



September 13, 2018

The Roosevelt Hotel, New York City,
New York

Exhibitor Manual

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Overview

Dear Exhibitor Colleague:

Please order electric and Internet service from the Roosevelt Hotel. You must have a credit card to confirm your order. For electric and Internet service, use the order forms in your exhibitor's manual.

Installation and set-up begins on Wednesday, Sept 12 - 6-9 pm. Come in Wednesday only if you need more time. Set-up continues Wednesday, Sept 13, 6 – 7:30 am. You should order your electric and Internet service from the Roosevelt Hotel in advance, so it will be waiting for you when you arrive on Wednesday.

Conference registration will begin at 7:30 am Thursday. The opening general session starts at 8:30 am, in the grand ballroom, Mezzanine Level. The Roosevelt Hotel at East 45th Street and Madison Avenue is located in the heart Manhattan and convenient to Grand Central and ground transportation as well as subway and commuter train service.

Shipping

Ship to arrive no later than Tuesday, September 11th. Shipments will be stored in the package room until move-in Wednesday, 6 pm.

Mark your shipments:

FLAGG

Company name: _____,

Booth #: _____

2018 HPC on Wall Street, Sept 13, Mezzanine Exhibit Area

Roosevelt Hotel

70 Vanderbilt Ave, (between East 46th and East 45th Streets)

New York, NY 10017, phone: 212-661-9600.

Note: The hotel does not have fork lift trucks or a loading dock. Your trucker should have a tail gate lift to unload into the street at 70 Vanderbilt Ave. The hotel does have a pallet jack to deliver crates. The hotel will deliver your items up to the show on Wednesday by 6 pm. If you have items that you cannot find in your booth, they may still be in the package room, call Lizza Oliver at 212-661-9600 x6489, or the convention services manager. The hotel charges for delivering boxes.

Conference Sessions

All sessions are in the Grand Ballroom and the Plaza Suite on the Mezzanine Level of the hotel. The opening session is at 8:15 am. All exhibitors are invited to attend this opening session.

Show Hours

Show hours are 7:00 am – 8:00 pm and have been set to maximize conference traffic and walk-in traffic.

Thursday, September 13

7:00 – 8:00 am	<p>Exhibits and Networking Registration Exhibit Hall Open and Networking Breakfast <i>Breakfast served in the Exhibit Hall</i></p>
8:00 – 8:15 am	<p>Opening Remarks Jem Pagan – BluSky</p>
8:15 – 9:00 am	<p>General Session 1 End User Keynote: Credit Suisse Topic: The Integration of AI with Cloud Computing</p>
9:00 – 9:45 am	<p>General Session 2 Sponsor Keynote: IBM Topic: AI / Big Compute</p>
9:45 – 10:45 am	<p>Exhibits and Networking Exhibit Hall Open and Networking Break <i>Coffee and pastries served in exhibit hall</i></p>
10:45 – 11:15 pm	<p>General Session 3 End User Keynote: Arista Topic: Programmable Networks for Financial Trading</p>
11:15 – 12:15 pm	<p>General Session 4 Sponsor Panel: Dell, VMware, Cisco, Mellanox, SNIA, RedHat Topic: Cloud Computing</p>
12:15 – 1:30 pm	<p>Lunch</p>
12:30 – 1:30 pm	<p>Lunch Panel Sponsor Panel: Intel, Datera, Vexata, Levvyx Topic: Leveraging Intel 3D NAND & 3D X-Point (Optane) Technology</p>

1:00 – 2:30 pm	Exhibits and Networking Exhibit Hall Open and Networking Break <i>Snacks, coffee and sodas served in the Exhibit Hall</i>
2:30 – 3:15 pm	General Session 5 Sponsor Panel: HPE, Accenture, and Intel Topic: Blockchain for the real world: How to harness it for your business
3:15 – 3:30 pm	Break
3:30 – 4:10 pm	General Session 6 End User Keynote: Women in Derivatives Topic: Transforming Finance: The Impact of Emerging Technologies
4:10 – 4:55 pm	General Session 7 Sponsor Panel: Sylabs, Rstor, and Sandia National Labs Topic: Containers for HPC
4:55 – 5:00 pm	Closing Remarks Jem Pagan – BluSky
5:00 – 6:30 pm	Rooftop Reception Sponsored by: Intel <i>Attendees, Sponsors, and Exhibitors Welcome</i>

Dismantling

Dismantling is from 5:00 pm – 8:30 pm. All valuables must be out or arranged for pick-up by 8:30 pm. All freight must be removed completely by 9:00 pm. **ALL GOODS LEFT UNATTENDED ARE THE RESPONSIBILITY OF THE EXHIBITOR.** See information on Move-Out: FedEx or UPS at Show Close. FedEx Phone: 800-463-3339 UPS Phone: 800-742-5877

