SC18 SCinet Contributor Program Participation Guide

Introduction

SC18 will once again host one of the most powerful and advanced networks in the world - SCinet. Created each year for the conference, SCinet creates a very high-capacity network that supports the revolutionary applications and experiments that are the hallmark of the SC conference. SCinet will link the Kay Bailey Hutchison Convention Center Dallas to research and commercial networks around the world. In doing so, SCinet serves as the platform for exhibitors to demonstrate the advanced computing resources of their home institutions and elsewhere by supporting a wide variety of bandwidth-driven applications including high-performance and cloud computing.

SCinet contributors play a critical role in the overall success of the conference, without their generous support of time and resources SCinet cannot create and build the network. In recognition of this strategic partnership, SCinet has formalized the relationship within the conference structure to increase the visibility of SCinet participants and their valuable contributions to the success of the event year after year.

This document will codify the relationship between SCinet and its many contributors by documenting our activities, requirements, and expectations, along with the benefits of participation. In the following sections you will find the details necessary to fully participate with SCinet.

Highlighted Changes from SC17 Program

SCinet is pleased to present the following changes to the SC18 Contributor Program. These changes reflect conversations with our partners and supporters to better acknowledge and celebrate the contributions that make SCinet successful.

Re-evaluation of the Contribution Requirements. SCinet routinely talks with our contributor partners to gain an understanding of the costs of hardware, software, services, and staff time. The SC18 edition of the Contributor Guide reflects these conversations by right-sizing the contribution levels to better recognize effort levels of partners of all sizes. (See Page 5)

Creation of the Diamond level of Contribution. As an exclusive benefit to a total of two contributors: one contributor from the Hardware category and one from the Software/Service category, we are pleased to offer the creation of a new level of recognition: Diamond. This special level is designed to recognize the year-long partnership we maintain with our most valued contributors, without which we could not design or operate SCinet. (See Page 5)

Increasing Recognition Benefits. The entire SC Conference values the effort of SCinet contributors, and we want to show our gratitude for partners of all sizes. We have revisited the available benefits of all participants as a show of our thanks. (See Page 8)

Clarification of Marketing Assistance. SCinet is committed to assisting our contributors in delivering an impactful communication and marketing campaign to highlight participation at SC18. We have outlined ways we can make this activity a success. (See Page 14)

Updating Deadlines for Action. Many program deadlines were ill-defined for our contributors, and we recognize the stress this can cause during the course of the year. We have revisited all dates, to better reflect our requirements, and your expectations. ()

SCinet Contributor Program

The SCinet Contributor Program is a framework to recognize the generous donations of resources and effort from our partners with exclusive appreciation within the SC Conference. The program specifically outlines the types of contributions necessary to reach defined levels of benefits. Contribution levels are applicable to hardware, software, and service providers that *directly* donate their time and materials to SCinet[1]. Contributing organizations will have until ***Friday, July 13, 2018*** to acknowledge their participation in SC18 to the SCinet Contributor Relations team[2].

Contact Information

To ensure efficient and effective communication and project planning, each contributor should be prepared to identify:

- ***Technical*** staff that will assist our technical teams with the use of their hardware and/or software
- ***Marketing and communications*** staff that will be engaged on logo collection, news releases, blog postings, and other public-facing aspects of the contribution
- ***Executive sponsorship*** of the effort, so we can provide appropriate updates and recognition of the contribution

SCinet suggests several communications methods for contributors to use:

- Any general questions related to your SCinet participation can be directed to contributor-relations@scinet.supercomputing.org
- Technical staff from contributing organizations should interact directly with their SCinet teams
- Questions related to communications and marketing can be directed to communications-team@scinet.supercomputing.org
- Questions for SCinet management can be sent directly to mgmt18@scinet.supercomputing.org

Loaned Equipment

Loaned equipment refers to physical hardware loaned, directly from the contributor, to SCinet for the duration of SC18 activities. This is defined to start at the October staging event through the November teardown (***Friday, October 12, 2018 through Saturday, November 17, 2018***), or at other times throughout the year for evaluation and testing activities. Equipment intended for use during the Show must arrive at the designated time (see the Logistics section below for details). The valuation is tied to the ***insured value***, submitted as part of the Bill of Materials (BOM). If an insured value is not supplied by the contributor at the time of BOM submission, a calculation based on 30% of MSRP will be utilized instead; this is done to ensure an equal valuation of hardware cost across all contributors. Please see the detailed requirements associated with the

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[1] SCinet is unable to recognize suppliers as a part of this process, and will only be able to convey the benefits of the program to our direct contributor contacts.
[2] Organizations that miss this deadline will be evaluated for inclusion on a case-by-case basis, and may not be eligible for all aspects of the program.

