



April 14-15, 2020

Raffles City Convention Center  
Singapore

## **Exhibitor Manual**

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## GENERAL INFORMATION

Event Date: April 14-15, 2020  
 Event Venue: Stamford Ballroom  
 Raffles City Convention Center  
 80 Bras Basah Road Singapore 189560  
 Expected No.: Approx 300 participants  
 Website: <https://www.hpcandaionwallstreet.com/>

### USEFUL CONTACT INFORMATION

Official Events Company: Spark Planners Pte Ltd  
 Contact Person: Holly Parker  
 Email: HPCAIWS.SG@exhibition-sp.com  
 Contact: +65 6338 2321

### EXHIBITION ENTITLEMENTS:

	Platinum	Gold	Silver	Bronze
Speaking Opportunity	√	√	√	X
VIP Guest Conference Pass	15	10	5	X
Exhibitor Booth	√	√	√	√
Booth Personnel Passes	4	4	4	4

### EXHIBITOR BOOTH

Each Exhibitor booth will be provided with:

- 1 x company logo printed on easel
- 1 banquet table (1.8m x 0.9m x 0.7m – LxWxH)
- 2 units of banquet chairs
- 1 unit of 13 Amp Electrical Socket
- 2 x Wifi Logins / Day

### HOTEL ACCOMMODATION

Preferential rates have been secured at Swissotel The Stamford. The hotel is directly above our HPC & AI on Wall Street Singapore venue. Hurry, limited rooms [available](#).

#### Room rate:

Date: 13 – 17 April 2020  
 Rate: S\$260++ (S\$306.02 nett) / night  
 Inclusive of one breakfast and complimentary internet.

# CONFERENCE PROGRAM

## Tuesday, April 14

08:00 – 09:00	Registration and Exhibition Showcase	
09:00 – 09:15	Opening Remarks and Welcome	
09:15 – 10:00	Panel Discussion: <b>“Tech Trilogy” – The Mysteries of AI Based Computing - Big Data + AI +HPC</b> <i>Moderator: Tom Tabor, CEO Tabor Communications</i> There's a lot that can be discussed on this topic, getting into the details of ML successes & failures, similarities and differences to problems in finance will be the focus of this panel discussion.	
10:00 – 10:45	General Session: <b>Using Data Science and AI to Guide Investment Decisions</b> <i>Speaker: Thomas Thurston, Partner, Chief Technology Officer, WR Hambrecht Ventures</i> Thomas Thurston is a venture capitalist who uses data science to identify disruptive growth companies. He's a Partner at WR Hambrecht Ventures and developed the MESE® computing system. Formerly, he used data science to guide growth investments at Intel and led a joint R&D effort at the Harvard Business School with Professor Clayton Christensen to develop predictive statistical models for early stage innovation.	
10:45 – 11:00	<b>Networking Break @ Exhibition Hall</b>	
11:00 – 11:45	<b>Keynote Address</b>	
11:45 – 13:00	Tabletop Lunch Discussion @ VIP Lounge B ( <i>*only for invited participants</i> ) <b>Future Trends in FinTech and Capital Markets</b>	
11:45 – 13:00	<b>Networking Lunch @ Exhibition Hall</b>	
	<b>LEADERSHIP TRACK</b> @ SOPHIA BALLROOM	<b>TECHNOLOGY DEVELOPMENT TRACK</b> @ OLIVIA BALLROOM
13:00 – 13:45	<b>Leadership Track Keynote</b>	<b>Technology Development Keynote</b>

