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Cray User Group (CUG) 2027 Conference Sponsorship Opportunities

May 2026

To:
Select HPE-Approved Vendors

From:
Brett Bode
Vendor Liaison and Treasurer
Cray User Group (CUG)

Sponsorship Opportunities for the Cray User Group Conference

In collaboration with ExxonMobil, the Cray User Group (CUG) will host the **Cray User Group 2027 Conference** in Houston, Texas, USA, from **May 9-13, 2027**.

This international technical conference is expected to attract more than 200 attendees representing HPE-Cray customers, partners, developers, researchers, and HPC leaders from around the world. We are pleased to offer your organization the opportunity to sponsor this high-profile event and engage directly with the global high-performance computing (HPC) community.

About CUG

The Cray User Group (CUG) is an independent, volunteer-led organization composed of institutions and organizations that use Hewlett Packard Enterprise (HPE) HPC systems, including Cray XC, XD, EX, and GX systems, as well as Cray ClusterStor storage solutions.

The Cray User Group provides a collaborative international forum for technical exchange, operational best practices, and strategic discussion across the HPC ecosystem. The annual conference brings together users, administrators, developers, researchers, managers, and industry leaders to share knowledge and advance the effective use of large-scale computing environments.



Technical Program Overview

The CUG program focuses on systems, operations, administration, and applications for current and next-generation HPC environments, including exascale-era systems and workflows.

Conference topics include:

- Application scalability and performance
- Artificial intelligence and machine learning
- Cybersecurity
- Novel workflows and emerging architectures
- Quantum computing
- Real-time data analysis
- Storage and data management
- System administration and operational best practices

CUG employs a peer-reviewed technical program to ensure that conference content is timely, technically rigorous, and directly relevant to the HPC community. The conference proceedings are published by the Association for Computing Machinery (ACM).

The Call for Participation for papers, presentations, tutorials, and bird-of-a-feather sessions will open in **November 2026** and close in **January 2027**.

Why Sponsor CUG 2027

Sponsoring CUG 2027 provides a unique opportunity to:

- Engage directly with HPC decision-makers and technical leaders
- Increase visibility with the global HPE-Cray ecosystem
- Showcase products, services, and technical expertise
- Build relationships with customers, researchers, and partners
- Participate in discussions shaping the future of computing.

Early sponsor engagement is strongly encouraged to maximize visibility and participation opportunities. Sponsors who confirm participation before **December 15, 2026**, will receive discounted early commitment pricing and enhanced recognition in conference communications.

General Sponsorship Benefits

All sponsors receive the following benefits regardless of sponsorship level:

- Recognition as a CUG 2027 sponsor on the conference website and in the conference program
- Opportunity to provide a one-slide advertisement for conference digital signage



- Exhibit space in a shared conference area, including a table for signage and promotional materials
- Inclusion of one brochure and one promotional item in the attendee registration bag
- Access to on-site whisper suite meeting space, with scheduling priority based on sponsorship level
- Recognition at sponsored conference events, such as breaks, lunches, receptions, and evening activities, where applicable
- Opportunity to include a brief company or product description in the conference program for sponsored activities, where applicable

CUG will share the list of organizations attending the conference with sponsors but will not disclose any attendee names or email addresses.

Technical Participation Opportunities

All sponsors are invited to participate in conference activities beyond standard sponsorship visibility.

Sponsors may:

- Present brief remarks during designated plenary sponsor sessions
- Submit technical talks or tutorials for consideration in the peer-reviewed technical program

Sponsors interested in participating in the technical program must submit abstracts through the conference submission system: <https://ssl.linklings.net/conferences/cug/>. Submission instructions will be provided with the official Call for Papers in November 2026. For reference, the 2026 Call for Papers is available at <https://cug.org/cug-2026-call-for-papers/>.

Sponsorship Opportunities

Hewlett Packard Enterprise is the exclusive **Diamond Sponsor** for CUG 2027.

Platinum sponsorships are limited and available on a first-come, first-served basis. There is no limit on **Gold and Silver sponsorships**, although certain associated benefits are allocated based on commitment date.

Platinum Sponsorship

Sponsorship Fee: \$35,000

Early Commitment Fee: \$30,000 before December 15, 2026

Limited to Three Sponsors

Note: AMD Inc. retains first right of refusal for one Platinum sponsorship

Benefits include:

- All general sponsorship benefits
- Five complimentary conference registrations
- Guaranteed 30-minute plenary presentation
- Eligibility for additional peer-reviewed technical sessions
- Priority scheduling for whisper suite meeting space
- One sponsor-provided email announcement, subject to CUG Board approval, distributed by the CUG Board to registered attendees before the conference
- First right of refusal for Platinum sponsorship in the following year



Gold Sponsorship

Sponsorship Fee: \$12,000

Early Commitment Fee: \$10,000 before December 15, 2026

Benefits include:

- All general sponsorship benefits
- Two complimentary conference registrations
- Participation in the Sponsor Lighting Talk plenary session (10-min presentation)
- Eligibility for peer-reviewed technical program participation
- Opportunity to contribute approved content to a shared sponsor email distributed by the CUG Board to registered attendees prior to the conference.
- Opportunity for exclusive sponsorship of one conference lunch, reserved for the first four Gold sponsors to commit. Sponsor logo displayed during the lunch event.

