

TABOR COMMUNICATIONS
MEDIA KIT

2022





INFORMATION NEXUS

ADVANCED COMPUTING AND DATA SYSTEMS FOR A HIGH PERFORMANCE WORLD

Tabor Communications is a diverse, international media, services & events company dedicated to fostering community and accelerating the adoption of advanced-scale computing technologies.

THE COMPANY

Tabor Communications produces the world-leading publications covering the advanced-scale computing network, reaching the top of the computing pyramid, from real-time big data analytics and AI to high performance computing, where complexity, scale, and investment cross into high performance thresholds.

Our portfolio is designed to address the adoption progression of mainstream enterprises into the advanced-scale computing paradigm and the convergence of infrastructure for HPC, Big Data, and Cloud Tech Trilogy.

Each of these audiences have their own distinct information needs and exist in their own place in the adoption paradigm. Our portfolio is designed to target each of these adoption phases.

We reach IT leaders at every stage of the procurement chain, providing them with information, ideas, and connecting them to the solutions for their challenges.



MISSION

With timely news, analysis and events, we inform, influence, unify and strengthen the technology communities we serve.



VISION

By facilitating communication at the leading-edge of computing innovation, we accelerate adoption of advanced-scale technologies for a high performance world.



VALUES

1. Diversity
2. Compassion
3. Intelligence
4. Collaboration
5. Fun
6. Integrity
7. Drive
8. Honesty
9. Courage
10. Communication

ADVANCED-SCALE COMPUTING NETWORK

At Tabor Communications, our mission is to enlighten stakeholders and usher new visionaries into the advanced-scale computing ecosystem, comprised of both of data- and compute-intensive workloads, big data analytics and cloud, from the enterprise to organizations striving to push the endless boundaries of computing.

OUR REACH

217K AVERAGE VISITORS/MONTH	340K AVERAGE PAGE VIEWS/MONTH	38K SOCIAL MEDIA CONNECTIONS AND FRIENDS
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DATANAMI
SINCE 2011

Datanami is dedicated to the physics of big data and the utilities used to drive solutions across every discipline by covering the operationalizing of data science through new technologies and use cases from development all the way to practical application.



ENTERPRISEAI
SINCE 2013

EnterpriseAI covers the leading global companies at the frontiers of AI implementation, delivering reporting, insight and analysis on AI technologies, tools and strategies that enable business deployment and integration in the enterprise.



HPCWIRE
SINCE 1987

HPCwire reports on the issues, challenges, opportunities and conflicts within the global supercomputing space, covering the vendors, technologies, users and uses of high-performance and data-intensive computing within academia, government, research and industry.



HPC + AI
WALL STREET

HPC + AI Wall Street is the leading global Financial Services conference that delivers innovative thought leadership and showcases world-class technology from industry pioneers for FinTech and Capital Markets. HPC + AI Wall Street takes place annually in Manhattan in the fall.



TOM TABOR
PRESIDENT AND CEO

For the past 35 years, Tabor Communications, Inc. (TCI) has been the information nexus for the adoption of high performance computing technologies in all its forms and applications. In our service to this community, we are the end-to-end solution for reaching the decision-makers in what we call “advanced-scale computing.” Where computing pushes new boundaries, we’re there to help build community and bridge new frontiers and partnerships.

WELCOME TO TABOR

A new era is dawning with the **democratization of high performance computing technologies into commercial organizations** -- where it was previously out of reach.

The TCI network is geared to help this new generation of business & technology leaders navigate the complexities of computing at scale - spanning challenges in infrastructure, application, development, and practical returns. Our network of news portals and events are built to orient these newcomers to a new class of computing. Starting with the on-ramp of big data and analytics, adoption of high performance computing technologies for competitive and practical advantages to the established High Performance Computing industry blazing the way to Exascale - we are the nexus of advanced-scale computing, well beyond traditional enterprise IT.

We reach the top of the computing pyramid, where complexity, scale, and investments cross into new thresholds. We reach IT leaders at every phase of the buying chain, providing them with information and ideas, and connecting them with solutions for their challenges. Our engagement model gives solution providers the unique opportunity to nurture prospects through every phase of the engagement chain, until they are sitting in face-to-face meetings discussing challenges specific to their business and innovating resolution. Through news, analysis, and information, we attract, identify, educate and engage decision-makers looking for high performance and advanced-scale insights and remedies.

