

## Event Promotions

### Opening Gala Reception

Create a lasting impression with attendees at one of the most attended events of the week. The Opening Gala will begin Monday evening with the official ribbon cutting opening the Exhibits. Exhibitors are invited to provide promotional items, such as napkins and cups. Signs at the Gala will recognize your contribution. Once the show is open, cocktails will be served at your booth and various locations throughout the exhibit hall. Make the evening your own!

**Investment: \$45,000**

### Tutorials Luncheon

The SC Tutorials program held this year on two days, Sunday and Monday, offering attendees a variety of short courses on key topics and technologies relevant to high-performance computing, networking, storage and analytics. Tutorials also provide the opportunity to interact with recognized leaders in the field and learn about the latest technology trends, theory, and practical techniques. The lunch each day will attract 2,500 guests. Multiple branding opportunities are available to your organization.

**Investment: \$15,000**

### Awards Ceremony Luncheon

Each year, SC showcases not only the best and brightest stars of high-performance computing, but also its rising stars and those who have made a lasting impression. SC Awards is one way these people are recognized at SC. This event attracts the leaders in the industry and represents an opportunity to be associated with one of the most prestigious events at SC15.

**Investment: \$10,000**

### Keynote Speaker Session

Take advantage of a captive audience and 4,000 top industry leaders at one of the most prestigious events at SC15. The Keynote Session features an address by a distinguished speaker and the SC15 Chair. This opportunity includes branding at the Keynote, as well as a handout on the chair of each audience member beforehand.

**Investment: begins at \$25,000**

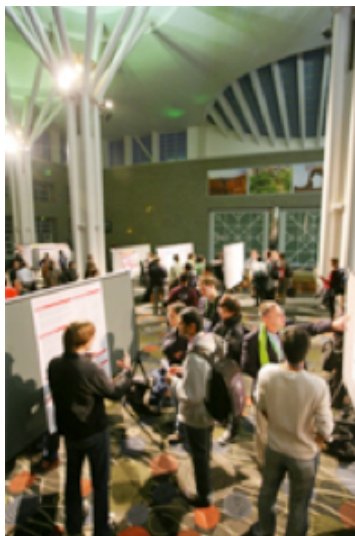
### Technical Program Break

Your company will have an enthusiastic and appreciative audience when you support a Refreshment Break for the Technical Program attendees. Exhibitors are invited to provide promotional items such as napkins and cups. Signs at the refreshment break and promotion on the web site will recognize your contribution. Beverages, refreshments and snacks are served to 4,000+ attendees during the Technical Program breaks. Multiple 22" x 28" signs including logo are displayed prominently at the break area recognizing your organization's contribution. Limited to one organization per Technical Program Break

**Investment: \$3,000 per break**

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### Poster Reception

The Poster Reception provides an excellent opportunity for short presentations and informal discussions with Conference attendees. Poster authors will present their work and answer questions at the Reception. Your organization that supports this event will increase its visibility and gain exposure where the company can compete. Large booth at week, signs during the reception, and more.

Investment: \$10,000

### Scientific Visualization Showcase Reception

The SC15 Scientific Visualization showcase provides a variety of these topics in HPC. Select topics will be displayed in a gallery format so that attendees can view and enjoy the latest in science and engineering results expressed through state-of-the-art visualization technologies. Signs and recognition near the food stations and bars will brand your organization with this event.

Investment: \$10,000

## Advertising Opportunities

### Exhibits Locator

The Exhibits Locator is the document that attendees utilize to navigate their way around the exhibition hall and find the exhibitors. Attendees use the Exhibits Locator throughout the show to locate and meet exhibitors. This easy to read exhibitor list and floor plan are a great way to get your message into every attendee's hands!

Investment: \$4,000 – only three opportunities available

### Conference Tote Bag Insert

Draw traffic to your booth by giving your company's message out to Technical Program attendees with an insert in the Conference Tote Bag. Be creative! From a game card, to a map of the city, lip balm, pedometer, we're happy to work with you to create a branded, valued insert that will grab the attention of all attendees.

Investment: \$5,000

## Banners and Signs

More than sixty options of banners, carpet decals, window clings, sign boards, escalator clings, and more! Review everything here: <http://www.plantour.com/show/sc15-show>

Contact the Advertising and Promotions team at **630.434.7779** or via email to discuss your goals and objective.

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