Silver Sponsorship

Sponsorship Fee: \$8,000

Early Commitment Fee: \$6,000 before December 15, 2026

Benefits include:

- All general sponsorship benefits
- One complimentary conference registration
- Participation in the Sponsor Lighting Talk plenary session (5-min presentation)
- Eligibility for peer-reviewed technical program participation
- Opportunity to contribute approved content to a shared sponsor email distributed by the CUG Board to registered attendees prior to the conference.
- Opportunity for exclusive sponsorship of one conference break, reserved for the first nine Silver sponsors to commit. Sponsor logo displayed during the break event.



Additional Event Sponsorship Opportunities

Event sponsorships are available separately and are assigned on a first-to-commit basis.

Welcome Reception Sponsor (Sunday 2 hours max event)

Sponsorship Fee: \$15,000

Available to Gold sponsors and above.

Benefits include:

- Exclusive branding for the opening reception
- Opportunity to provide branded giveaway materials
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Monday Evening Event Sponsor

Fee: based on the cost of the event

Available to Platinum sponsors and above.

Benefits include:

- Exclusive branding for the Monday evening event
- Opportunity to provide branded giveaway materials

CUG Night Out Sponsor (Wednesday)

Sponsorship Fee: \$40,000

Available to Platinum sponsors and above.

Benefits include:

- Exclusive branding for the conference social event
- Opportunity to provide branded giveaway materials

Closing

By sponsoring CUG 2027, your organization will be positioned at the center of the global HPC conversation, engaging directly with technical leaders, researchers, and decision-makers while showcasing your expertise and solutions with the HPE-Cray ecosystem.

We welcome the opportunity to partner with you and look forward to seeing you in Houston in May 2027.

Brett Bode

Vendor Liaison and Treasurer
Cray User Group (CUG)



CUG 2027 Conference Sponsorship Agreement

Please designate the Sponsorship Opportunity that your Company would like to request. Fill out this form and return to treasurer@cug.org to secure your sponsorship position.

- ☐ Diamond Sponsor, 2027 Cray User Group Conference \$60,000 USD (\$55,000 prior to Dec. 15, 2026) (Held by HPE)
- ☐ Platinum Sponsor, 2027 Cray User Group Conference \$35,000 USD (\$30,000 prior to Dec. 15, 2026)
- ☐ Gold Sponsor, 2027 Cray User Group Conference \$12,000 USD (\$10,000 prior to Dec. 15, 2026)
- ☐ Silver Sponsor, 2027 Cray User Group Conference \$8,000 USD (\$6,000 prior to Dec. 15, 2026)

In addition, I would like to sponsor the following CUG evening event:

- ☐ Opening Reception \$15,000
- ☐ Monday Evening Event \$TBD
- ☐ CUG Night Out \$40,000

Sponsoring Company _____

Please provide your Company name exactly as you would like to see it referenced

Billing/Administrative Point of Contact:

Name _____

Email _____

Phone _____

Marketing/Exhibit Point of Contact

Name _____

Email _____

Phone _____

CUG 2027 On-Site Point of Contact

Name _____

Email _____

Phone _____

☐ By checking this box, I agree that I am an authorized representative of this Company and that I have read and agree to the Terms and Conditions associated with this offer.

☐ Normally CUG will send you an invoice for the sponsorship payment in early January. If you prefer to pay earlier check this box and we will send you an invoice as soon as possible.

Date ____ / ____ / ____
month / day / year

Authorized Representative:

Name _____

Email _____ Phone _____



CUG 2027 Conference Sponsorship Agreement

Terms and Conditions

1. Sponsorship payment is due within 30 days after the receipt of an invoice from the CUG Treasurer. All payments should be made in U.S. Dollars to Cray User Group.
2. Sponsorships for Platinum Levels will be awarded on a first-come, first-served basis, subject to AMD retaining a first right of refusal for one of the three available sponsorships. Gold and Silver Levels will be awarded on a first-come, first-served basis. Electronic receipt of the CUG 2027 Conference Sponsorship Agreement (CSA) by the Cray User Group will define the order of receipt.
3. Gold Sponsors will be provided the opportunity to choose the specific Lunch Event associated with their sponsorship in the order in which the Sponsorship Agreement is received. Silver Sponsors will be provided the opportunity to choose the specific Conference Break Event associated with their sponsorship in the order in which the Sponsorship Agreements are received.
4. Additional conference registrations are available for Sponsors and are protected at the early registration rate throughout the entire conference registration period.
5. The Cray User Group will provide appropriate signage at the Event and in the program materials, including the Program, the Mobile Event Program, and the Proceedings, using the approved Sponsor logo. The Sponsor must provide their official logo in a scalable vector graphic (SVG) format, in either an .eps, .svg, or .ai format. The Sponsor must provide the official logo alternative text equivalent, and your organization's terms of use policy. If available, the Sponsor should provide an alternative equivalent for mobile use.
6. The Cray User Group will provide an opportunity for Diamond, Platinum, Gold, and Silver Sponsors to exhibit during CUG 2027, using a standard format that includes one high top round table (or similar), and chair. Sponsors may provide signage behind the table using a banner stand or similar. The Cray User Group will provide secure receipt and storage for materials shipped to CUG 2027 for the duration of the Event. However, the Cray User Group cannot be responsible for damage or loss to a Sponsor's property regardless of cause. Sponsors are responsible for return shipping of their property at the conclusion of the Conference.