MEET OUR TEAM



BRIANNA GARZA
DIRECTOR, BUSINESS OPERATIONS



PHIL HOLTBERG
ACCOUNT DIRECTOR



JEFF HYMAN
SR. VICE PRESIDENT,
AND GROUP PUBLISHER



LARA KISIELEWSKA
CHIEF MARKETING OFFICER



EVANGELINE VAN
SR. DIGITAL PROJECT MANAGER



ANA WARE
DIRECTOR, CLIENT ENGAGEMENT

MEET OUR EDITORIAL TEAM



TIFFANY TRADER

DIRECTOR, EDITORIAL OPERATIONS
AND MANAGING EDITOR, *HPCWIRE*



ALEX WOODIE

MANAGING EDITOR, *DATANAMI*



JOHN RUSSELL

EDITOR



OLIVER PECKHAM

EDITOR



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Mark Stettler, *Intel*
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Mike Weston, *Profusion*
Jan Zverina, *SDSC*





Datanami covers the technologies and techniques that are emerging from the ongoing big data analytics revolution. We seek to understand the challenges that organizations face in data management and analytics, and communicate the solutions and opportunities in a way that resonates across our audience, across verticals and professional roles.

DATANAMI

Datanami is the news portal dedicated to providing the latest insights, analysis and information surrounding emerging trends, advances and solutions in big data. The portal illuminates cutting edge technologies including networking, storage and applications, and their impact upon business, industry, government, and research. The publication examines the avalanche of unprecedented amounts of data and the effects the high-end data explosion is having across the IT, enterprise, and commercial markets.

Coverage Areas Include [But are not limited to]:

Scale-out data management platforms, including distributed file systems, object stores, in-memory data grids, streaming data platforms, and databases of all shapes and sizes, from relational and MPP to NoSQL and NewSQL. Emerging computational frameworks for machine learning, deep learning, NLP, streaming analytics, and SQL analytics.

The wide array of supporting software for advanced analytics and machine learning projects, including: data catalogs; data cleansing and prep; data exploration and visualization; ETL and CDC tools; data governance and lineage tracking; data fabrics and event meshes; cloud platforms; and Alops and security.

Personnel aspects of data, including how to build a data team, what skills to look for in data scientists and data engineers, what data topics are trending at school, job market trends, and salary reports.

Emerging next-gen technologies, such as Kubernetes, deep learning, hybrid clouds, quantum computing, storage-class memory, computational storage, 5G networks, and AI chips.



AUDIENCE:

THE BIG DATA ECOSYSTEM

93K
AVERAGE VISITORS/MONTH

126K
AVERAGE PAGE VIEWS/MONTH

23K
NEWSLETTER SUBSCRIBERS

13K
SOCIAL MEDIA CONNECTIONS AND FRIENDS



Industries

Financial Services.....	24%
Healthcare/Life Sciences.....	18%
Other.....	18%
Manufacturing.....	13%
Telecom.....	8%
Aerospace/Automotive.....	6%
Oil/Gas/Energy.....	4%
Retail.....	4%
Media/Entertainment.....	3%
Transportation/Utilities.....	2%

Job Function

IT Management/Ops.....	33%
Business Management/Ops.....	19%
Developer/Engineering.....	16%
C-Level Executive.....	10%
R&D Research.....	6%
Consultant.....	6%
Academia/Education.....	4%
Other.....	4%
Data Scientist.....	2%

Geography

North America.....	52%
APAC.....	24%
EMEA.....	23%
Latin America.....	1%

65%

Private / Commercial

21%

Vendor / Integrator

14%

Academic / Research / Government





EnterpriseAI covers the vendors and companies on the frontiers of AI implementation who are creating the AI world of tomorrow. The competitive advantages delivered by AI – and its associated machine learning, deep learning, robotics, advanced simulation, AR/VR and business intelligence workloads – will bear heavily on the winners and losers across virtually all commercial sectors.

ENTERPRISEAI

EnterpriseAI further sharpens and expands upon the already extensive coverage originating from its predecessor, *EnterpriseTech*, on machine/deep learning, advanced modeling/simulation, high performance data analytics and the technologies that enable them, including; high performance data centers, cloud computing, high performance storage, AI silicon and AI frameworks – spanning all relevant verticals. With its focus trained on decision-makers, technologists and thought leaders across the technology spectrum, *EnterpriseAI* delivers reporting, insight and analysis on AI technologies, tools and strategies that enable business deployment and integration in the enterprise.

