SOMETIMES, SMALLER IS BETTER.
AND PLENTY IS BETTER THAN TOO MUCH.

We've had a lot of evidence lately that big isn't always best. Two-dollar gasoline in a twelve-cylinder Jaguar is a foolish mismatch. It's dumb to buy a two-story mainframe to do a microprocessor-size job.

The Mini/Micro Computer Conference and Exposition has never aimed at sheer size and weight. The way we see it, enough is enough.

WHERE DOES THE GORILLA SLEEP?
The industry already has its monster event. Like the two-ton gorilla, NCC sleeps wherever it wants to, and when and how it wants to. In 1981, it chose Chicago.

Mini/Micro81 has chosen Anaheim. That makes us the only show-and-tell computer event in California this year.

We're not trying for huge; we're trying for Good and Useful. We know we'll bring together a high-quality, professional audience of about 8000 — just as we have in Anaheim in each previous occasion.

15 GOOD AND RELEVANT TECHNICAL SESSIONS
Mini/Micro81 will have a program of 15 expert half-day sessions — real-world presentations of ideas and opportunities, trends and applications.

We're not going to offer 100 sessions, and we won't welcome "Mathematical Modelling for the 21st Century."

We've added a first-day plenary session, featuring keynote remarks by Representative Barry Goldwater, Jr. — the tough-minded congressman from California's 27th district, who sits on the House Science and Technology Committee.

We've added daily User Feedback Forums, open to all — informal straight talk about day-to-day problems and solutions with a strong panel to arrive at some honest answers.

We've made arrangements for companies to present Vendor Seminars — system demos and technical how-to presentations.

Smack-dab in the middle of the action
We're putting all of this into one of the great arenas in the country, and right in the fast lane of California computer activity — the Los Angeles/Orange County/San Diego megalopolis.

Mini/Micro is designed so everybody wins: We carpet and "landscape" our aisles, and leave lots of room for rest-stops; we have a working restaurant right on the showfloor and a bar for occasional R & R. Our registration is the computer-based kind, and each visitor has a "credit card" for requesting further information.

We take more Anaheim Convention Center space than we need — more than enough for thousands of guests to move through hundreds of product displays in three days without bumps and grinds and elbows in the ribs.

A GOOD THREE DAYS FOR SMALL COMPUTER PEOPLE
That's the way we produce Mini/Micro, and we admit to thinking small. We're all about small computers and systems, and we're out to attract just the key people in the huge Southern California computer and EDP market. We can give the exhibitors and our visitors much more than their money's worth at the 8,000-guest level.

We would realize a lot more income at 20,000 people, but then we would have a quality-control and crowded-aisle problem. NCC plays the big numbers game better than we care to.

Sometimes smaller is better.

Mini/Micro Computer Conference and Exposition
32302 Camino Capistrano, Suite 202
San Juan Capistrano, CA 92675
☐ Please send me a detailed Preview Program
☐ Please send me complete exhibiting information

Name/Title __________________________
Company __________________________
Address _____________________________
City, State, Zip _______________________

At the Anaheim Convention Center
November 2, 3, 4, 1981

Mini/Micro81, 32302 Camino Capistrano, Suite 202, San Juan Capistrano, CA 92675 (714) 661-3301