*\*Conference Program subject to change.*

13:45 – 14:30	<p>Panel Discussion:</p> <p><b>AI Use Cases in Financial Services</b></p> <p>Artificial intelligence has provided the world of banking and the financial industry innovative services to meet the demands of customers who want smarter, more convenient, safer ways to access, spend, save and invest their money. Artificial intelligence solutions are helping banks and credit lenders make smarter underwriting decisions by utilizing a variety of factors that more accurately assess traditionally underserved borrowers, like millennials, in the credit decision making process.</p>	<p>General Session:</p> <p><b>Automating Data Science and Machine Learning Environments in the Cloud</b></p> <p>Data science and machine learning models, like any other software applications, progress from the development phase to production environments. Data science development differs slightly from traditional software development. It is imperative that we apply the same DevOps principles common to traditional application development when designing model pipelines. Applying these principles correctly improves the overall governance and audit capabilities—and drastically reduces the time between ideation and productionizing of models.</p>
14:30 – 15:15	<p>Panel Discussion:</p> <p><b>Storage Innovations Big Data Workloads in Finance</b></p> <p><i>Moderator: Michael Oros, Executive Director, SNIA</i></p> <p>High-performance scalable storage for data-intensive applications is a key component of HPC and AI environments. Our panel will discuss how storage innovations in fintech, and capital markets are necessary to support I/O intensive workloads in financial markets.</p>	<p>General Session:</p> <p><b>Leveraging Open Source Tools for AI Development in Finance</b></p> <p>AI inspires finance organizations to experiment with AI and create platforms that align with their own business needs. Financial organizations have the data that fuels AI; and the freedom to build models as rapidly as data changes now exists with the combination of licenses and open source resources.</p>
15:15 – 16:00	<b>Networking Break @ Exhibition Hall</b>	
16:00 – 16:45	<p>Panel Discussion:</p> <p><b>Blockchain and Crypto Innovations in Financial Services</b></p> <p><i>Moderator: Shahin Kahn, Senior Partner, Orion X</i></p> <p>Our panel will share the use cases driving adoption of blockchain and crypto financing in fintech and financial services. Our panelist will assess the enterprise-readiness of these technologies and how they are changing the ecosystem of traditional investment and revenue models.</p>	<p>General Session:</p> <p><b>Best Practices in Blockchain Development</b></p> <p>This session will present the characteristics and complexity of blockchain data structures: linked lists, binary search trees, hash maps, and graphs (specifically, directed acyclic graphs which feature prominently in blockchains). This session will provide an understanding of data structures, cryptography, distributed systems, networking and game theories driving advanced blockchain innovations.</p>
16:45 – 18:00	<b>Networking Reception @ Exhibition Hall</b>	

\*Conference Program subject to change.



## Wednesday, April 15

08:00 – 09:00 Registration and Exhibition Showcase

	LEADERSHIP TRACK @ SOPHIA BALLROOM	TECHNOLOGY DEVELOPMENT TRACK @ OLIVIA BALLROOM
09:00 – 09:15	<b>Opening Remarks and Welcome</b>	<b>Opening Remarks and Welcome</b>
09:15 – 10:00	<p>Panel Session:</p> <p><b>Understanding the Pillars of an AI practice</b></p> <p>This session will explore the pillars of an AI practice or business unit in finance. An understanding of use case analysis, change management, target platforms and AI maturing models will help finance organizations build ROI and KPIs into their AI business strategy</p>	<p>General Session:</p> <p><b>Python for Data Analysis &amp; Data Science - Part I</b></p> <p>Session will cover applied data analysis and data science with Python. It will provide use cases on data wrangling, visualization, Jupyter notebook, Pandas, statistical processing using pandas and the complete pipeline – extract, transform, analyze and present.</p>
10:00 – 10:45	<p>Panel Session:</p> <p><b>Cyber Security for High Performance Workloads in Finance</b></p>	<p>General Session:</p> <p><b>Python for Data Analysis &amp; Data Science - Part II</b></p> <p>Session will cover applied data analysis and data science with Python. It will provide use cases on data wrangling, visualization, Jupyter notebook, Pandas, statistical processing using pandas and the complete pipeline – extract, transform, analyze and present.</p>
10:45 – 11:00	<b>Networking Break @ Exhibition Hall</b>	
11:00 – 11:45	<b>Leadership Track Keynote 1</b>	<b>Technology Development Keynote 1</b>
11:45 – 13:00	<p>Tabletop Lunch Discussion @ VIP Lounge B (<i>*only for invited participants</i>)</p> <p><b>Future Trends in FinTech and Capital Markets</b></p>	
11:45 – 13:00	<b>Networking Lunch @ Exhibition Hall</b>	
13:00 – 13:45	<b>Leadership Track Keynote 2</b>	<b>Technology Development Keynote 2</b>