Coverage Areas Include

[But are not limited to]:

Private, Public and Hybrid Cloud Infrastructure and ongoing trends to converge and scale this infrastructure.

Data center design, upgrades, retrofits, citing and energy usage issues related to industry trends around hyperscale and hyper-collapsed facilities.

Storage trends, including: disk, solid-state, hybrid and all-flash arrays as well as ongoing attempts to add intelligence to data center and cloud storage arrays.

Virtualization, open source software development, application development and deployment, and general DevOps issues.

Networking trends designed to bring compute and data closer together to promote more timely data analysis. Coverage areas include software-defined networks, containers, fabric interconnect technology, standards, and more.

Systems and components, including: servers, rack systems, hypervisors, virtual machines and other cloud technologies that expand the compute, storage and network capacity of modern data centers.

Internet of Things and the challenges it presents to enterprises that are searching to cope with immense and growing volumes of sensor and device data.

Security protection trends, technology, and challenges.



AUDIENCE:

THE ADVANCED-SCALE COMPUTING ECOSYSTEM

40K
AVERAGE VISITORS/MONTH

32K
AVERAGE PAGE VIEWS/MONTH

28K
NEWSLETTER SUBSCRIBERS

4K
SOCIAL MEDIA CONNECTIONS AND FRIENDS



Industries

Financial Services.....	29%
Healthcare/Life Sciences.....	14%
Manufacturing.....	14%
Other.....	12%
Aerospace/Automotive.....	11%
Telecom.....	8%
Oil/Gas/Energy.....	5%
Retail.....	5%
Transportation/Utilities.....	2%

Job Function

IT Management/Ops.....	43%
Developer/Engineering.....	16%
Business Management/Ops.....	15%
C-Level Executive.....	9%
R&D Research.....	5%
Consultant.....	4%
Academia/Education.....	3%
Other.....	3%
Data Scientist.....	2%

Geography

North America.....	67%
EMEA.....	19%
APAC.....	14%

70%

Private / Commercial

18%

Vendor / Integrator

12%

Academic / Research / Government





HPCwire has served as the publication of record for trusted reporting on the issues, challenges, opportunities and conflicts relevant to the global HPC/ supercomputing space. We cover the vendors, the technologies, the users and the uses of high-performance and data-intensive computing within academia, government, science and industry.

HPCWIRE

HPCwire is the #1 news and information resource covering the fastest computers in the world and the people who run them. With a legacy dating back to 1987, HPC has enjoyed more than three decades of world-class editorial and top-notch journalism, making it the portal of choice selected by science, technology and business professionals interested in HPC, AI and data-intensive computing. For topics ranging from late-breaking news and emerging technologies in HPC, to new trends, expert analysis, and exclusive features, HPCwire delivers it all and remains the HPC community's most reliable and trusted resource.

Coverage Areas Include [But are not limited to]:

- | | |
|---|---|
| System, storage and networking/interconnect technologies | Exascale technologies |
| Accelerators/coprocessors | National and international plans and programs |
| Architectures for processor cores and systems | Scientific/government computing |
| Distributed computing, high-performance cloud computing | Benchmarking |
| Cluster/cloud management | |
| Parallel programming models and methods | |
| Software, tools and applications | |
| Limits of current semiconductor technologies (beyond Moore's law) | |



AUDIENCE:

THE ESTABLISHED HPC & EXPERIENCED NEWCOMERS

130K
AVERAGE VISITORS/MONTH

180K
AVERAGE PAGE VIEWS/MONTH

26K
NEWSLETTER SUBSCRIBERS

21K
SOCIAL MEDIA CONNECTIONS
AND FRIENDS



Industries

Aerospace/Automotive.....	23%
Manufacturing.....	22%
Financial Services.....	13%
Healthcare/Life Sciences.....	13%
Oil/Gas/Energy.....	12%
Media/Entertainment.....	8%
Telecom.....	6%
Retail.....	2%
Other.....	1%

Job Function

Business Management/Ops.....	17%
Developer/Engineering.....	16%
IT Management/Ops.....	15%
C-Level Executive.....	13%
R&D Research.....	11%
Consultant.....	10%
Academia/Education.....	9%
Other.....	7%
Data Scientist.....	2%