Move-Out – FEDEX or UPS at Show Close

1. Bring your FedEx air bills with you.
2. Make sure you have your FedEx account number.
3. You must phone FedEx and get a FedEx pick-up number.
4. If you are shipping Federal Express or UPS at the show close, **you must prepare completed FedEx or UPS air bills** with your FedEx or UPS account number and the complete address where you are shipping your FedEx or UPS material. Call FedEx and schedule a pick-up from the Roosevelt Hotel, 70 Vanderbilt Avenue, NY, NY 10017. FedEx Phone: 800-463-3339; UPS Phone: 800-PICK-UPS (800-742-5877)

DO NOT LEAVE FEDEX OR UPS SHIPMENTS WITHOUT MAKING PROVISIONS FOR FEDEX OR UPS AIR BILLS AND PICK UP. Also, if you wish to ship UPS ground, you should have special shipping labels for UPS ground.

Exhibitor Badges

All badges can be picked up on Thursday, September 13 at the Registration Desk on the Mezzanine Level Coat Room. None of the badges will be mailed in advance. Additions or corrections may be made at the show.

Badge Colors:

- Conference – Yellow
- Exhibitor – Blue
- Show-Only – White
- Speaker – White Ribbon

Security

EXHIBITORS ARE NOT RELIEVED OF THEIR PRIMARY RESPONSIBILITY FOR ALL OF THEIR GOODS SHIPPED TO THE SHOW. DO NOT RISK LOSS OR DAMAGE TO ANY OF YOUR VALUABLES. DO NOT STORE ANY OF YOUR VALUABLES UNDER YOUR BOOTH. IF IT'S VALUABLE, TAKE IT WITH YOU. Valuable software, laptops, giveaways, briefcases, cameras, purses, and any other shoplifter-type goods should be watched carefully. Women are advised to carry purses, do not set down anywhere. A wise and prudent approach to show security can save loss or damage to goods.

The last person to leave is responsible for packing and shipping out all goods. DO NOT LEAVE YOUR BOOTH UNATTENDED, AND ESPECIALLY AT THE SHOW CLOSE.

Promote the Free Show in Advance

Emails have impact and can generate new awareness about your company and your participation in the show. Use emails to promote attendance. Go to our Website and download these email invitations. You can download from our Website: <https://www.hpconwallstreet.com/exhibitor-manual/>

Use our 2018 Cloud & Big Data banners and buttons to encourage your customers to visit you at the free show. You can download from our Website: www.flaggmgmt.com/hpc

Hotel Accommodations **SOLD OUT**

~~Make hotel reservations at the Roosevelt Hotel. Room rates are \$279 single/double plus tax for the dates Sept 12-13, 2018. Phone 212-661-9600. Ask for "Flagg Mgmt/HPC Cloud & Big Data" room rates.~~

Free Directory Listing

Fax in your Official Directory listing form and your exhibitor personnel badge form to Flagg Management Inc. Badges must be worn at all times. Business and professional visitors only.

Booth Package

Includes: hotel area carpeting, a draped 6' table – 30" high, 24" wide, two chairs, logo sign on an easel, waste basket - everything you need in your exhibit space that is 6' deep by 8' across.

Show Management

Russell Flagg will be available at the show on Wednesday – Thursday, September 12 – 13. If you have any questions or concerns don't hesitate to seek out Russell Flagg and put his experience to work for you.

FLAGG MANAGEMENT INC

Russell E. Flagg
Show Management

Roosevelt Hotel – Electric, Phones, Connectivity

Roosevelt Hotel Catering/Convention Services

Madison Ave at East 45th Street

New York, NY 10017

212-661-9600 fax: 212-885-6162

Roosevelt Hotel Shipment & Loading Door

70 Vanderbilt Ave

New York, NY 10017

Between East 45th & 46th Streets

212-661-9600

NMR/National MicroRentals Inc.

Computer, Printer, VCR, and Other A/V Rental Services

28 Abeel Road NJ 08831-2036

800-637-2496, 609-395-0550 fax: 609-395-7142 www.nmrevents.com

Jim Clark, Nat'l Trade Show Mgr. jclark@nmrevents.com

Morris Brothers Signs

Special Signs, Banners, Graphics of Any Type

115 Grant Avenue

Nutley, NJ 07110

212-675-9130 fax: 973-667-3501

Peter Bellantone peter@mbgraphics.com

Michael Bellantone michael@mbgraphics.com

Photographer

Michelle Farsi

848-702-3123

mfarsi2@mac.com

www.michellefarsiphoto.com

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: AUG 27

RETURN COMPLETED FORM TO

2018 HPC ON WALL STREET

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2018 HPC ON WALL STREET
c/o FLAGG MANAGEMENT INC
103 East 84th Street
NEW YORK, NY 10028
flaggmgmt@msn.com

SPECIAL NOTE: NEW PRODUCTS

Please indicate new products that will be shown for the first time in 2018.