*\*Conference Program subject to change.*

13:45 – 14:30	General Session: <b>Building A Roadmap for AI and Compliance</b>	General Session: <b>Python for Data Analysis &amp; Data Science - Part III</b> Session will cover applied data analysis and data science with Python. It will provide use cases on data wrangling, visualization, Jupyter notebook, Pandas, statistical processing using pandas and the complete pipeline – extract, transform, analyze and present.
14:30 – 15:15	General Session: <b>What Executives Need to Know About Cloud Management</b>	General Session: <b>Docker &amp; Kubernetes – Big Picture - Part I</b> Docker and Kubernetes are one of the hottest container management solutions in IT, especially in the world of cloud computing and AI. The course will teach you the theory and practical knowledge required to get you up and running as fast as possible.
15:15 – 16:00	<b>Networking Break @ Exhibition Hall</b>	
16:00 -16:45	General Session: <b>Big Data Best Practices for Management – Mapping ROIs</b>	General Session: <b>Docker &amp; Kubernetes – Big Picture - Part II</b> Docker and Kubernetes are one of the hottest container management solutions in IT, especially in the world of cloud computing and AI. The course will teach you the theory and practical knowledge required to get you up and running as fast as possible.
16:45 – 18:00	<b>Networking Break @ Bar Rouge</b>	

*\*Conference Program subject to change.*

# EXHIBITION SCHEDULE

## OPENING HOURS

Exhibition will take place at the Stamford Ballroom Foyer.

Opening hours will be as follows:

Tuesday April 14, 2020	
06:00 – 07:45	Set Up
08:00 – 18:00	Show Hours & Exhibition
Wednesday April 15, 2020	
06:00 – 07:00	Set Up
08:00 – 17:00	Show Hours & Exhibition
17:00 – 18:00	Tear Down (exhibitors MUST tear down by 18:00)

## COLLECTION OF BOOTH PERSONNEL BADGES

Badges should be collected from the Registration Counter during setup hours.

Please submit your booth personnel details on the online portal.

None of the badges will be mailed in advance. Additions or corrections may be made at the show.

## VIP GUEST CONFERENCE PASS

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 USD\$550 each. Please visit the exhibitor portal for your unique promo code.

## LOADING/ UNLOADING

Please ensure that all deliveries are done via the loading / unloading bay.

## BOOTH SET-UP

**Set-Up Hours:** April 14, 2020 6.00am – 7.45am

Kindly adhere to the following set up procedures for Exhibitors:

1. Badges must be worn at all times.
2. All deliveries to your booth must take place during set-up hours.
3. Bulk items are to be delivered via the loading / unloading bay.
4. A representative from your company must be on-site to acknowledge receipt.
5. Ensure all equipment and valuables are constantly supervised by employees or representatives.
6. Responsible for own hardware and software set-up, installation and testing.
7. Additional signage may be displayed but must be contained within the booth without blocking the view of any neighboring Exhibitors.
8. Free standing displays will not be allowed outside the booth and aisles should not be obstructed in any way at any time.
9. Stand personnel are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space.
10. Sufficient space must be provided within the stand for the comfort and safety of persons watching demonstrations and other promotional activities.
11. The Organiser will not receive or take responsibility for any Exhibitor deliveries, as well as any loss or damage to equipment and valuables during set-up, event day and tear down day



**BOOTH TEAR-DOWN*****Tear-Down Hours: April 15, 2020******5.00pm – 6.00pm***

Kindly adhere to the following tear-down procedures for Exhibitors:

1. No tear down or packing of booth equipment prior to 5.00pm on April 15, 2020 (no exceptions will be made)
2. Tear down must be completed by 6.00pm on April 15, 2020.
3. Exhibitor is responsible for the tear down of all equipment and materials, as well as shipping to and from the event venue.
4. The Exhibitor is responsible for packing of all equipment and literature in the booth
5. A representative from each booth must stay until all rental equipment and outbound materials have been picked up
6. The organiser reserves the right to dispose all un-cleared items including hardware and event materials after 6.00pm on April 15, 2020.
7. The Organiser reserves the right to invoice any Exhibitor for removal of excessive packing materials and discarded crates or cartons at the exhibition area.

## **RULES & REGULATIONS**

### **DISPLAY OF EXHIBITS**

It is expressly understood that Exhibitors may not display or offer nudity nor sexually explicit or similarly offensive, COMPETITIVE products, demonstrations, presentations, literature or other related matter, and that an Exhibitor's non-adherence to this provision may result in immediate eviction of the Exhibitor from its exhibit space and exhibit floor. In such violation, no compensation will be entertained.

The Organiser reserves the right to prohibit or remove any exhibit, which in its opinion detracts from the general character of the exhibit as a whole or consists of product or services inconsistent with the purpose of the exhibition. This reservation includes persons, things, conducts, printed matter and anything of a character which the Organiser shall not be liable for any refunds or other exhibit expenses.

### **DISTRIBUTION OF PROMOTIONAL MATERIAL**

Exhibitors are not permitted to distribute their promotional material elsewhere other than within the demarcated exhibit space.