[BOM](#) in a later section. Loaned equipment requires a pairing with a [Time](#) contribution, defined in the following section.

We require the contribution of "time", as it is used to offset the installation, configuration, operation, and maintenance of the hardware. If hardware does not come with a matching donation of time, the classification will be valued at the lower of the two contributing factors (see [Valuation](#) section for more information). The level accepted by SCinet is up to the discretion of the team utilizing the hardware and is approved by the SCinet Chair.

Software

Software refers to standalone products, other than firmware and operating systems required for operation of loaned equipment or services. The software must play a substantive role within the SCinet architecture, or be aligned with one of the technical teams, to be considered for the program. The value associated with the software loan is based on manufacturer's suggested retail price (MSRP) for the level of software utilized by SCinet, and prorated for the period of use (e.g. 1 month) to ensure a leveling comparison against the donation of hardware or services in order to provide equitable levels of contributor classification.

We require the time component, as it is used to offset the installation, configuration, operation, and maintenance of the software. If software does not come with a matching donation of time, the classification will be valued at the lower of the two contributing factors (see [Valuation](#) section for more information). The level accepted by SCinet is up to the discretion of the team utilizing the hardware and is approved by the SCinet Chair.

Services

Services are neither loaned equipment nor software, but provide a function critical to the operation of SCinet. Common examples are dark fiber, bandwidth access, colocation services, interconnects, etc. These services may only be donated by the organization owning the service in question, and not re-sellers or suppliers. Services are accepted and valued based on published rates/pricing prorated for the period of use.

We require the time component, as it is used to offset the installation, configuration, operation, and maintenance of the service. If a service does not come with a matching donation of time, the classification will be valued at the lower of the two contributing factors (see [Valuation](#) section for more information). The level accepted by SCinet is up to the discretion of the team utilizing the hardware and is approved by the SCinet Chair.

Time

Time contributions in the form of technical support for contributed items (hardware, software, and/or services) will be calculated using the traditional "FTE" (full-time-equivalent) nomenclature. Individuals must actively participate in the design, build, or support process in order to meet the requirements.   Support for the event is a priority during key times of the year, however, technical support assigned to SCinet may still work on 'day job' activities as needed.

Alternative requirements may be used to reach the desired benefit level at the discretion of the SCinet Chair. For example, certain products such as remotely operated software and services, will not need support staff

on-site to ensure proper operation. Contributors are still encouraged to name specific remote staff SCinet can work with, and this can be used as "credit" for the time commitment requirement. These types of circumstances will be evaluated on a case-by-case basis.

Additionally, a contributor may offer to fund a volunteer via the Volunteer Travel Support Fund to offset the time contribution, if they cannot spare staff time to assist for the duration of SCinet activities. In doing so, SCinet can allocate travel funds to volunteers that otherwise could not participate due to lack of support from their home institution.

