

**2010 Exhibitor's Manual – High Performance Computing in Financial Markets
Sept 20, 2010, Monday. Set-up Sunday 3 pm, Sept 19.**

Set-Up Sun Night, Sept 19: 3 PM, Mon Morning Sept 20: 6-8 AM

Show Opens Mon, Sept 20: 8 AM – 4 PM.

Roosevelt Hotel, East 45th Street & Madison Avenue

Loading Door: 70 Vanderbilt Ave Between E 45th & 46th St.

Deadlines Begin Aug 15, 2010

Show Hours: Mon, Sept 20, 8 AM – 4 PM.

Conference Hours: Mon, Sept 20, 8:30 AM – 4:50 PM

**High Performance Computing
Flagg Management Inc
353 Lexington Ave
New York, NY 10016
212-286-0333 Fax 212-286-0086
flaggmgmt@msn.com
registration: flaggmgmt.com/hpc**

1. PROMOTE YOUR FIRM AT THE SHOW. Download and email free show invitations.

2. PHONE FOR HOTEL RESERVATIONS TODAY TO:

Roosevelt Hotel, East 45th Street & Madison Avenue, 212-661-9600

Ask for "Flagg Management/2010 High Performance", Sept 18-20, room rate \$299/single or double plus tax.

3. SUBMIT FREE EXHIBITOR BADGES TO FLAGG MANAGEMENT INC.

4. SUBMIT FREE LISTING IN OFFICIAL DIRECTORY TO FLAGG MANAGEMENT INC.

5. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS AND DIRECTORY ADS. See order forms.

Dear Exhibitor Colleague:

You will need to order electric, telephone, connectivity service from the Roosevelt Hotel. You must have a credit card to confirm your order. For electric, connectivity, telephone service, use the order forms in your exhibitor's manual or call Christine Traina at the Roosevelt Catering Services at 212-885-6079.

Installation and set-up begins on Sunday, Sept 19 at 3 pm. Come in Sunday only if you need more time. Set-up continues Monday, Sept 20, 6 – 8 am, when the show opens at 8 am. You should order your electric and connectivity and phone service from the Roosevelt Hotel in advance so it will be waiting for you when you arrive on Monday.

Conference registration will begin at 7 am and the opening general session will begin at 8:30 am, on Monday, Sept 20 in the grand ballroom, Mezzanine Level. The Roosevelt Hotel at East 45th Street and Madison Avenue in the heart Manhattan and convenient to Grand Central and ground transportation as well as subway and commuter train service.

Shipping: Ship to arrive by Fri, Sept 17. Shipments will be stored in the package room until move-in Sun, Sept 19, 3 pm. Mark your shipments:

FLAGG

Company name:_____, **Booth #:**_____

2010 HPC, Sept 20, 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 inside the hotel. The hotel will deliver your items up to the show on Sunday by 3 pm. If you have items that you cannot find in your booth, they may still be in the package room, call 212-661-9600 x6489, Lizza Oliver, 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 8:30 am. All exhibitors are invited to this opening session.

Show Hours: **Show hours are 8 am – 4 pm**, and have been set to maximize conference traffic and walk-in traffic. Dedicated show viewing periods: **7:30-8:30 am** Registration and coffee service. **10-11 am** Midmorning break in the exhibits. **12 Noon-1:30 pm** Dessert service in the exhibits. **3:15-4 pm** Afternoon break in the exhibits.

Dismantling: Show closes at 4 pm, Mon, Sept 20. All valuables must be out by 5:00 pm. All freight must be removed completely by 6:00 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 4:00 pm – 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 SHIPMENT 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.**

Move-Out 4:00 pm UPS at Show Close: is also available for pick-up at the Roosevelt Hotel. You must have a **UPS account number** and **UPS land or air bills**. Call UPS and schedule a pick-up at 800-742-5877.

Exhibitor Badges: NOTE: Pick up all exhibitor badges at the Registration Desk on the Mezzanine Level Coat Room by the elevators of the Roosevelt Hotel. None have been mailed in advance. Additions or corrections may be made at the show.

Badge Colors: Conference: yellow. Exhibitors: blue. Show-Only: white. Speaker: white ribbons Press: red ribbons.

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, give-aways, 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.