### **SOUND LEVEL**

Audio equipment sound levels must be set at a reasonable level, so as not to cause any interference with, nor annoyance to other Exhibitors. In the event of complaints from other Exhibitors, the Organiser reserves the right to determine the acceptable sound level and the Exhibitors must adhere to the final decision strictly throughout the exhibition period.

### **SECURITY**

It is understood that the Organiser is not liable for anything the venue security does or fails to do which includes but is limited to, damage, theft or loss sustained by your exhibit or our representatives. Exhibitors are required to keep their hand carry and expensive items before and after the exhibition hours.

### **INSURANCE & LIABILITIES**

Exhibitors are solely responsible for their own showcase equipment. Exhibitors should possess a valid insurance policy covering theft, public liability, damage to property and effects, personal injury and any other such consequential risks. The Organiser, the contractors, the employees and representatives are not liable for any injury, loss or damage that may occur to the Exhibitors, their employees or property from the caused whatsoever, prior to, during or subsequent to the period covered by this agreement.

The Exhibitors agree to defend, indemnify and hold exempt, the Organiser, the contractors, the employees and representatives from all such losses, damages and claims.

### **DAMAGE**

Exhibitors who damages the property (for example, carpet, furniture, windows etc) is liable to rectify the damage through similar replacement.

### **WALLS**

No additional fittings or displays may be attached, nailed, screwed or drilled to the walls of the venue. The Organiser reserves the right to charge the Exhibitor concerned for damage to the materials if the instruction is ignored. If you require assistance in hanging or displaying your exhibits, please consult the Organiser.

## **CORRIDORS**

Corridors / walkways must be kept free of all exhibition goods or decoration materials in order to facilitate movements. All Exhibitors should keep their goods, decoration materials etc. within their own showcase area. The Organiser has the right to remove any objects.

## **ELECTRICAL INSTALLATION**

All electrical wiring and installations are to be carried out by the Organiser. No exception is permitted. The Organiser reserves the right to disconnect any electrical supply that is dangerous and likely to be hazardous to visitors.

## **LIGHTINGS**

Neon or flashing lights/signs will not be permitted, unless it forms an integral part of an Exhibitor's products.

## **MANPOWER FOR BOOTH AND ATTIRE**

We recommend Exhibitors to have a minimum of 2 staff members at the booth at least 30 minutes prior to, and for the duration of, the official event hours. Please plan your lunch break before and after the conference lunch breaks to maximise your interaction time with the conference attendees. Lunch will be made available half an hour before and cleared half an hour after the specified lunch break for attendees. Under no circumstances should a booth be left unattended during official event hours.

