The 1978 National Computer Conference, June 5-8 in Anaheim, promises to be the largest and most diverse computer conference and exposition ever held. NCC '78 will combine the biggest with the best with a number of new NCC records expected...the largest exhibit of computer products and services ever held; total conference attendance of up to 40,000 computer specialists and information processing users; plus a Personal Computing Festival which will provide a unique national forum for this fast-growing field.

NCC '78 will be a rewarding learning experience for anyone with a need to know about the latest developments in computing and information processing. The conference exhibit program will be the largest single display of computer hardware, software, systems, and services ever staged. All exhibit space for NCC '78 is sold out, with more than 330 organizations reserving 1,382 booths — surpassing the previous record of 1,146 booths set at the '77 NCC in Dallas. More than ever, NCC will be an extraordinary showcase for the latest developments in computing with over 4,000 industry representatives on hand to demonstrate their latest products and services, provide technical and commercial data, and to help you find solutions to your specific needs.

The Personal Computing Festival will be the most exciting event of its type ever held. The Festival marks a first for NCC — a major conference within a conference with its own program of approximately 30 sessions, commercial exhibits of consumer computer products and services, and a contest featuring "homebrew" microprocessor systems, devices, and applications. All Personal Computing Festival activities will be held in the Disneyland Hotel Convention Center, just a few minutes from the Anaheim Convention Center.

And there's much more. A technical and professional program of some 100 sessions will cover new frontiers in computer methodology, applications, systems, and societal concerns with emphasis on practical applications and current issues rather than on theoretical concepts. Special attention will be given to major issues involving conservation of energy and allocation of world resources. In addition, a Professional Development Series of 12 seminars will feature topics critical to increasing professional skills and aiding in career development. Each seminar will be available at a separate, nominal fee.

Act now to make certain you're part of NCC '78 — the biggest computer show on earth. To preregister or to obtain more details, fill out and return the coupon today.