Geography

North America.....	48%
APAC.....	29%
EMEA.....	22%
Latin America.....	1%

45%

Private / Commercial

35%

Academic / Research /
Government

20%

Vendor / Integrator

EDITORIAL CALENDAR

*TOPICS AND TIMINGS ARE SUBJECT TO CHANGE AT EDITORIAL DISCRETION

2022	DATANAMI	ENTERPRISEAI	HPCWIRE
JANUARY	In-Memory Computing	Year-in-Review Cybersecurity: AI and ML	The Year Ahead; Trends to Watch Memory Technologies
FEBRUARY	Transformer Models and NLP	AI Architectures in the Cloud AI Ethics – Algorithm Accountability	Programming Languages HPCwire Awards (People to Watch)
MARCH	Big Data Storage	AI Supercomputing AI in the Energy Industry	Energy, Oil and Gas Datacenter Hardware Trends
APRIL	DataOps and Data Engineering Industry Focus: Supply Chain and Logistics	AI in Investment Banking Reinforcement Learning – New AI Open source and AI	Life Science / BioIT HPC in Asia
MAY	AIOps and Observability	IoT and Edge AI AI and Advanced Simulation-Modeling	Government Initiatives Driving HPC HPC Cloud Technologies
JUNE	Data Lakehouses	Machine Learning-Deep Learning Democratization AI Adoption in US, Europe, Asia	International Supercomputing Conference 2022 HPC in Europe
JULY	Our Algorithmic Future Industry Focus: Sports and Entertainment	AI in Factory Automation Data Science Automation	Brain-Inspired Computing Academic Research Initiatives in HPC & AI
AUGUST	Next Gen Visualizations	AI: Task Automation vs. Augmented Decision Making AI Management: Implementation at Enterprise Scale	HPC & AI Silicon Developments in High-Performance Networking
SEPTEMBER	Data Science Education	Conversational AI Advanced AI in Financial Services	Financial Services High-Performance Storage Technology
OCTOBER	Analytics in the Cloud	Cloud Adoption Strategies Autonomous Vehicles	Workforce Development/Diversity Quantum Computing
NOVEMBER	Data Literacy Industry Focus: Government and Law	AI and HPC (SC21) AI Architectures: CPU-GPU-FPGA-Arm-Special Purpose	LIVEwire: SC22 Exascale and Beyond
DECEMBER	Privacy-Preserving Techniques	AI in the Retail Industry AIOps	End of Year Retrospective HPCwire Awards: Readers' & Editors' Choice

INDUSTRY EVENTS

01 JANUARY

CES
 Consumer Electronics Show
 HPC Asia 2022
 HPC + AI Wall Street
 Digital Event Series

02 FEBRUARY

AI and Deep Learning
 Virtual Summit
 Deep Learning Summit
 San Francisco
 Gartner CIO Leadership Forum
 HPC + AI Wall Street
 Digital Event Series
 IoT Evolution Expo
 MicroStrategy World 2022
 Riken-CCS International
 Symposium

03 MARCH

AI Supply Chain 2022 Conference
 Domopalooza 2022
 Energy High Performance Computing
 Conference 2022
 Esri Developer Summit
 Gartner Data & Analytics Summit
 HPC Advisory Council Swiss
 Conference
 HPC + AI Wall Street Digital Event
 Series
 HPC User Forum
 NVIDIA GPU Technology Conference
 PRACEDays22 and
 European HPC Summit Week 2022
 Supercomputing Asia 2022

04 APRIL

AI Systems Summit Research
 AI X Summit
 ASC Student Supercomputer
 Challenge (ASC22)
 AWS Summit 2022
 HPC + AI Wall Street
 Digital Event Series
 Kafka Europe Summit
 Open Data Science
 Conference East
 Red Hat Summit
 SAS Global Forum 2022
 Stanford Conference 2022

05 MAY

AI & Big Data Expo
 North America
 Bio-IT World
 Dell Technologies World
 GlobusWorld
 IBM THINK 2022
 ISC22
 Non-Volatile Memories
 Workshop (NVMW) 2022
 RMACC HPC Symposium
 World Summit AI Americas

06 JUNE

Bloomberg Collision
 Data + AI Summit
 Google Cloud Next
 HIPEAC 2022
 HPE Discover
 MongoDB World
 PASC22
 Snowflake Summit
 TERATEC 2022 Forum

07 JULY

PEARC22
 Annual Modeling and Simulation
 Conference (ANNSIM) 2022
 Esri User Conference
 Supercomputing Frontiers
 Europe 2022