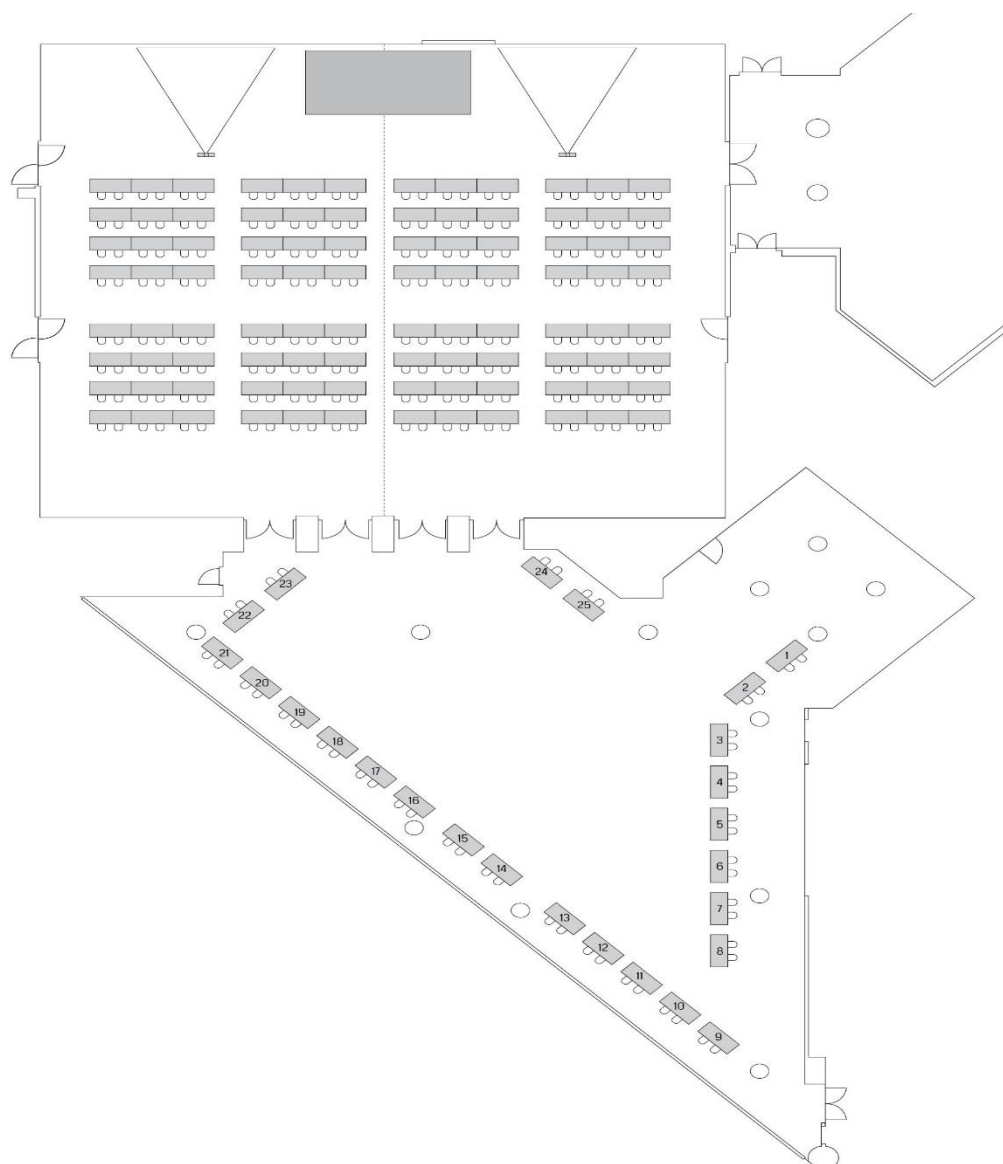
The recommended attire at the event is business casual. While business suits are not mandatory, shorts, t-shirts (crew neck) and sandals are not allowed.

## **COLLATERALS & CORPORATE GIVEAWAYS**

Exhibitors are also encouraged to bring product and company literature, as well as corporate giveaways, to be distributed at your booth. All materials and items must fit within your booth space.

The Organiser reserves the right to disallow the distribution of collaterals / materials which have not been approved prior to event day.

# LAYOUT PLAN



## EXHIBITOR CHECKLIST

Exhibitors are requested to SUBMIT ALL SERVICES FORMS by the stipulated deadlines as shown below. When no facility or service is required, please mark “NOT APPLICABLE”.

Completed service forms are to be submitted via the exhibition portal. Login details will be sent to confirmed sponsors. Should you not receive it, please do reach out to the exhibition secretariat for your details.

Check	Description	DEADLINE
	Company Logo	Immediately
	Booth Selection	Immediately
	Booth Personnel Holders	April 6, 2020
	Add-ons	April 8, 2020
	Official Directory Advertising Insertion Order	March 23, 2020

For further enquiries, please contact the exhibition secretariat@ [HPCAIWS.SG@exhibition-sp.com](mailto:HPCAIWS.SG@exhibition-sp.com)

## SHIPPING LABEL

**RAFFLES CITY CONVENTION CENTRE**  
80 Bras Basah Road Singapore 189560  
Attention: Lili Cheong (+65 6431 5172)  
Event Date: April 14 - 15, 2020  
Event Name: HPC & AI on Wall Street  
Event Venue: Stamford Ballroom  
Spark Planners Pte Ltd

BOX NO:

OF

SENDER COMPANY:	
CONTACT PERSON:	
CONTACT NO.:	



# OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER

**RETURN COMPLETED FORM BY MARCH 23, 2020**

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 Raffles Convention Centre, Singapore.

**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): USD\$5,000
- ☐ INSIDE BACK COVER (2-COLOR): USD\$4,000
- ☐ INSIDE FRONT COVER (2-COLOR): USD\$4,000
- ☐ FULL PAGE (2-COLOR): USD\$3,000

**ARTWORK INSTRUCTIONS**

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 2<sup>nd</sup> 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 final artwork by March 23 along with any special instructions for printer to the secretariat at:

[HPCAIWS.SG@exhibition-sp.com](mailto:HPCAIWS.SG@exhibition-sp.com)