CONTRIBUTOR WEBINAR 2024

Contributor Relations and Logistics Teams

SC24 Atlanta, GA | hpc creates.

AGENDA

- SC24/SCinet24
- 2024 Leadership Team
- About Contributor Relations and Logistics
- Benefits of being a contributor
- Requirements/Recognition Tiers
- Additional Contributor Opportunities
- Key Deliverables
- Shipping Processes
- Key Dates
- Resources
- Q&A

SC24/SCINET 2024

Atlanta, GA at the Georgia World Congress Center
November 17–22

SC24/SCINET 2024 LEADERSHIP

- Conference General Chair
  - Phil Roth (Oak Ridge National Labs)
- SCinet Chair
  - Angie Asmus (Colorado State University)
- SCinet 2024 Chair
  - Nathaniel Mendoza (Texas Advanced Computing Center)
- ~20 Total SCinet Teams
  - Typically about 170+ total SCinet participants

CR/LOGISTICS TEAM

Team Leaders:
Team Members:
Email: contributor-relations@scinet.supercomputing.org

Wiki: https://scinet.supercomputing.org/contributor-relations

WHY CONTRIBUTE TO SCINET?

- SCinet is the world's fastest and most powerful temporary network
- Access and exposure to the largest HPC audience
  - 12,000+ attendees expected
- Demonstrate new equipment
  - Stress test new equipment in a less stressful environment
- Enhance your image by sharing innovative implementations through our communications channels
- Connect with decision makers from academia, government, and industry
- Elevate your brand awareness through logo placement and speaking opportunities
- Participate in the Research Expo and Network Research Exhibition

BENEFITS

- SCinet NOC/DNOC Posters
- Logo placement on SCinet rotating banner
- SCinet Partner Highlights
- SCinet Contributor Web Page
- Discounted exhibit floor network connection
- Press release coordination
- Recognition via SCinet Displays
- Exhibit Floor Admission(s)
- Exhibitor Forum

DIAMOND/PLATINUM BENEFITS

- Logo and mention by SC24 General Chair during Keynote (Diamond)
- Premium/prominent logo placement on NOC and banner
- Extra Exhibitor Badges
- Additional free/discounted wired booth network connection
- See Contributor Guide for full list

RESEARCH EXPO AND NETWORK RESEARCH EXHIBITION

- SC Research Expo is a theater style booth on the show floor intended to provide a platform for short presentations relevant to SCinet and SC.
  - Contributors welcome to propose sessions for inclusion in the schedule.
    - Content must be focused on technologies as opposed to product specific sales pitch
    - Can tie into products utilizing the technology and how it provides a SCinet solution.
    - contributor-relations@scinet.supercomputing.org
- Network Research Exhibition (NRE)
  - Live experiments and demos that are run on the show floor utilizing SCinet's high performance research network for both internal and external connectivity.
  - Requires a host booth on the show floor for the demonstration
  - https://sc24.supercomputing.org/scinet/network-research-exhibition/

OTHER MARKETING OPPORTUNITIES

- General media inquiries for SCinet contact the Contributor Relations team first
- Contributor Relations will also work with SCinet Contributors to identify areas of interest for future stories
  - Content should highlight:
    - Contributor technology provided to SCinet
    - SCinet volunteers making use of the technology
    - Challenges being addressed and impact for the HPC community
- SC Communications committee maintains
  - Blog and Newsletter - https://sc24.supercomputing.org/media/blog/
  - 1st Friday of the Month
- Social Media
  - Instagram, YouTube, Facebook LinkedIn, Twitter
- Ongoing Content Series
  - Highlight the people and diverse backgrounds in the HPC community

EXTRA MILE ITEMS

In addition to loaned/donated equipment and personnel, contributors can provide "Extra Mile" items. "Extra Mile" help will increase the contributor's benefit tier.
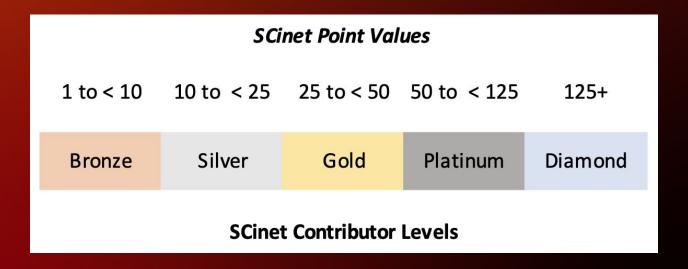
Opportunities:

