

MULTICORE WORLD 2013

Sponsoring of 2nd Multicore World - 19 & 20 February 2013

- Multicore is unstoppable: the economics are driving it.
- **All computers are now parallel computers**, meaning they can do more than one thing at a time.
- **This is a permanent change** that affects every computer programmer on the planet.
- This new architecture opens up a whole new world of opportunities for industry and science.

However, Parallel Software is rare

Open Parallel, a New Zealand based company specialised in Software for Multicore and Parallel Computing has been working in multicore for years. To promote parallel software and an ecosystem of developers and organisations, Open Parallel organises Multicore World -a yearly **destination conference** in New Zealand and invites your company to participate and partner in this successful event.

Multicore World is a retreat for technical influencers who are individually invited through our personal networks globally. It is a **decision-takers conference**, where industry executives, technical directors, entrepreneurs and investors interact at **peer-peer** level with international software community leaders, recognised scientists, distinguished practitioners, academics, engineers and developers, in a selected boutique style conference with limited attendance but with global repercussion.

We invite you to network while your brand and your company are in front of **the best crowd worldwide**, precisely when they reflect what to invest on next: Multicore World tells them the new trends, software and hardware wise. The world of Multicore and Parallel Computing is aware of Multicore World 2013 before and after its occurrence and as a consequence, your brand will have **a year long global presence**.

Facts

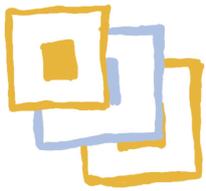
- 25% of tickets sold 3+ months before the event
- **Audience sample** who already bought tickets for **2013** includes CTO -major NZ bank; Chief Architect -Govt; Dean CS -major Australian University; Systems infrastructure manager-NZ; Big Data Sr Manager, Investors in high tech-UK/NZ; Government buyer; SKA radio-telescope bidders from AU and NZ; Specialised engineers, scientists and Sr developers from APAC region.
- Sponsors (committed at the time of writing): GreenButton, Catalyst IT, Wellington City Council, Grow Wellington, NZTE, Scoop Media, Open Parallel.

A snapshot of what happened at Multicore World 2012

- **94%** of all attendants were **technology leaders, buyers, users and endorsers**
- **37%** were CEOs - Sr Executives (Director, CTO, SVP, GM, MP)
- Sponsor achieved **9x ROI** through important deal with world's biggest software company
- Australian organisation secured collaboration project with global award winning company
- New Zealand venture sealed deal with world's biggest mobile chip company

Benefits

- **Speakers' slots available.** Multicore World attracts **the most influential** people in the field: your message will reach them directly in a **one to one conversation**
- **Partnership and Networking opportunities:** private business meetings with selected participants and visitors, facilitated by Multicore World's organisation in association with NZTE
- Specialised Media Partner with professional writer to promote Multicore World and its partners: Scoop Media (www.scoop.co.nz) averages **450,000 unique readers** per month
- Presentation videos freely available via **Multicore World Vimeo** channel after the conference
- Promotion via Multicore World LinkedIn group (followed by global leaders)
- Proceedings published via Elsevier's **Procedia Computer Science**, indexed with free global access
- Booth space and dinner, lunch, coffee presentations available in a first come, first served basis
- **Corporate tickets** available for your customers and for staff's Professional Development



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Keynotes (guest speakers)

- **Tim Mattson**, PhD ([Intel](#) Principal Engineer, Khronos OpenCL Group. USA)
- **Poul-Henning Kamp** (Chief Architect, [Varnish Software](#). Author [FreeBSD](#). Denmark)
- Professor **Ian Foster** (Director, [Argonne/University of Chicago](#) Computation Institute. USA)
- **Paul McKenney**, PhD ([IBM](#) Distinguished Engineer & Linux CTO. USA)
- Professor **Barbara Chapman** (OpenMP Architecture Review Board, [University of Houston](#). USA)
- **Mark Moir**, PhD (Consulting Member of Technical Staff, [Oracle](#) USA - NZ)

Full list of speakers (from industry and science with peer review selection by an international Program Committee) available at www.MulticoreWorld.com.

Detailed program to be released **Monday 4, February 2013**

Secure your presence at Multicore World 2013 now:

There is still a **limited number** of sponsored speakers' slots assigned in a first come, first served basis.

- **Conference venue:** Wellington Town Hall, Wellington CBD, New Zealand.
- **Conference dates** **February 19-20, 2013.**
- Workshop - **February 18, 2013** - Introduction to Parallel Programming with OpenMP - Tim Mattson
- **Business meetings, networking and conference follow up** - In association with NZTE (New Zealand Trade & Enterprise - Government agency for economic development). NZTE HQ, Majestic Centre, Wellington. **Monday 18, Thursday 21 and Friday 22 February 2013**

Request further details and discuss sponsorship options with **Nicolas Erdody** - Conference Organisation. nicolas@multicoreworld.com Mobile (+64) 27 521 4020.

Multicore World is an initiative of Open Parallel Ltd

