PROMOTION RESERVATION FORM

Exhibitor: _____Contact: _____ Booth # _____

Phone: _____ Email: _____

Opening Reception Participating Contributor - $2,500 per food station
Monday, November 14, 7:00pm – 9:00pm, Exhibit Hall
Your company will have an enthusiastic and appreciate audience when you sponsor a Food Table at the Gala. Exhibitors are invited to provide promotional items such as napkins, and cups. Signs at the Gala will recognize your contribution.

I want to contribute to _____ food station(s) at a cost of $2,500 per food station.

Conference Tote Bag Insert (limit: 12 Contributors) - $5,000
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, we're happy to work with you to create a branded, valued insert that will grab the attention of all attendees.

Contributor's Responsibilities: Contributors are responsible for producing 4,750 inserts; this includes shipping the inserts to the event. (Shipping instructions to follow.) Sponsor must supply sample to SC Exhibits Management by October 7, 2011.

I want _____ insert(s) as part of the Conference Tote Bag.

Free Standing Sign
This is a perfect opportunity to showcase your company logo and message for all to see. Sign boards are located in high visibility areas as determined by SC11. These signs are approximately 3' wide x 8' high, standing, double-sided sign boards.

Investment: $2,000 per sign. Note: includes production, installation and dismantle. Sign dimensions 87" h X 38.125" w.
Contributor's Responsibility: Contributor must supply suitable graphic file/logo by October 7, 2011. Specifications on graphic file: EPS/Vector file. Resolution should be 72 DPI at full size.

I want to order _____ sign(s) at a cost of $2,000 per sign.

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. Installation and dismantle are included in each package!

Investment: There are various sizes and locations to fit any budget. See banner views here:

http://www.plantour.com/custom/supercomputing

Installation and dismantling labor are included in each package price.
Contributor's Responsibilities:
- Approval of design by SC11 Exhibition Management
- Contributors are responsible for production of banner; this includes shipping banners to Freeman.
Advance Receiving Warehouse by October 25, 2011. Note: banners should be shipped separately from your exhibit display shipment. Please use special shipping labels, provided under separate cover.

All banners are set horizontal and located on the fourth floor.

Banner Location	Size	Cost
Section 4		
L4B2	22'w x 66" h, single-sided	$4,000
L4B3	22'w x 66" h, single-sided	$4,000
L4B4	22'w x 66" h, single-sided	$4,000
L4B5	22'w x 66" h, single-sided	$4,000
L4B6	20'11"w x 68" h, single-sided	$4,000
L4B11	330" w x 42" h, single-sided	$5,000
L4B12	330" w x 42" h, single-sided	$5,000
Section 5		
L4B13A	108"w x 36"h, double-sided	$3,500
L4B13C	108"w x 36"h, double-sided	$3,500
L4B13E	108"w x 36"h, double-sided	$3,500
L4B13G	108"w x 36"h, double-sided	$3,500

Technical Program Break

Your company will have an enthusiastic and appreciate audience when you sponsor 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 served to 4,000+ attendees during the Tech Program breaks.
- Multiple 22" x 28" signs including logo displayed prominently at break area recognizing your organization's contribution.
- Limited to one sponsor per Tech Program Break

Contributor's Responsibility:
Contributor must supply suitable graphic file by October 7, 2011. Specifications on graphic file: EPS/Vector file. Resolution should be 72 DPI at full size.

I want to be a contributor to _____ (Qty.) Tech Program Break(s). Investment: $4,000 per break

Poster Reception

The SC11 Reception is scheduled for Tuesday, November 15. Recognition of the sponsor will include:

- A banner location, near the Reception where the sponsor can communicate their message all week.
- SC11 will also produce six (6) 22" x 28" signs thanking the sponsor for their contribution to the Reception
- Recognition in the Exhibits Directory of sponsor contribution to the Reception

Investment: $10,000

_____ I want to be a contributor to the Poster Reception (EXCLUSIVE). Investment $10,000.00

Registration Area

Provide coffee in the morning and lemonade and iced tea in the afternoon at Attendee Registration. Includes 22" x 28" signs displayed next to refreshment area. Refreshments are placed in the registration area for about two hours in the morning and two hours in the afternoon during the peak periods of registration.

Contributor's Responsibility:
Contributor must supply suitable graphic file/logo by October 7, 2011. Specifications on graphic file: EPS/Vector file. Resolution should be 72 DPI at full size.

I want to be a contributor for _____ (# of Days) Registration days. Investment: $2,000 per day

Technical Program Committee Luncheon

This is a luncheon to acknowledge the work of the Technical Program Committee. The luncheon includes approximately 300 people, including the recipients of SC11 awards.