Responsibility: 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 tremendous 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: www.flaggmgmt.com/hpc

Download new email free show passes to your email customer lists. Maximize your impact. 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: www.flaggmgmt.com/hpc

Hotel Accommodations: Make hotel reservations at the Roosevelt Hotel. Room rates are \$299 single or double plus tax for the dates Sept 18-20, 2010. Phone 212-661-9600. Ask for "Flagg Mgmt/2010 High Performance" room rates.

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.

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.

Download Banners and Buttons to put on your website. Use our 2010 HPC banners and buttons to encourage your customers to visit you at the free show. You can download from our Website: www.flaggmgmt.com/hpc

Show Management: Russell Flagg will be available at the show on Sun-Mon, Sept 19-20, to the show close. Do not wait to resolve any problem. See Russell Flagg and put his experience to work for you.

FLAGG MANAGEMENT INC

Russell E. Flagg,
Show Management

2010 HIGH PERFORMANCE COMPUTING
ROOSEVELT HOTEL, EAST 45TH ST & MADISON AVE
SHOW SCHEDULE AT A GLANCE
Show Hours: Mon 8 am – 4 pm
Conf Hours: Mon 8:30 am – 4:50 pm
Move-in: Sun 3 pm – 8 pm
Move-in: Mon 6 – 8 am
Move-out: Mon 4 – 5 pm

Service Contractors and Roosevelt Hotel Contacts

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

Christine Traina, Catering Manager, 212-885-6079 fax: 212-885-6162 ctraina@rooseveltnyc.com
Bob Hennessy, Dir. of Engineering, 212-885-6110 bhennessy@rooseveltnyc.com
Kime Melesse, Dir. of IT, 212-885-6038 kmelesse@rooseveltnyc.com
Mike Santos, PSAV Sales Manager, 212-867-8768 msantos@psav.com
Lissa Oliver, Package Room 212-661-9600 ext. 6489

Roosevelt Hotel Shipment & Loading Door

70 Vanderbilt Ave
Between East 45th & 46th Streets
212-661-9600

No fork lift trucks or loading dock.

Your driver's truck should have a lift gate to lower your shipment onto the street at 70 Vanderbilt Avenue.

Mark your FedEx, UPS and show shipments: Ship to arrive no later than Fri, Sept 17.

FLAGG

Company Name _____ Booth # _____

Roosevelt Hotel for Sept 20 – High Performance Computing
70 Vanderbilt Avenue
New York, NY 10017
212-661-9600

NMR/National MicroRentals Inc.

Computer, Monitor, Printer, VCR, and Other A/V Rental Services
28 Abeel Road
Monroe Twp, NJ 08831-2036
800-637-2496, 609-395-0550 fax: 609-395-7142 www.nmrrrents.com
Jim Clark, Nat'l Trade Show Mgr. jclark@nmrrrents.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

Dov Friedmann
cell : 347-886-7246
dovfriedmann@mac.com
PhotographybyDov.com

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

DEADLINE: AUG 15

RETURN COMPLETED FORM TO

2010 HIGH PERFORMANCE COMPUTING

MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.

MAIL TO: 2010 HIGH PERFORMANCE COMPUTING
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE
NEW YORK, NY 10016 **FAX: 212-286-0086**

SPECIAL NOTE: NEW PRODUCTS
Please indicate new products that will
be shown for the first time in 2010.

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: _____

EXHIBITOR CONFERENCE

DEADLINE: AUG 15

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2010 HIGH PERFORMANCE COMPUTING

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: 2010 HIGH PERFORMANCE COMPUTING
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE
NEW YORK, NY 10016 **FAX: (212) 286-0086**

EXHIBITOR CONFERENCE – ALL BADGES TO BE PICKED UP AT THE SHOW

YOUR BEST CUSTOMER OR PROSPECT IS INVITED TO REGISTER IN ADVANCE AT NO CHARGE FOR THE FULL CONFERENCE PROGRAM AS YOUR GUEST. THIS IS A \$395 VALUE. PLEASE INDICATE BELOW WHOM THAT INDIVIDUAL WILL BE AND WE WILL RESERVE A SPACE AT THE CONFERENCE AND SEND THEM CONFIRMATION.