08 AUGUST

AI Manufacturing 2022
 Conference
 Hot Chips: A Symposium on High
 Performance Chips
 Hot Interconnects
 KDD 2022: ACM SIGKDD 2022
 VMworld

09 SEPTEMBER

AI Hardware Summit
 Deep Learning Summit London
 Edge AI Summit
 Grace Hopper Celebration 2022
 HPC + AI on Wall Street
 HPC User Forum
 IEEE High Performance Extreme
 Computing Conference
 IoT World 2022
 SIAM Conference on
 Mathematics of Data Science
 Storage Developer Conference
 Tapia 2022
 The AI Summit Silicon Valley

10 OCTOBER

AI Accelerator Summit
 AI World Conference & Expo
 Deep Learning Summit Boston
 Gartner IT Symposium
 OCP Global Summit
 TechCrunch Disrupt 2022
 World Summit AI

11 NOVEMBER

AI for Good Summit
 AWS re:Invent
 Deep Learning Summit Toronto
 SC22
 The Disney Data and
 Analytics Conference

12 DECEMBER

AI & Big Data Expo Global
 CHPC National Conference
 The AI Summit New York

ADVERTISING

TCI offers a network targeting the advanced-scale computing ecosystem spanning from Big Data, Exascale, AI and beyond. Our network reaches across departmental and industry lines, engaging the influences that are leading the buying trends and building new solutions that are shaping the market. We reach IT leaders at every phase of the procurement chain, providing them with information, ideas, and connect them with solutions for their challenges. With a 30-year legacy, we are the undisputed leaders in this space. Let us help you build awareness, find solutions and drive new business.

A

**BRANDING & AWARENESS
CAMPAIGNS**

B

LEAD GENERATION

C

DEMAND GENERATION

D

THOUGHT LEADERSHIP

BRANDING & AWARENESS CAMPAIGNS

BRANDING

Front Page Takeover

Ad package offers 100% share of voice advertising on the front page, including the following display elements:

- Super Leaderboard.....970 x 90*
- Leaderboard.....728 x 90*
- Medium Rectangle.....300 x 250
- Half Page.....300 x 600*
- Full site background skin.....1920 x 1080

*Mobile units required.....468 x 60, 300 x 250 and 320 x 100

LIVEwire Sponsorship Packages

Advertising opportunities around Special Feature coverage of key industry events. Our world class editorial team will cover all the major news and announcements as they unfold before, during, and after the events, including in-depth and personal interviews with the finest minds in business, science, and technology who are changing the world.

*Packages vary by event

This Week In HPC Sponsorship

An in depth discussion around your solution in a 20 minute dedicated podcast: "This Week in HPC" with one of our editorial staff. Includes social promotion through one of the TCI publications.

Virtual Booth Video Tour

Capitalize your organization's investment at major industry events. We'll capture an interview with your key executive(s) on new developments or product announcement, film the action at your booth, and produce a high quality video, featured on our YouTube channel. Don't miss the opportunity to showcase your exhibit to a worldwide audience beyond the show floor!

WEEKLY E-NEWSLETTER

E-Newsletter Banner and Text Ads

Each publications e-Newsletter includes two banner positions and one text ad.

Weekly Update Top	Weekly Update Middle	Weekly Update Text Ad
Unit size (W x H).....468 x 60	File type.....gif, jpg, png	Max file size.....40kb
Animation Accepted.....yes*	Text Ad.....title & blurb	

Publication Sponsorship

Sponsors receive branding as "Leading Solutions Providers" and visibility on every standard page of each portal and weekly e-newsletter; discounts on all marketing products and services; exclusive opportunities throughout the year. Limited to 40 organizations.

File Type.....eps

Sponsored Content

Sponsored Text Links appear on the home page.*

Title.....65 characters
Link.....required

*Note: There is a three month minimum.

DISPLAY ADS

Super Leaderboard (HPCwire and Datanami)

Front Page	Run of Site
Unit size (W x H).....970 x 90*	Max File Size.....200kb
File Type.....gif, jpg, png, html5	
*Mobile units required.....468 x 60 and 320 x 100	

Half Page

Front Page	Run of Site
Unit size (W x H).....300 x 600*	Max File Size.....200kb
File Type.....gif, jpg, png, html5	
*Mobile units required.....300x250	

Billboard (HPCwire)

Appears front and center	Front Page
Unit size (W x H).....970 x 250*	Max File Size.....200kb
File Type.....gif, jpg, png, html5	
*Mobile units required.....468 x 60 and 320 x 100	

Medium Rectangle

Front Page	Run of Site
Unit size (W x H).....300 x 250	Max File Size.....200kb
File Type.....gif, jpg, png, html5	

Leaderboard (EnterpriseAI)

Run of Site	Unit size (W x H).....728 x 90
	Max File Size.....200kb
	File Type.....gif, jpg, png, html5

*HTML5

Creatives must be SSL compatible and SafeFrame Compliant.

