There's a world of data processing information waiting for you at the 1977 National Computer Conference — a Texas-sized roundup and the first NCC ever held in the dynamic Southwest. More than 100 sessions will explore the technology of computing, management issues, the uses of computing, and the individual in the computer age. The exhibit program promises to be the largest ever with more than 250 organizations occupying over 1,000 booths.

All this and more... all in the spacious Dallas Convention Center in the heart of the business and cultural hub for the Southwest, only two-to-three hours' air travel time from any of the nation's major computer centers. Included will be a number of innovative "firsts" — a national programming contest, a two-day program on personal computing, Personal Computing Fair, plus special exhibits of products geared to the computer hobbyist.

Other highlights will include: professional development seminars; special program areas on such topics as energy, petrochemicals, retail sales, health care, and career development; plus more than 5,000 exhibitor representatives on hand to discuss your data processing needs.

The '77 NCC brings it all together at the year's largest roundup for computer specialists and data processing users. To assist you in your planning, the NCC offers the Everything Card providing advance full-conference registrants with savings and other benefits; a deluxe red-carpet travel service; and a complimentary subscription to NCC Roundup—a fact-filled newsletter covering all NCC activities and events.