- SCinet Co-Branded Apparel (limited opportunities)
- Meet and Greets in the SCinet Suite

CHANGES FOR 2024

- Simplification of process for Tiers
- Points based system
- Recognize the large people time commitment SCinet is
- Points awarded for hardware, software, and volunteers
- Donations of equipment will get a multiplier

SCinet Point Values

1 to < 10	10 to < 25	25 to < 50	50 to < 125	125+
Bronze	Silver	Gold	Platinum	Diamond

SCinet Contributor Levels

Points Process

Insured value of hardware (not MSRP) will be used for loaned hardware

If MSRP is provided, SCinet will use 30% of the value for evaluation

Points are calculated by dividing by $50,000 and rounding up.

The cost of software licensing (prorated to the months of use, defaulting to 1)

Points are calculated by dividing the software license value by $50,000 and rounding up

The cost of services such as bandwidth will be prorated to the months of use, defaulting to). Points are calculated by dividing the services value by $50,000.

KEY DELIVERABLES

- Intent to Contribute Form
- Bill of Materials (BOM)
- Initial BOM Due
- Updated BOM Due
- Liability Waiver
- Logos
- Logos need to be a scalable graphics format so they can be printed at very large sizes
- Product or example photos

BILL OF MATERIALS (BOM)

- The BOM provides an accounting of a contributor's intended contributions.
  - Determining the contributor's tier
  - Insurance purposes
  - Tracking equipment in and out of the conference spaces.
- The initial BOM is a best-guess based on early work with teams. It should have the key "big-ticket" items.
- Final BOM should reflect everything shipped to the conference. This is the BOM that will be submitted to IEEE/ACM for insurance purposes.

OUTBOUND SHIPPING

- Preference is to ship via Freeman
  - Shipping via other carries require you to hand carry the equipment out of convention center
- Shipping labels on equipment
- Verify outbound equipment with the BOL
- Checking out hand carried equipment requires a signature which releases all responsibility to the signatory.
- More details from Logistics closer to the conference

INBOUND SHIPPING

- BOM
- Insurance
  - Covers the replacement cost of the equipment.
- Receiving handled by Freeman
- Provided Labels must be on every item.
- Labels are available on the CR WIki

- BOL / checking in equipment
  - Bill of Lading
- Will supercede the BOM as the basis for inventory
- Differences between BOL and BOM require a signature by a representative of the contributor or SCinet team lead.

TIMELINE

- Planning - Now through Staging
- Staging - October 25 - November 2
- Setup - November 11-16
- Show and Teardown - November 17-21
- Packing up equipment - November 22

KEY DATES

- Contributor Intent to Participate Due   Friday, May 31, 2024
- Initial Bill of Materials   Friday, June 28, 2024
- Liability Waivers due   Friday, June 28, 2024
- Updated Bill of Materials Due   Friday, August 9, 2024
- Final Bill of Materials Due (used for insurance)   Friday, September 6, 2024
- Outbound Shipper Paperwork Submitted   Friday, September 6, 2024
- Loaned Equipment Received   Friday, October 18, 2024
- "Extra Mile" Contribution Declaration   Friday, August 30, 2024
- Contributor Logos submitted   Friday, September 13, 2024
- SCinet Panel Artwork submitted   Friday, September 13, 2024
- Request complimentary exhibitor badges   Friday, September 27, 2024
- Network connection transfer request submitted   Friday, September 27, 2024
- Co-branded Apparel Shipment Received   Friday October 18, 2024
- Initial Valuation Deadline   Friday, August 2, 2024
- Confirmation of Initial Benefit Level Achieved   Friday, August 16, 2024
- Apparel Sizes and Quantities Released   Friday, August 16, 2024
- Final Valuation Change Deadline   Friday, September 6, 2024
- Confirmation of Final Benefit Level Achieved   Friday, September 13, 2024
- Freeman Outbound Shipping Date   Saturday, November 23, 2024

RESOURCES

- External Contributor Relations Wiki:
- https://scinet.supercomputing.org/contributor-relations
- Contributor Relations Email:
- contributor-relations@scinet.supercomputing.org