Creatives must have at least one standard click tag.

*NOTES

Lead Time: All deliverables are due one week prior to start date unless otherwise noted.

For information on technical specifications or scheduling, contact Ana Ware at (858) 625-0071 or ana@taborcommunications.com

LEAD GENERATION

Content Syndication

A high profile, marketing program for your white paper, special report, brief or relevant demand gen asset with a call to action. The client provides the paper (in PDF format) along with the marketing abstract (less than 150 words) 2-3 weeks prior to launch. The team will review and develop all of the promotional components and schedule launch.

Promotion includes:

- Initial tweets sent upon launch
- Online Placement in the Whitepaper/ Resource Library and Multi-Media Section
- A content block linked to the landing page in the Weekly Update eNewsletter

1 asset (PDF format), 1 publication
100 leads in 30-days

**Limited availability. Reserved on a first-come first-served basis. Please allow three weeks production time from receipt of asset.*

Custom Whitepapers & Reports

Our team writes, designs, and produces a co-branded custom paper of up to eight pages in length for the sponsor around a topic of choice following an input meeting by phone. Sponsor has rights to continue usage following the 90-day host/promo period.

4 page paper
100 minimum / 300 maximum download guarantee
8 page paper
150 minimum / no-cap download guarantee

Title.....65 character limit including spaces
Blurb.....75 words
Links.....required

**Please allow four weeks production time from signing.*

Multi-Sponsored Reports

Our team compiles and designs a high-value industry or technology 20-28 page insight report around a particular topic underwritten by a limited group of sponsoring vendors. The sponsors are branded on the inside cover, and they also receive custom written sponsor profiles within a dedicated section of the report. There is a minimum download guarantee over a 90-day host/promo period delivered per sponsor.

**Format, offerings and pricing vary per report-please contact your account manager for details.*

Single-Sponsored Webinars

Professionally produced to the highest audio and video standards. Pre-recorded or live options are available in various formats. Recommended length is 60 minutes or less. The sponsor controls content. Our team helps create the intro, moderates the presentation and creates the production schedule and promotional elements to drive registrations. Sponsor provides speakers. Webinars can feature product/services discussions, new advancements, projects and partnerships. It may take the form of a formal presentation, interactive discussion, panel, a demo with PowerPoint slides or video. We handle all promotion and lead generation that is delivered on a weekly basis. Sponsor has rights for continued use after our 60-day hosting period.

Single-Sponsored Webinar
100 minimum registrants with no cap over
60-day host/promo period

Multi-Sponsored Web Symposia/Roundtables

Live 60-90 minutes symposia built around topics selected and moderated by our editors. The opening presenter typically discusses a sweeping industry issue. Second presenter is often an industry analyst, consultant or user discussing real-life situations they have encountered, followed by up to four sponsor solutions presentations, and audience Q&A. Presenter content is not sponsor controlled in the symposia series as it is with the single sponsor webinar. Our team handles all pre and post promotion and lead collection/reporting.

Symposia/Roundtable
100 minimum registrants with no cap over
60-day host/promo period two sponsor minimum

SpotlightON Compendiums

Sponsored feature compendium focused around issues critical to the HPC community. Guaranteed minimum of 125 leads, maximum of 350.

Title.....65 character limit including spaces
Sponsor Profile.....400 words

DEMAND GENERATION

Dedicated eBlast

Scheduled marketing for your product, solution, service or event with your call to action delivered directly to a highly qualified database of opt-in subscribers.

Subject line.....50 character
sHTML.....tables only, no css
Images.....gif, jpg, png

Social Media Amplification

Amplify your asset, product, announcement or event with our social media program.

Gold Package
3 tweets over the course of 5 days

Silver Package
2 tweets over the course of 5 days

Sponsored Whitepapers

Whitepapers are posted in each publication on the front page within the Sponsored Whitepapers section for one week.

Sponsored Podcasts and Webcasts

Podcasts and webcasts are posted on each publication's front page in the Sponsored Multimedia section for one week.

