



NEW

ISC Cloud '10

October 28 – 29, 2010, Marriott Hotel, Frankfurt, Germany

ISC events – the new Product Family of ISC

In just 25 years, the International Supercomputing Conference (ISC) has evolved from a forum for a small academic community into Europe's largest and most important High Performance Computing (HPC) event. The ISC addresses the newest, most compelling topics in the field of HPC.

Now the ISC has spawned outgrowth in the form of the ISC Events. These zero in on the hottest-burning themes in supercomputing and related disciplines.

The first conference of this new series, ISC Cloud, will be devoted to *cloud computing*. It will take place *on October 28 – 29, 2010 in the Marriott Hotel in Frankfurt, Germany*. Frankfurt is a centrally located international hub with excellent transportation connections, making it the ideal venue for this compact two-day event. In the future, we plan a supplemental exhibition to the annual ISC Cloud conference.

www.isc-events.com

Organizer
Prometeus GmbH | Fliederstraße 2 | 74915 Waibstadt-Daisbach | Germany



Key Topics

1. Cloud computing models: private, public, hybrid
2. Virtualization techniques
3. Perspective of scientific cloud computing
4. Migrating large data sets into a cloud
5. Trust in cloud computing: security and legal aspects
6. Cloud computing success stories

Why ISC Cloud?

Cloud computing will play an important role in information and communication technologies in the years ahead. Clouds are poised to attract considerably more interest, owing to the accelerating trend at companies to outsource IT, enhance flexibility for business dealings, pare overhead and expand today's limited IT infrastructures.

IT managers, who are called on to "do more with less" in order to use IT more economically, will inevitably have to look at cloud computing. Cloud computing makes on-demand computing and storage a reality – with low entry costs and reduced infrastructural requirements. IDC analysts expect the total outlay for cloud computing services to climb 25 percent by 2012.

Although cloud computing is already being addressed at other conferences, there is definitely a need for a dedicated international cloud computing event at which both researchers and industry representatives can share ideas and knowledge. ISC Cloud will close this gap by establishing a platform for people interested in cloud computing.

The proven, successful quality concept and 25 years of experience of the ISC will be continued and refined at the ISC Cloud conferences, which will push back the envelope even further. This year will see a two-day conference with world-class speakers from around the world, keynote addresses, panel sessions, practical reports, an ideal networking environment, full catering, and an evening event.

Benefits for Attendees

ISC Cloud attendees will have a chance to actively participate in discussions, learn all the important facts about front-line IT topics, receive useful help for making decisions (taking cost-benefit, security and other issues into account), clear up misunderstandings, identify the limitations of cloud computing and, last but no less important, make contacts to facilitate future decisions in this key field of IT and supercomputing.

The ISC Cloud conference will focus on computing and data-intensive applications, the resources they require in a computing cloud, and strategies for implementing and deploying cloud infrastructures. Finally, the conference will shed light on how cloud computing will impact HPC.

Participants will also enjoy outstanding opportunities to network with leading minds from around the world. That includes exceptional social events like those for which the ISC has long been known.

Gold Sponsors



Microsoft



Attendance Fee € 325.-*

including full catering and evening event.

**Please note:
The number of participants is limited.**

* plus 19% government-mandated Value-Added-Tax (VAT)

Please contact

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if you have any questions
about sponsorships.

Benefits for Sponsors

Don't miss this opportunity to address your target group in the intimate environment that has made the ISC so successful and convince it of the benefits of your products and ideas.

We anticipate the event to be attended by at least 250 decision-makers from industry and research institutions (chief executives, IT managers and project heads).

Marketing activities in connection with ISC Cloud will start with this year's ISC,

which will attract roughly 2,000 attendees. There the key people for cloud computing can be directly addressed.

As a ISC Cloud sponsor, you will be directly involved in these extensive, high-intensity marketing activities. You can take advantage of them to achieve extraordinary visibility – the possibilities range from logos on our conference website and direct marketing activities across print and social marketing and PR work to media partnerships and speaking slots during the conference.

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