exhibitor prospectus

Exhibits November 12-15, 2018
Program November 11-16, 2018

KAY BAILEY HUTCHISON CONVENTION CENTER
DALLAS, TEXAS, USA

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

SC18

Dallas, TX | hpc inspires.

SC18 is the World's Largest Marketplace for High Performance Computing Professionals

SC attracts scientists and engineers, software developers, policy makers, corporate managers, CIOs, and HPC administrators from universities, industry, and government agencies. SC has grown to become truly an international conference, attracting 12,000 attendees from around the world who come to see the latest innovations in HPC and related fields.

High performance computing is responsible for powering aerospace, advanced manufacturing, finance, green energy, artificial intelligence, and machine learning.

Scientists, engineers, software developers, policy makers, corporate managers, CIOs, and HPC administrators from universities, industry, and government agencies will attend SC.

by the numbers

61%
Attendees who come from organizations with 1,000+ employees.

69%
Attendees who have the authority to spend for products or services seen at SC.

$4.9 million
Average planned expenditure of attendees.

$550,000
Median purchase made by SC attendees.

41%
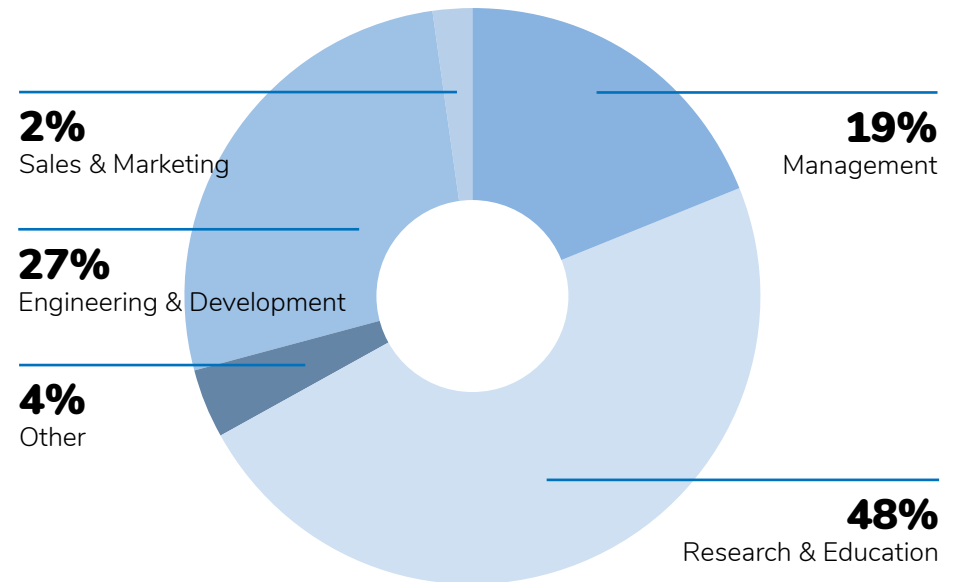Annual technology budgets exceeding $1 million.

8 hours
Average time over 2.4 days engaged with exhibitors.