Title.....65 character limit including spaces
Blurb.....75 words
Link.....required

**Please contact your account manager for pricing and special packages.*

Networking Event Sponsorships

Eliminate the noise between you and the top decision-makers in the market today by participating in one of our exclusive and intimate VIP sales summits. With our hosted model events, your top executives will be matched with highly qualified, rigorously-screened purchasing influencers looking for solutions to their advanced computing and big data problems.

These exclusive summits are about matching executives with real-world business needs with the top technology solutions in the market. Attendees of our summits go through a rigorous vetting process to locate budgeted executives searching for solutions. Through a dynamic and interactive process, they are matched with the right solutions providers, bringing buyers and sellers together.

Technology Leaders Showcase

Your solution is featured in our Technology Leaders Showcase eNewsletter, which is focused on the interests of technical end users looking to make a purchasing decision. eNewsletter features a maximum of 10 products, technologies and solutions per month.

THOUGHT LEADERSHIP

In the Spotlight Advertorial

Your organization's case study, interview, or success story published front and center on the specified portal's home page in the "Sponsored Content" section for one week, then archived among Feature Articles.

Article.....450-600 words
Headline.....65 characters
Images (optional).....gif, jpg, png

Solution Channel

Your content is published on a dedicated channel along with native placement in the same stream as editorial content and amplified via social media, banners and newsletter placement. Content can include editorial content, blogs, partner stories. Also included in the Solution Channel; aggregated editorial content from the TCI portfolio on your company, social media streams, videos, podcasts, whitepapers and more.

**TABOR
EVENTS**

**Virtual
Does
Not
Have
to Feel
Distant**

TABOR EVENTS

YOUR CUSTOMER ENGAGEMENT & LEAD GENERATION ENGINE

Tabor Events are designed to generate leads and provide opportunities for customer engagement. Leverage the vast Tabor Communications subscriber community to invite attendees, adding new leads to your sales funnel. All events are turnkey and require minimal involvement once event goals and target audience are determined.

HPC + AI WALL STREET - NEW YORK CITY

For 20 years, HPC + AI Wall Street has delivered innovative thought leadership and showcased world-class technology from industry pioneers for FinTech and Capital Markets. This annual conference and trade show takes place in NYC in the fall, and will be supplemented in 2022 by a digital event series of biweekly 90-minute event sessions running January through April.

[Click here](#) for more information.

ADVANCED SCALE FORUM ROUNDTABLES

ASF Roundtables are 90-minute rapid-fire executive-level events that feature industry luminaries, subject matter experts, innovative solution providers, real-life use cases, and best practices. Showcase your company as an industry-leading solutions presenter and engage directly with customers and peers. [Click here](#) for more information.

WEBCASTS

Invite the Tabor Communications audience to your pre-recorded or live webinar. Tabor Events will handle the logistics and promotion, with options for providing subject matter experts, hosts, or panel moderators from among our esteemed editorial staff.

DIGITAL DINING AND DRINKING

Sit virtually across the table from your potential customer, breaking bread over a meal or sharing cocktails during happy hour. These events can be as structured or unstructured as you wish, with elements of presentation, networking, and/or fun and games.

CUSTOM DIGITAL SALES EXPERIENCES

Try the virtual version of your favorite customer bonding or team building experience and stay connected to your guests!

The possibilities are only limited only by your imagination, and could include:

- Tastings: Food or drink tastings hosted by expert chefs and sommeliers
- Parties: Fast-moving, fun events with options for games, activities, networking, music, and snacks
- Tours: Take a virtual walk through a museum, vineyard, city, or global landmark
- Activities: Cooking classes, pizza parties, dance lessons, live music, and more!

Any of these events can be accompanied by:

- Event Boxes: Branded boxes containing event materials, treats, and gifts
- Gifts: Floral arrangements, baskets, bottles, food, branded merchandise, etc.
- Kids Zones: A simultaneous Zoom activity for kids conducted to free up WFH guests to attend

TABOR COMMUNICATIONS

CONTACT US

We are the nexus of advanced-scale computing for the next generation data center dedicated to the proliferation of advanced-scale computing technologies for a high performance world. We reach IT leaders at every phase of the buying chain, providing them with information and ideas, and connecting them with solutions for their challenges. Contact us and see how we may become your cross-platform, integrated marketing partner driving lead and business generation with expertise, customization and flexibility.



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