The use of a "Term" is an indication of a period of time during which SCinet requires support. The terms can be articulated as the following:
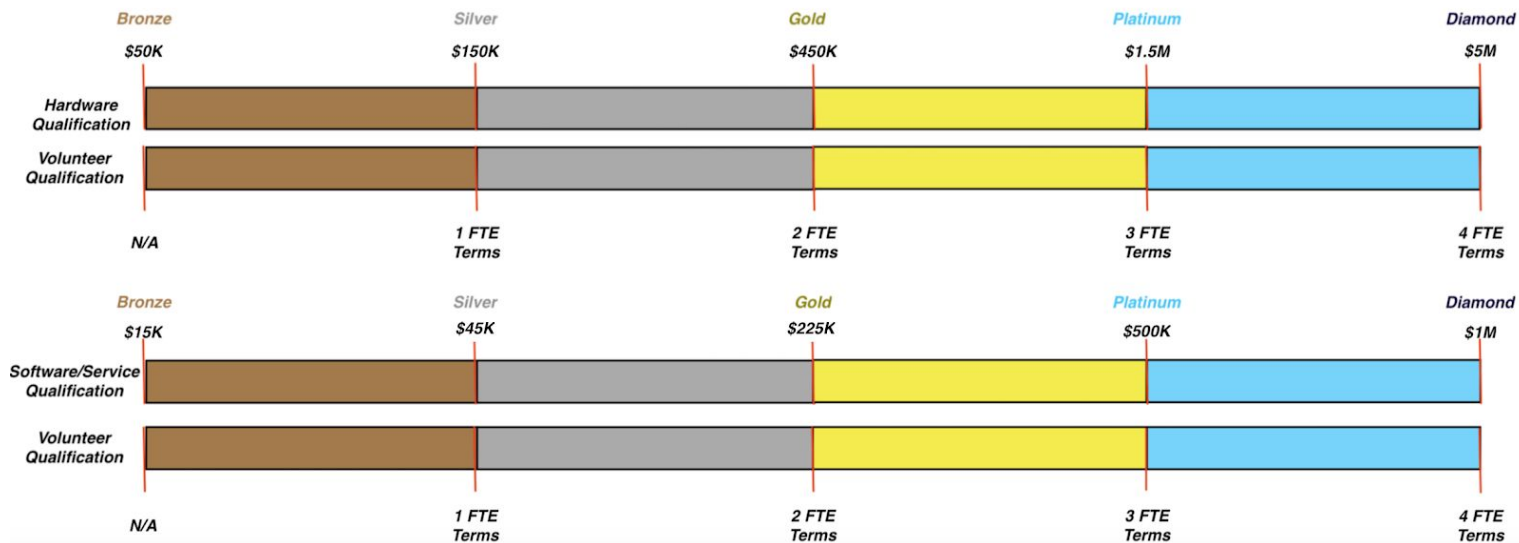
- Planning Operations (planning meetings, telecons and other related activities that begin early in the year and culminate before the Staging event)
- SCinet Staging (held October 17-26, ~10 days)
- SCinet Setup (held November 5-11, ~7 days)
- SC Show and Teardown (held November 12-16, ~5 days)

Valuation

Valuation is a two step process. The first step consists of evaluating the submitted Bill of Materials (BOM), due **_Friday July 20, 2018_**, to determine the donation value and time requirements of the contributions. BOMs submitted after this initial deadline may not be eligible for all benefits. This initial BOM submission is not viewed as final, and updated BOMs will be accepted up to **_Friday October 12, 2018_**. It is recommended that SCinet teams and their contribution partners communicate regularly to ensure an accurate BOM that reflects the hardware, software, or services that will best showcase and support SCinet.

A preliminary 'contributor level' (Bronze, Silver, Gold, Platinum, and Diamond[3]) will be assigned based on the guidelines listed in the charts below after the initial submission on the two axes: donation level and expected time contribution. This initial placement does not take into account _Extra Mile_ items such as Volunteer Support or Shirts, all of these additions will be evaluated at a later time. Contributors can work with SCinet teams to ensure that the level of contribution remains accurate and relevant during this time.

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[3] Note that the Diamond level is only available to two total contributors: one from the hardware area, and one from the service/software area.

	Bronze $50K	Silver $150K	Gold $450K	Platinum $1.5M	Diamond $5M
Hardware Qualification					
Volunteer Qualification					
	N/A	1 FTE Terms	2 FTE Terms	3 FTE Terms	4 FTE Terms

	Bronze $15K	Silver $45K	Gold $225K	Platinum $500K	Diamond $1M
Software/Service Qualification					
Volunteer Qualification					
	N/A	1 FTE Terms	2 FTE Terms	3 FTE Terms	4 FTE Terms

The second step takes place after initial valuation, when there will be opportunity to discuss ways to increase the recognition level through other means via the donation of travel support funds to assist SCinet volunteers (see Volunteer Travel Support Fund), or the purchase of contributor-specific clothing articles (see Shirts). SCinet will confirm to each contributor the level achieved for SC18 by **_Friday, August 31, 2018_**. Changes in valuation are possible up to **_Friday, October 12, 2018_** due to increases through the *Extra Mile* programs, or reductions in contribution. Contributors are encouraged to submit updated BOMs frequently, as changes are discussed and implemented.

