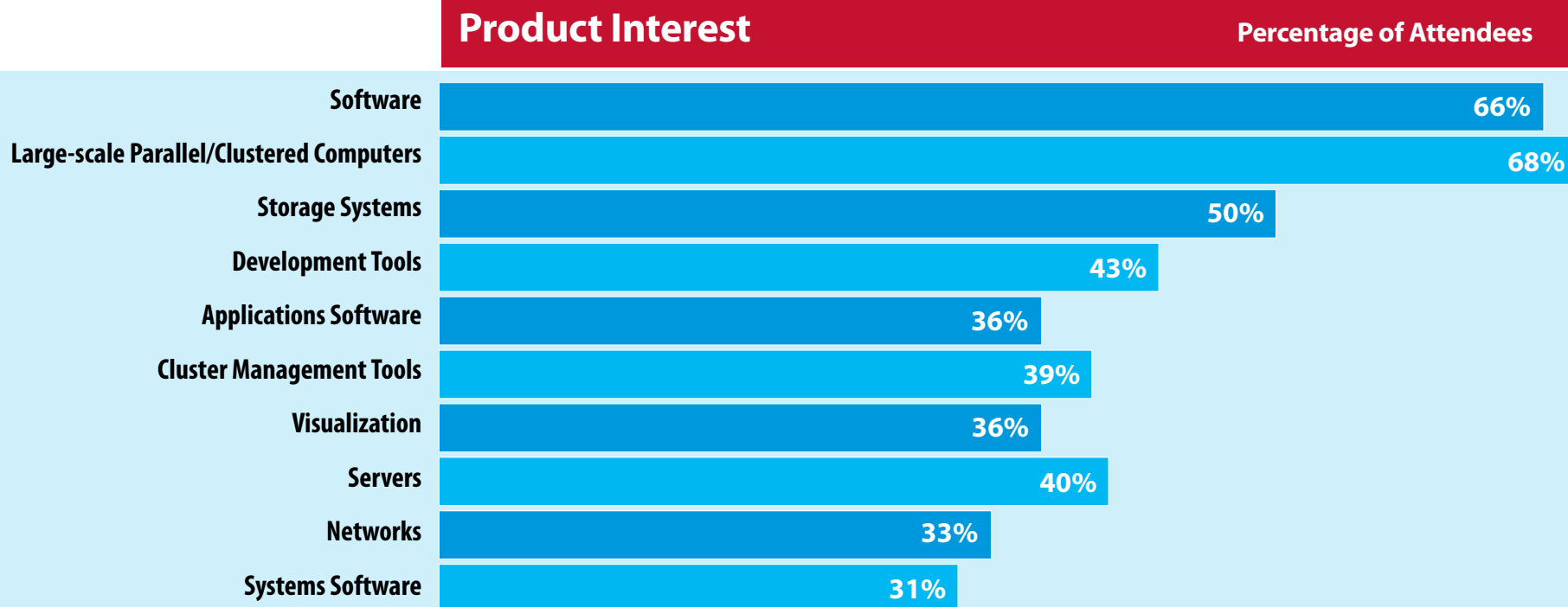
= \$500,000



Industry exhibitors have a special opportunity to present their R&D breakthroughs in our popular Exhibitor Forum series. SC17's exclusive marketing opportunities increase your exposure and reinforce your sales message.



SC Attendees Actively Seek



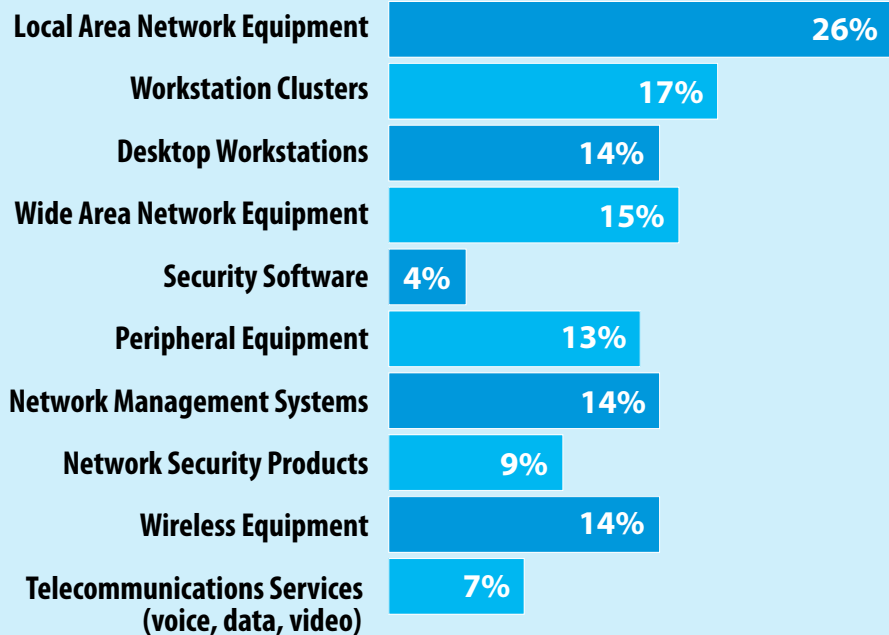
“Meeting business contacts in person who I’ve been talking to all year, only happens during SC.”

Karen Green
Director, Communications and
Outreach
Renaissance Computing
Institute

Enhanced Productivity from Your Products and Services

Product Interest

Percentage of Attendees





Research Exhibits showcase innovative applications of high performance computing, networking, and storage from research institutions – universities, national laboratories, and nonprofit research centers – on six continents.

Participate at SC17 and Increase



- 39% Annual Technology Budgets Exceeding

#1 Reason To Attend: Seeing the Exhibits

- 68% of the attendees have the authority to purchase products or services seen at the SC Exhibits.
- \$5.6 Million is the average planned expenditure
 - 57% of attendees come from organizations with 1,000+ employees.
- Spent an average of 7.5 hours over 2.2 days engaged with Exhibitors

SCinet builds and delivers the
“the most powerful network on the planet”
on the exhibit floor.



Your Exposure In The Marketplace



\$1 Million

- \$500,000 is the median purchase made by the SC audience
- 44% Attend No Other Related Meeting or Event



Denver, Colorado

The Mile High City has blue sky and big mountains in a walkable, sophisticated urban setting only minutes away from outdoor adventure. Denver offers something for everyone: casual brew pubs and glamorous night clubs; steak houses and haute cuisine; museums and eight professional sports teams; mountain peaks, raging rivers and shopping malls.



SC17 Sponsors:   

SC17 Conference General Chair

Bernd Mohr

Deputy Division Head at Jülich Supercomputing Centre

SC17 Exhibits Chair

Bronis R. de Supinski

*Chief Technology Officer for Livermore Computing
Lawrence Livermore National Laboratory*

For more information on SC17 visit:
<http://SC17.supercomputing.org>

For exhibiting information or advertising/
contributor opportunities contact:

**SC Exhibits Management
Hall-Erickson, Inc.**

1-800-752-6312
+1.630.434.7779
sc@heiexpo.com

Exhibition Calendar

Exhibits Opening Gala **Monday, November 13, 7pm – 9 pm**

Exhibit Dates and Hours **Tuesday, November 14, 10am – 6 pm**

Wednesday, November 15, 10am – 6 pm

Thursday, November 16, 10am – 3 pm