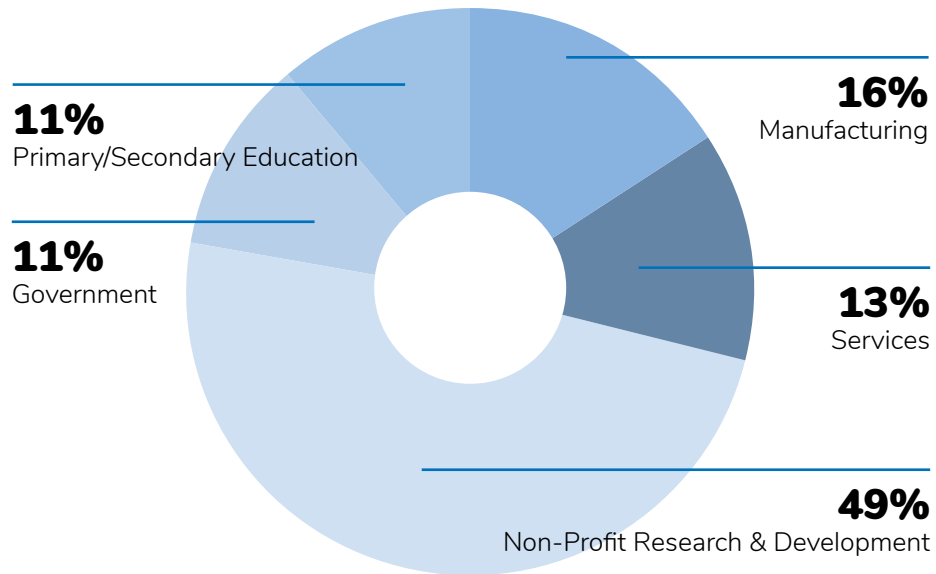## The People You Need to Meet from the Organizations You Target

The premier gathering of 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

2%
Sales & Marketing

27%
Engineering & Development

4%
Other

19%
Management

48%
Research & Education

business/organization type
percentage of attendees

16%
Manufacturing

11%
Primary/Secondary Education

11%
Government

13%
Services

49%
Non-Profit Research & Development

> "
> **The SC exhibit floor is our favorite place to reconnect with longtime customers, make new contacts, and showcase our ever-evolving products and solutions.**
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> —
>
> KENT WIMMER
> **Director, Strategic Events SUSE, LLC**

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

—

LUDOVICA DELPIANO
Marketing Executive, E4 Computer Engineering

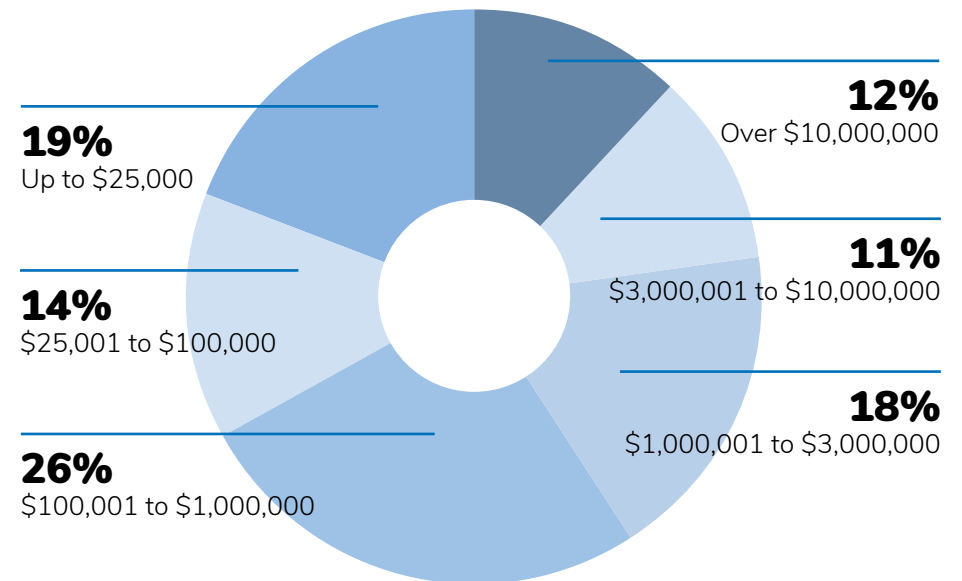### Attendees Are Discerning Buyers and Plan to Spend

69% of attendees have the final say, specify the supplier, or recommend the purchase of products and services displayed in the SC Exhibits.

