

# SC19 Exhibitor Prospectus

Denver, CO | hpc is now.

## Show Off Your Tech

Everybody's doing it. Exhibit at SC19.



## SC19

Denver, CO | hpc is now.

## By the Numbers

**63%**

Attendees who come from organizations with 1,000+ employees

**78%**

Attendees who have the authority to spend for products or services seen at SC

**\$3.6 million**

Average planned expenditure of attendees

**\$550,000**

Median purchase made by SC attendees

**70%**

Annual technology budgets exceeding \$1 million

**9.4 hours**

Average time over 2.4 days engaged with exhibitors

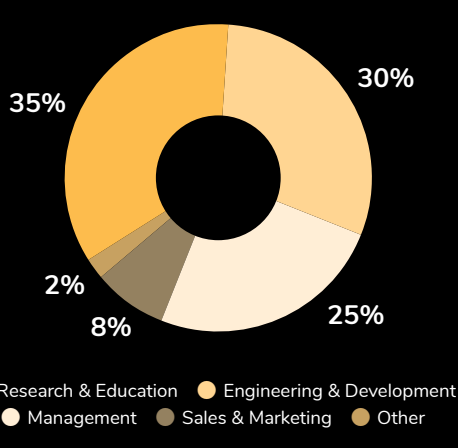


### The People You Need to Meet From the Organizations You Target

SC19 is the premier gathering for scientists, researchers, educators, department managers, lab directors, and decision makers from all corners of the HPC and networking industry.

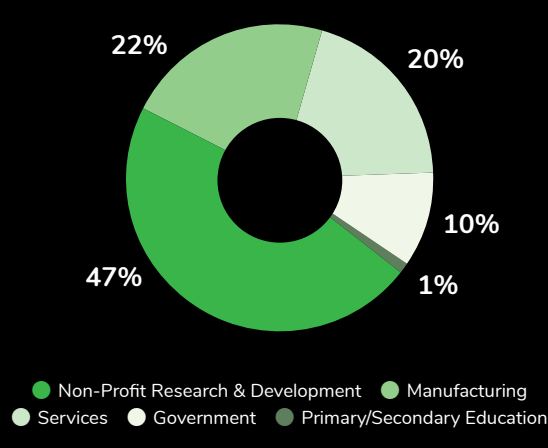
### Function/Organization Role

percentage of attendees



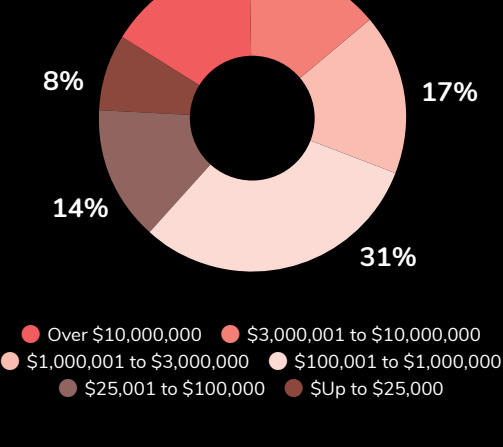
### Business/Organization Type

percentage of attendees



### Planned Expenditures

percentage of attendees



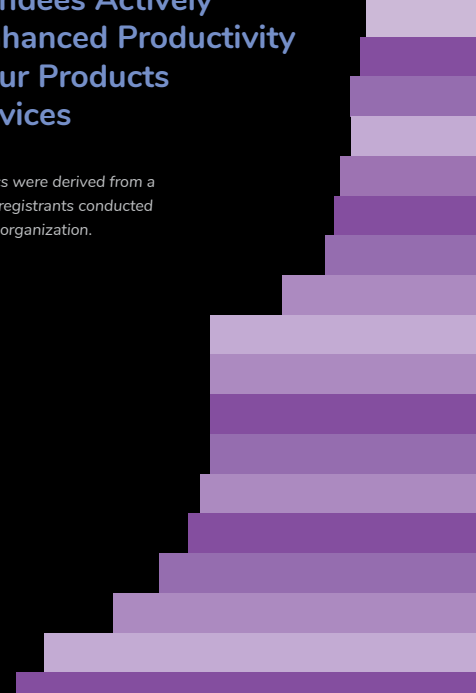
### Attendees Are Discerning Buyers and Plan to Spend

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



### SC Attendees Actively Seek Enhanced Productivity from Your Products and Services

All demographics were derived from a survey of SC17 registrants conducted by a third-party organization.