NEW PRODUCTS: New Products Only: _____

PLEASE TYPE OR BLOCK LETTER

BOOTH # _____

COMPANY NAME: _____

DIVISION OF: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL ADDRESS: _____ URL ADDRESS: _____

Indicate a brief generic description of the products, systems or services that you will have on display (limit to about 25 words). This listing will be edited for consistency and brevity. (PLEASE PRINT)

For identification purposes, please print name of official submitting this form:

NAME: _____ TITLE: _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____ EMAIL: _____

VIP GUEST CONFERENCES

DEADLINE: AUG 27

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2018 HPC ON WALL STREET

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: **2018 HPC ON WALL STREET**
c/o FLAGG MANAGEMENT INC
103 East 84th Street
NEW YORK, NY 10028 flaggmgmt@msn.com

VIP GUEST CONFERENCES – ALL BADGES TO BE PICKED UP AT THE SHOW

TWO OF YOUR BEST CUSTOMERS OR PROSPECTS ARE INVITED TO REGISTER IN ADVANCE AT NO CHARGE FOR THE FULL CONFERENCE PROGRAM AS YOUR GUEST. THIS IS A VALUE OF \$395 EACH. PLEASE INDICATE THOSE INDIVIDUALS BELOW AND WE WILL RESERVE A SPACE AT THE CONFERENCE AND SEND THEM A CONFIRMATION.

PLEASE PRINT

1. INDIVIDUAL NAME: _____

TITLE: _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

2. INDIVIDUAL NAME: _____

TITLE: _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

For identification purposes, please print name of official submitting form.

NAME: _____ TITLE: _____

PHONE: _____ FAX: _____

EMAIL: _____

Booth Personnel to Receive Exhibitor Badges

BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES

DEADLINE: AUG 27

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2018 HPC ON WALL ST – CLOUD & BIG DATA

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: [2018 HPC ON WALL STREET](#)
 c/o FLAGG MANAGEMENT INC
 103 East 84th Street
 NEW YORK, NY 10028
flaggmt@msn.com

BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES – ALL BADGES TO BE PICKED UP AT THE SHOW

PLEASE PRINT

BOOTH # _____

COMPANY NAME: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

For identification purposes, please print name of official submitting form.

NAME: _____ TITLE: _____

PHONE: _____ FAX: _____

Booth personnel, named by you, will be furnished with show badges that will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will staff your booth.

NOTE: Booth personnel will be permitted into the Exhibition Hall at any time. Any exhibitors who wish to participate in the Conference must register separately.

<u>First Name</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

Official Directory Advertising Insertion Order

OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

**RETURN COMPLETED FORM TO
SHOW MANAGEMENT IMMEDIATELY**

DEADLINE: AUG 27

MAIL TO: 2018 HPC ON WALL STREET
c/o FLAGG MANAGEMENT INC
103 East 84th Street
NEW YORK, NY 10028
flaggmgmt@msn.com

The Official Directory for the HPC on Wall St – Cloud & Big Data is the most complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. This is the only Official Directory and will have an active promotional life during the one-day Show & Conference and continue for one year after the conference. This Official Directory is the most complete guide to exhibitors, their products and services, addresses, and phone and fax. Over 500 copies of this Directory will be printed and distributed at the show at the Roosevelt Hotel, NYC.

PLEASE TYPE OR BLOCK PRINT

Desired Advertising Insertion: _____

Booth # _____ Company Name: _____

Division of: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____ Title: _____

RATE FOR OFFICIAL DIRECTORY ADVERTISING:	Advertising in the Official Directory is non-commissionable.
BACK COVER (4-COLOR):	\$5,000
INSIDE BACK COVER (2-COLOR):	\$4,000
INSIDE FRONT COVER (2-COLOR):	\$4,000
FULL PAGE (2-COLOR):	\$3,000

TRIM SIZE: 8½ X 11 Full page dimension 7 wide x 10 deep

The Official Directory is offset, saddle stitch, 100 lb. coated stock.

The Official Directory reserves the right to establish the PMS 2nd color in a 2-color ad.

Color ads: Composite negatives with a maximum of 133-line screen, right-reading, emulsion-side down required.

Line screen: 133-line maximum.

Bleeds: Contact management if bleed is required.

Mailing instructions: Send negatives by Aug 27 along with any special instructions for printer to:

Russ Flagg
Flagg Management Inc
103 East 84th Street, New York, NY 10028
(212) 286 0333 Fax (212) 286 0086
flaggmgmt@msn.com