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 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.

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.

<table>
<thead>
<tr>
<th>function/organization role</th>
<th>percentage of attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>19%</td>
</tr>
<tr>
<td>Engineering &amp; Development</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td>2%</td>
</tr>
<tr>
<td>Research &amp; Education</td>
<td>48%</td>
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</tbody>
</table>

All demographics were derived from a survey of SC16 registrants conducted by a third-party organization, Exhibit Surveys, Inc., of Red Bank, New Jersey.
The SC exhibit floor is our favorite place to reconnect with longtime customers, make new contacts, and showcase our ever-evolving products and solutions.

— KENT WIMMER
Director, Strategic Events SUSE, LLC
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

- 26% $100,001 to $1,000,000
- 19% Up to $25,000
- 14% $25,001 to $100,000
- 11% $3,000,001 to $10,000,000
- 12% Over $10,000,000
- 18% $1,000,001 to $3,000,000

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
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)
SC18 Coffee Shop for Startups

In the 1970s, tech startups used the family garage to launch their companies. Entrepreneurs launching businesses today gather and work in coffee shops. Join us at the SC18 Coffee Shop, 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.

“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
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!
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