### Products

percentage of attendees

- 13% Telecommunications Services (voice, data, video)
- 15% Wireless Equipment
- 20% Desktop Workstations
- 21% Wide Area Network Equipment
- 22% Grid Tools or Applications
- 26% Workstation Clusters
- 26% Network Security Products
- 29% Network Management Systems
- 31% Peripheral Equipment
- 33% Local Area Network Equipment
- 34% Security Software
- 51% Visualization
- 51% Servers
- 51% Applications Software
- 51% Cluster Management Tools
- 52% Systems Software
- 54% Development Tools
- 57% Networks
- 63% Storage Systems
- 66% Large-Scale Parallel/Clustered Computers
- 70% Software



### Denver, Colorado

Come to the Mile High City and enjoy 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.

## DENVER



### SC19 is the World's Largest Marketplace for High Performance Computing Professionals

The SC Conference brings together the international high performance computing community – a gathering of scientists, engineers, researchers, educators, programmers, system administrators, and developers that is unequaled in the world – for an exceptional program of technical presentations, papers, informative tutorials, timely research posters, and Birds of a Feather (BoF) sessions.

The Exhibits Hall features the latest technologies and accomplishments from the world's leading vendors, research organizations, and universities. The SC Conference provides attendees the unique opportunity to see the latest technologies that will shape the future of large-scale technical computing and data-driven science.



For more information on exhibiting at SC19:  
[sc19.supercomputing.org](http://sc19.supercomputing.org)



### How We Help You

Participate at SC19 and increase your exposure in the marketplace.

#### SCINET

During the week of SC, SCinet is the most powerful and advanced network on earth, providing the platform over which exhibitors showcase the latest technologies and services.

#### INTEGRATED RESEARCH EXHIBITS

A showcase for innovative applications of high performance computing, networking, and storage from universities, national laboratories, and nonprofit research centers on five continents.

#### EXHIBITOR FORUM

Industry exhibitors have a special opportunity to present their R&D breakthroughs in our popular Exhibitor Forum series.

#### REACH THE PROSPECTS YOU TARGET

Generate leads and set up meetings with decision makers from all corners of the HPC industry.

#### A VALUED RESOURCE

Increase your exposure by being a part of the most exclusive and comprehensive online resource for organizations in the high performance technology industry: the SC19 exhibitor list.

#### SHARE YOUR NEWS

SC19 provides its highly coveted and exclusive media list in advance, allowing you to share your message with the best points of contact at the industry's leading media sites.

#### SC19 Conference Chair

**Michela Tauffer**  
University of Tennessee

#### SC19 Exhibits Chair

**Ewa Deelman**  
University of Southern California

#### Exhibits Calendar

**Grand Opening Gala Reception**  
Monday, November 18, 7–9 pm

**Exhibits Dates and Hours**  
Tuesday, November 19, 10 am–6 pm  
Wednesday, November 20, 10 am–6 pm  
Thursday, November 21, 10 am–3 pm

### Contact Us

For exhibiting information or advertising/promotional opportunities:

#### SC Exhibits Management

Hall-Erickson, Inc.  
1.630.434.7779  
sc@heexpo.com



### Startup Café

Join us at the Startup Café. This will be conference attendees' chance to engage with the founders of these companies.

Startups meeting the criteria qualify for benefits that include:

#### PRICE POINT

Generate leads, meet with customers, and enjoy full access to the SC19 audience at a fraction of the cost.

#### TURNKEY SPACE

In your space, electrical, and furniture are included in your rental. Your organization simply shows up with your technology ready to demonstrate.

#### INTIMATE SETTING

The smaller venue allows your space to be staffed appropriately, without the expense of having to send too many people or impacting your ability to keep projects on track.