$ **$4.9 million: Average Planned Expenditure**
$550,000: Median Purchase
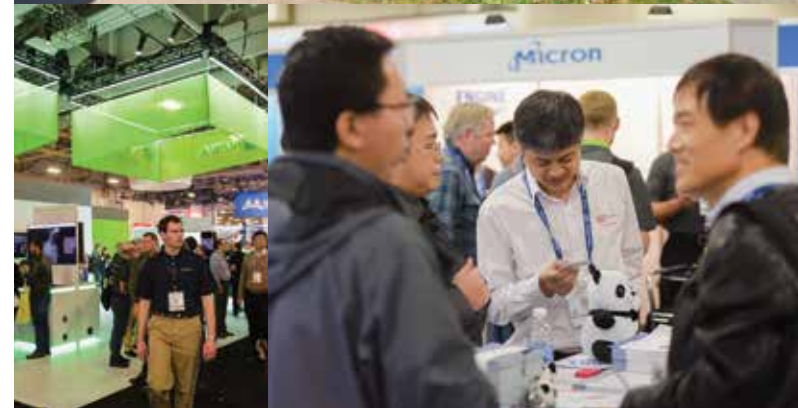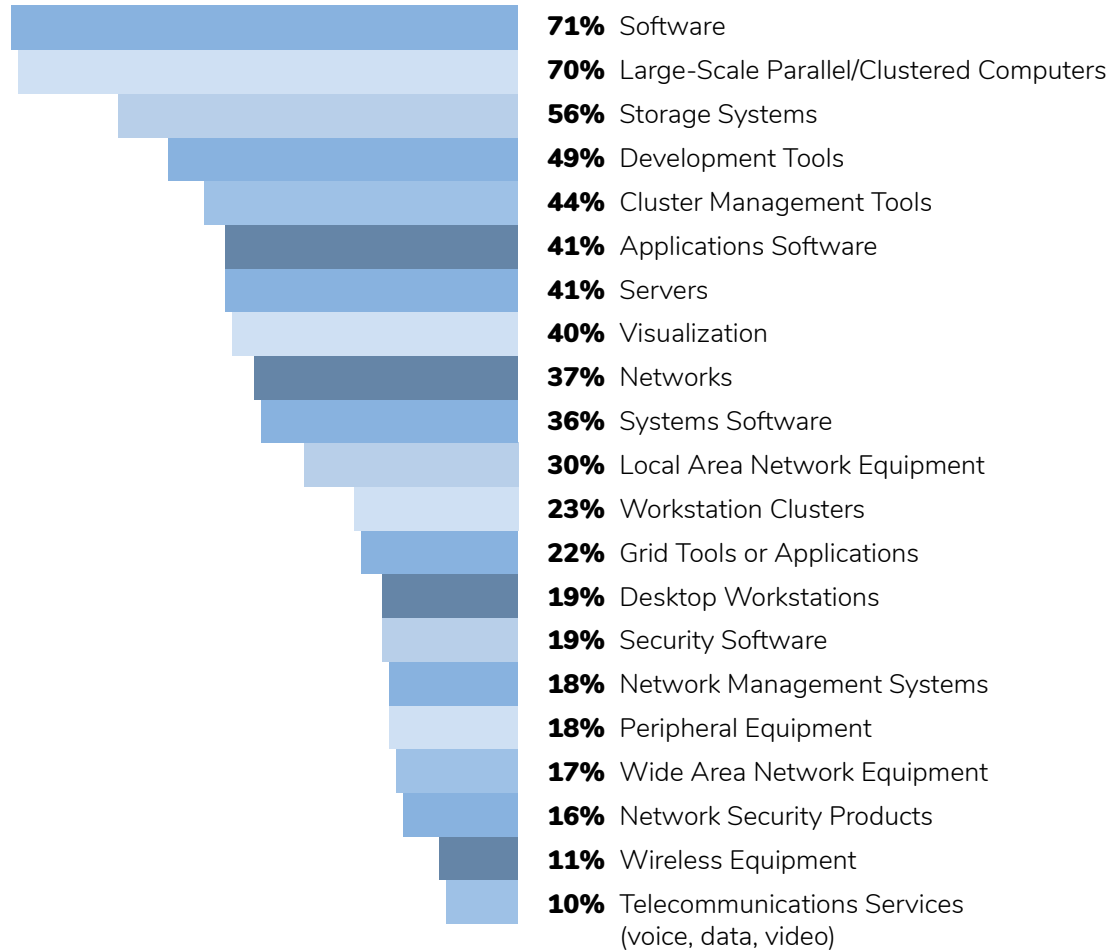
planned expenditures
percentage of attendees

