



Conference Dates: November 15-21, 2008 • Exhibits Dates: November 17-20, 2008

Exhibitor Update Newsletter • June 2008

Housing Update

Advance Exhibitor housing is now closed, ACVB is processing the requests and will be in contact with the Point of Contact by the end of June with room options.

Mark your calendars to reserve your rooms on August 4th. General Attendee housing will open on August 4 (along with the Technical Program registration) via the SC08 homepage, we will have over 1200 rooms available in the downtown Austin area. Questions: housing@info.supercomputing.org.

Targeted Move-In

Every SC08 exhibitor has been assigned a [Target Date and Time Block](#) for the delivery of direct shipments to the convention center. Exhibitors' trucks must check-in to the Marshalling Yard by 10:00am on the assigned target date for delivery. If you can not meet your scheduled time, email sc@heixpo.com for a later time.

Target Dates are assigned to better schedule deliveries of freight with a goal of providing a smooth move-in. Target dates were assigned based on your location in the exhibit hall, proximity to the freight doors, and the potential size and complexity of your installation.

Advertising and Promotion Opportunities

You can advertise your exhibit in the **Official SC Exhibits Guide**, which will be distributed to all attendees at the conference. This affords you an additional opportunity to increase your visibility or announce special events. Every year, the Guide is used on-site by each conference attendee to find their way around the exhibit floor and your ad can help them find you. Many attendees also keep their guides as a reference after the conference has ended. For advertising opportunities in the Exhibits Directory, [click here](#).

You can also raise your company's visibility through a range of promotional opportunities, from inserts in the conference bags to coffee breaks to food tables during the Gala Opening of the SC08 exhibits. [Click here to download the Contributor Reservation Form](#), or contact Rory Bolen at 630/434-7779, sc@heixpo.com.

Convention Center Banners

Display your company banner in highly visible areas of the conference and exhibition. Grab attendees' attention when they arrive, register, walk to sessions, and as they enter the exhibit hall. [Click here](#) to see banner locations (in red).

Exhibitor Forum

As at previous SC Conferences, a highlight of the Exhibits Program is the Exhibitor Forum. These Exhibitor Forum talks showcase the latest advances of Industry Exhibitors, including new products and upgrades, recent research and development, and future plans and roadmaps. Some present case studies by their customers who have achieved better performance, reduced time-to-market, improved reliability, or enhanced capabilities by using exhibitors' technologies. Others give insight into the technology trends driving their strategies, the potential of emerging technologies in their product lines, or the impact of adopting academic research into their development cycle. Whatever the topic, the Exhibitor Forum can tell attendees what's happening today and tomorrow.

Applications Due: Thursday, July 31, 2008

Detailed submission requirements are available on the [sample submissions pages](#).

Submissions: <http://submissions.supercomputing.org/>

Questions: exhibitor-forum@info.supercomputing.org

Broader Engagement Initiatives

SC08 is committed to broadening participation in the conference and to the engagement of individuals from around the globe, in groups and disciplines that traditionally have been underrepresented in high performance computing or at the SC Conference series. You can be a part of this exciting and important initiative through several of our Broader Engagement (BE) initiatives: A mentorship program to pair students with mentors in computing fields; Sponsorship opportunities to support conference participation of individuals from traditionally under-represented communities; face-to-face networking event with all participating students, a job fair with students that may be interested in a summer job or permanent employment, and a supporting DVD with students' resumes. Here are opportunities that your company can help the program.

You can:

- Provide mentors for students
- Sponsor individual participants through travel grants
- Help sponsor a reception or lunch where you can network with participants
- Participant in an on-site job fair

Contact: Tony Baylis, SC08 BE Chair, baylis3@linl.gov, 925.424.4954

For more information about the SC08 BE program, please see <http://sc08.supercomputing.org/?pg=broadeng.html>.

Show Schedule

Installation

Thursday, November 13	8:00am – 5:00pm
Friday, November 14	8:00am – 5:00pm
Saturday, November 15	8:00am – 5:00pm
Sunday, November 16	8:00am – 5:00pm
Monday, November 17	8:00am - Noon

Exhibit Hours

Monday, November 17, Press Exhibition Preview Tour	6:00pm – 7:00pm
Monday, November 17, Exhibition Opening Gala	7:00pm – 9:00pm
Tuesday, November 18	10:00am – 6:00pm
Wednesday, November 19	10:00am - 6:00pm
Thursday, November 20	10:00am – 4:00pm

Dismantle

Thursday, November 20	4:00pm – Midnight
Friday, November 21	8:00am - Noon

Exhibitor Update is published as a service to exhibitors participating in upcoming shows. The goal is to share new and important information regarding the show and aid exhibitors in maximizing the effectiveness of their exhibit. Any suggestions or questions for the *Update* are welcome and should be directed to our office.

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to which they are addressed. If you have received this email in error please notify sc@heixpo.com. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of Hall-Erickson, Inc. Finally, the recipient should check this email and any attachments for the presence of viruses. Hall-Erickson, Inc. accepts no liability for any damage caused by any viruses transmitted by this email.