Promotion Opportunity Includes:
- Table signs that will be placed at each table recognizing sponsor of the Luncheon
- Four (4) prominent 22"x28" signs with company logo in the room of the Luncheon recognizing the sponsor's contribution
- Recognition in the Exhibits Directory of the sponsors contribution
- Four (4) tickets to the Luncheon

Investment: $10,000

Tutorials Luncheon

Over 1,000 Tech Program Attendees will participate in each of the Tutorials luncheons.

Promotion Opportunity Includes:
- Table signs (approximately 5" that will be placed at each table recognizing sponsor of a Tutorial Luncheon
- Four (4) prominent 22"x28" signs with company logo in the room of a Tutorial Luncheon recognizing the sponsor's contribution
- Recognition in the Exhibits Directory of the sponsors contribution
- Four (4) tickets to a Tutorial Luncheon
- Two (2) 6' tables for literature display distribution.

Investment: $15,000 (for one luncheon)

Visualization Showcase Reception Sponsorship
The Visualization Showcase Reception is scheduled for Tuesday, November 15, 2011.

Promotion Opportunity Includes:
- Four (4) prominent 22"x28" signs with company logo around the Visualization Showcase Reception near the bars and food stations recognizing the sponsor's contribution. The 22"x28" signs are to be produced by SC11.
- Recognition in the Exhibits Directory of the sponsor contribution

Investment: $8,000

Student Volunteer Program
The student volunteer program attracts approximately 200 students from around the world.
Promotion Opportunities Available:

Exclusive sponsor of Saturday night event at Gameworks - $15,000
- Corporate logo and acknowledgement on signage at the event
- Opportunity to provide one item in SVOL welcome packets
- Corporate logo and acknowledgement on invitation/ticket
- Corporate logo and acknowledgement in Student Handbook

Breakfast Sponsor - $5,000 for the week
- Corporate logo and acknowledgement on vouchers at Paramount and on signage in the banquet room at the Warwick
- Opportunity to provide one item in SVOL welcome packets
- Corporate logo and acknowledgement in Student Handbook

Break Sponsor - $5,000 for all breaks for the week
- Corporate logo and acknowledgement on tables during the morning and afternoon breaks
- Corporate logo and acknowledgement on standing sign in SVOL room during the breaks
- Opportunity to provide one item in SVOL welcome packets
- Corporate logo and acknowledgement in Student Handbook

Apparel Sponsor - $10,000
- Corporate logo on the apparel that all students will wear while working during the conference. Anticipate this will be about 200 students.
- Opportunity to provide one item in SVOL welcome packets
- Corporate logo and acknowledgement in Student Handbook

Broader Engagement Program
Underrepresented students new to the HPC community

Broader Engagement Evening Social - $15,000
This opportunity allows you to show your support for the leaders of tomorrow's HPC community by sponsoring a social event at a local venue for students to network and meet 'n greet.
- Beverages, refreshments, and snacks served to participants of the broader engagement program:
- Multiple 22" x 28" signs including logo displayed prominently at entry to event recognizing your organization's contribution.
- Recognition of your support listed in SC Program Book, web site, and Communities agendas.

Apparel Sponsor - $10,000
- Corporate logo on the apparel that all broader engagement students will wear while working during the conference. Anticipate this will be about 200 students.
- Opportunity to provide one item in welcome packets

Breakfast Sponsor - $5,000 for the week
- Corporate logo and acknowledgement on vouchers and on signage in the banquet room.
- Opportunity to provide one item in welcome packets
- Corporate logo and acknowledgement in Broader Engagement promotion material

Break Sponsor - $5,000 for all breaks for the week
- Corporate logo and acknowledgement on tables during the morning and afternoon breaks
- Corporate logo and acknowledgement on standing sign in room during the breaks
- Opportunity to provide one item in welcome packets
- Corporate logo and acknowledgement in Broader Engagement promotion material

Participant Sponsor - $1,500
Demonstrate your commitment to those that are under-represented students in the field of HPC by becoming a participant sponsor. Your organization will receive important recognition by the program.

<u>Cancellations</u>
Cancellations of Contributor reservations are not accepted after the closing date of August 31, 2011.

If you want to reserve a promotion or have any questions, please contact:
Matt Powell, SC11 Exhibits Management
630-434-7779 e-mail: sc@heiexpo.com

Mail reservation form to:
SC11 Exhibition Management, Hall-Erickson, Inc., 98 E. Chicago Ave., Suite 201, Westmont, IL 60559-1559 USA