12%
Over $10,000,000

11%
$3,000,001 to $10,000,000

18%
$1,000,001 to $3,000,000

19%
Up to $25,000

14%
$25,001 to $100,000

26%
$100,001 to $1,000,000

SC Attendees Actively Seek Enhanced Productivity from Your Products and Services

products
percentage of attendees

71%	Software
70%	Large-Scale Parallel/Clustered Computers
56%	Storage Systems
49%	Development Tools
44%	Cluster Management Tools
41%	Applications Software
41%	Servers
40%	Visualization
37%	Networks
36%	Systems Software
30%	Local Area Network Equipment
23%	Workstation Clusters
22%	Grid Tools or Applications
19%	Desktop Workstations
19%	Security Software
18%	Network Management Systems
18%	Peripheral Equipment
17%	Wide Area Network Equipment
16%	Network Security Products
11%	Wireless Equipment
10%	Telecommunications Services (voice, data, video)

Startup Pavilion

Join us at the Startup Pavilion, where you will find HPC's leading startups. 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
The low price point allows your organization the full scope of the SC18 audience without the full cost of exhibiting.

TURNKEY SPACE
Internet, electrical, and furniture are included in your space. 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.

How We Help You

Participate at SC18 and increase your exposure in the marketplace.

SCINET
SC builds and delivers the most powerful network on the planet on the exhibit floor.

INTEGRATED RESEARCH EXHIBITS
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.

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

PRECISELY TARGET AND EXTEND PROMOTIONS
Use SC18's exclusive marketing opportunities to increase your exposure and reinforce your sales message.

REACH PROSPECTS ANYTIME, ANYWHERE
SC18 hosts and promotes the largest, most comprehensive online resource for organizations in the high performance technology industry: the SC18 exhibitor list.

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> **Meeting business contacts in person who I've been talking to all year only happens during SC.**
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> —
>
> KAREN GREEN
> Director, Communications and Outreach,
> Renaissance Computing Institute

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Dallas is located within a four-hour flight from most North American destinations and is a major international gateway. Blend in moderate weather, year-round sports, and Southern hospitality for a taste of the true Dallas experience.

Dallas, Texas

Dallas is a modern and sophisticated city which attracts worldwide travelers, making the area the number-one visitor and leisure destination in Texas. Dallas's special entrepreneurial atmosphere has turned it into one of the fastest-growing startup cities in the world. Startup teams have begun to realize what Dallas-based large corporations and Fortune 500 companies have known for a long time: Texas is the most business-friendly state in the nation.

Be exposed to a city of success where optimism meets opportunity. We know holding SC18 in Dallas is going to be BIG for attendance!

SC18
Dallas, TX | hpc inspires.

💬 contact us

For exhibiting information or advertising/promotional opportunities:

SC Exhibits Management
Hall-Erickson, Inc.
1.630.434.7779
sc@heiexpo.com

For more information on SC18:
sc18.supercomputing.org

📅 exhibits calendar

Exhibits Opening Gala
Monday, November 12, 7-9 pm

Exhibits Dates and Hours
Tuesday, November 13, 10 am-6 pm
Wednesday, November 14, 10 am-6 pm
Thursday, November 15, 10 am-3 pm

SC18 Conference General Chair
Ralph A. McEldowney
US Department of Defense
HPC Modernization Program

SC18 Exhibits Chair
Christy Adkinson
Cray Inc.

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