PLEASE PRINT

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

DEADLINE: AUG 15

**RETURN COMPLETED FORM TO SHOW
MANAGEMENT IMMEDIATELY**

2010 HIGH PERFORMANCE COMPUTING

MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS

MAIL TO: 2010 HIGH PERFORMANCE COMPUTING
c/o FLAGG MANAGEMENT INC
353 LEXINGTON AVENUE
NEW YORK, NY 10016 **FAX: (212) 286-0086**

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. _____	_____	_____	_____

2010 High Performance Computing in Financial Markets
Sept 20, 2010, Monday
Roosevelt Hotel, New York, NY

2010 Sponsorship Opportunities

Assigned exhibitors will have the opportunity to become participating sponsors in the High Performance Computing show and conference program. At the Platinum, Gold and Silver sponsorship level, sponsors will have their company logo on all our printed and online material, they will have their logo displayed on our Website, and will be prominently listed in our pre-show and at-show official program guide.

Sponsorship is a requirement for vendors that wish to lead conference presentations.

Platinum Elite sponsorship level – \$30,000 – Microsoft

- Keynote session with a top executive from the exhibit organization and an invited Wall Street speaker
- Exhibitor logo on all printed and online material
- Logo on website
- Listing in pre-show and at-show official program guide
- Two exhibit spaces in the table top show
- 10 full conference registrations to invite guests of your choice to the conference program
- Electronic list of show and conference registrants including name, company, address, phone, and fax

Gold Sponsorship Level – \$15,000 – Arista Networks, BLADE, Cisco, Corvil, Forsythe, Fujitsu, Fulcrum, HP, IBM, Intel, Red Hat, SGI, Solace Systems, Super Micro Computer

- Speaking opportunity on a panel or break-out session
- Exhibitor logo on all printed and online material
- Logo on website
- Listing in pre-show and at-show official program guide
- One exhibit spaces in the table top show
- 10 full conference registrations to invite guests of your choice to the conference program
- Electronic list of show and conference registrants including name, company, address, phone, and fax

Silver Sponsorship Level - \$8,000 – Appro

- Exhibitor logo on all printed and online material
- Logo on website
- Listing in pre-show and at-show official program guide
- One exhibit space in the table top show
- 5 full conference registrations to invite guests of your choice to the conference program
- Electronic list of show and conference registrants including name, company, address, phone, and fax

Other Sponsorships will provide for:

- Tote bags - \$8000
- Coffee & Beverage Break Service - morning - \$8000
- Coffee & Beverage Break Service - afternoon - \$8000
- Badge holders - \$8000
- Badge holder lanyards - \$8000

Advertising and Print Marketing

The Official Program and Exhibitor's Guide will accept advertising, and will be distributed at the event to all conference and show participants. This 8 ½ x 11 program will be a compendium of the conferences and the exhibitors. This reference will have a long life well after the event is concluded.

- **Advertising in the Official Program:**

- Back cover, 7x10, 4-color – \$7,000
- Inside front cover, 7x10, 4-color – \$4,000
- Inside back cover, 7x10, 4-color – \$4,000

Other sponsorship opportunities will be considered. Contact Flagg Management Inc.

OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

DEADLINE: AUG 15

**RETURN COMPLETED FORM TO
SHOW MANAGEMENT IMMEDIATELY**

**MAIL TO: 2010 HIGH PERFORMANCE COMPUTING
 c/o FLAGG MANAGEMENT INC
 353 LEXINGTON AVENUE, 10TH FLOOR
 NEW YORK, NY 10016 FAX: 212-286-0086**

Increase your Show and Post-Show Awareness and Branding:

The Official Directory for the High Performance Computing is the complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. The Official Directory will have an active promotional life during the one-day Show & Conference, as well as 6 months after the show. Over 800 copies of this Directory will be printed and distributed at the show at the Roosevelt Hotel, NYC.

Have your Show products and services information in a 4-color ad in this valuable Show reference with 6 months use after the Show.

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):	\$7,000.
INSIDE BACK COVER (4-COLOR):	\$4,000.
INSIDE FRONT COVER (4-COLOR):	\$4,000.
FULL PAGE (4-COLOR):	\$2,000.

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

The Official Directory is offset, saddle stitch, 115 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 15 along with any special instructions for printer to:

FLAGG MANAGEMENT INC
HIGH PERFORMANCE COMPUTING
353 LEXINGTON AVENUE, 10TH FLOOR
NEW YORK, NY 10016
212-286-0333