

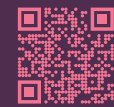


## exhibitor prospectus

World's Largest Marketplace for High Performance Computing Professionals



### SC20 Exhibits



### Contact Us

For exhibiting information or advertising and promotional opportunities:

SC Exhibits Management  
Hall-Erickson, Inc.  
630.434.7779  
sc@heexpo.com

[sc20.supercomputing.org](http://sc20.supercomputing.org)

### Exhibits

November 16–19, 2020

### Program

November 15–20, 2020

Georgia World Congress Center  
Atlanta, Georgia

—  
SC brings together the international HPC community – a gathering of esteemed scientists, engineers, researchers, educators, programmers, developers, and system administrators that is unequalled in the world – for an exceptional program of technical presentations, papers, informative tutorials, timely research posters, and Birds of a Feather sessions.

SC Exhibits feature the latest technologies and accomplishments from the world's leading vendors, research organizations, and universities. SC provides attendees the unique opportunity to see and interact with the future of large-scale technical computing and data-driven science.

### How We Help You

#### SCinet

During the week of SC, SCinet becomes the most powerful and advanced network on Earth, providing the platform over which exhibitors showcase 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 from five continents.

### Exhibitor Forum

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

### Reach Important Prospects

Come face-to-face with the organizations 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 included in the most exclusive and comprehensive online resource in the high performance technology industry: the SC20 exhibitor list.

### Share Your News

SC20 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.

### By the Numbers

See the other side for a compilation of statistics illustrating why your organization can benefit from joining the largest exhibition of technology, products, and services in HPC.

### Exhibits Calendar

#### Exhibitor Reception

Sunday, November 15  
6–9 pm

#### Grand Opening Gala Reception

Monday, November 16  
7–9 pm

#### Exhibit Dates and Hours

Tuesday, November 17  
10 am–6 pm

Wednesday, November 18  
10 am–6 pm

Thursday, November 19  
10 am–3 pm

#### SC20 Conference General Chair

Christine E. Cuicchi  
US Department of Defense  
HPC Modernization Program

#### SC20 Exhibits Chair

Jamie Van Randwyk  
Lawrence Livermore National Laboratory

Hall-Erickson, Inc.  
98 East Chicago Avenue  
Westmont, IL 60559



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

Exhibits: November 16–19, 2020  
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Atlanta, Georgia

Sponsored by:

## Meet the People From the Organizations You Target

SC20 is the premier gathering for scientists, researchers, educators, department managers, lab directors, and decision makers from all corners of the HPC industry.



PERCENTAGE OF ATTENDEES

- 24% Management
- 33% Research & Education
- 32% Engineering & Development
- 8% Sales & Marketing
- 3% Other



PERCENTAGE OF ATTENDEES

- 22% Manufacturing
- 17% Services
- 47% Nonprofit R&D
- 13% Government
- 1% Primary/Secondary Education



PERCENTAGE OF ATTENDEES

- 17% Over \$10,000,000
- 13% \$3,000,001 to \$10,000,000
- 17% \$1,000,001 to \$3,000,000
- 26% \$100,001 to \$1,000,000
- 14% \$25,001 to \$100,000
- 13% Up to \$25,000

## Attendees Are Discerning Buyers and Plan to Spend

73% of the attendees have the final say, specify the supplier, or recommend the purchase of products and services displayed at the SC Exhibits.

66%

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

58%

Attendees who found new companies in Exhibits to consider for future business.

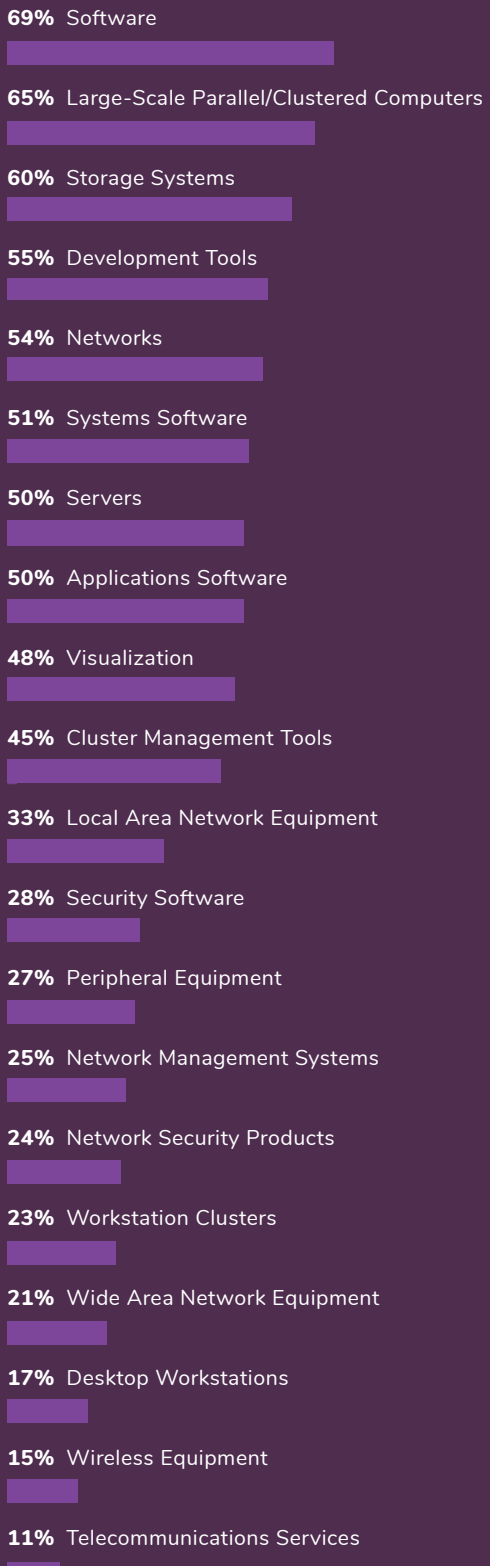
73%

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

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

### Products

PERCENTAGE OF ATTENDEES



All demographics were derived from a survey of SC18 registrants conducted by a third-party organization.

47%

Annual technology budgets exceeding \$1 million.

\$3.6m

\$3.6 million is the average planned expenditure.

8hrs

More than 8 hours spent visiting the Exhibits.

## Atlanta, Georgia

Atlanta has become a major economic and cultural center and is home to the country's largest airport. Internationally recognized businesses, including Coca-Cola and CNN, have their headquarters here. Expect to find a large and vibrant American city with southern charm and plenty of things to see and do. Tourist attractions range from the arts to sports and include historic sites, museums, and gardens.



**SC20**  
Atlanta, GA | more than hpc.

sc attendees by the numbers