Volunteer Travel Support Fund

SCinet is comprised of nearly 200 volunteers from industry, academia, and governmental agencies. All volunteers contribute their time and expertise directly, and through the generous donations of their home institutions. On occasion, a volunteer may run into difficulty in securing travel support for the multiple week activities of SCinet, and seek funding to support their personal and professional development activities. SCinet contributors are in a unique position to assist in this process, by making donations to the SCinet Volunteer Travel Support Fund.

Donations to the travel support fund will help to assist SCinet Volunteers who wish to volunteer and contribute to SCinet, but are not able to secure complete funding from their home institution. Through this support Fund, awardees will receive assistance for travel expenses (airfare, lodging, ground transportation, and meal assistance) to support and build SCinet. Although donors to this fund do not have control of the selection process, SCinet will make efforts to ensure that contributors are properly recognized for their contribution to the SCinet mission.

Donations to the fund must be declared to the SCinet Chair or Management team no later than **_Friday, August 3, 2018_**, and will be made via the Hall Erickson exhibitor system for SC18.

Final Qualifications Levels

Contributor levels are earned based on the value of equipment, software/services, donated time, and either travel support donations or providing SCinet team shirts containing the contributor and SCinet logo. These

areas are discussed in the appropriate sections in detail. Please note the groupings associated with the contributions as they define the framework of meeting the requirements of a particular level.

The following table indicates the support required to reach each level. In addition, contributors may augment their contribution to move to the next classification level via the *Extra Mile* options. This is achieved by making a supplementary donation to the *Volunteer Travel Support Fund*, or by providing team shirts for all SCinet volunteers, at the level indicated in the *Extra Mile* column below.

Donations to the travel support fund can be used to either offset the "Time" requirements, or earn additional level benefits. SCinet will confirm to each contributor the level achieved for this year by ***Friday, August 31, 2018***. Changes in valuation are possible up to ***Friday, October 12, 2018.***

Level	Hardware	Software/Services	Time (Term)	Travel Support	Travel Support	Shirts
	OR		*OR*		*Extra Mile[4] Choose One*	
Diamond [5]	$5M	$1M	1 FTE x 4 Terms	$15K	N/A	N/A
Platinum	$1.5M	$500K	1 FTE x 3 Terms	$10K	$15K	Outerwear (Sweatshirt, Jacket, Vest, etc.)
Gold	$450K	$225K	1 FTE x 2 Terms	$5K	$10K	Button-up or Polo
Silver	$150K	$45K	1 FTE x 1 Terms	$2,500	$5K	Polo or Long Sleeve T-shirt
Bronze	$50K	$15K	N/A	N/A	$2,500	T-shirt, or branded merchandise (hats, tote-bags, etc.)

As an example, if a contributor has donated $200K in hardware to the conference, and is sending a technician for either staging or setup activities, they have a base qualification for the "Silver" level. To jump to the gold level, a donation of $5K to the travel assistance fund can be made. Alternatively the contributor can work with SCinet management to design a polo or long sleeve T-shirt that will be worn by all SCinet volunteers that prominently features the contributor and SCinet logo on one of the days of the exhibition, and for years into the future.

Benefits

Each classification level provides a set of benefits for the contributor. These are a recognition of the support provided to SCinet in the form of equipment, software and services. For all tiered items listed in the table below (flyers, web pages, banners), a higher tier represents more prominent placement and size of logo. Network connections are transferable to other booths upon request, some items including exhibit badges, space selection, or other items provided via external parties are not transferable. Many items have an associated deadline for use that contributors must be aware of.

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[4] Allows for a contributor to achieve the next classification level. Either additional donation to volunteer travel support fund or providing shirts meet the requirements.
[5] Note that only two total contributors can qualify for Diamond. One from the hardware area, and one from service/software area.

Benefit	Diamond [5]	Platinum	Gold	Silver	Bronze
Network Connection[6]	Free Connection of Choice	Free Connection of Choice	Free 1Gb/s or 10Gb/s, or 50% Discounted 100Gb/s	Free 1Gb/s or 50% Discounted 10Gb/s	50% Discounted 1Gb/s
Exhibitor Staff Badges[7]	5	4	3	2	1
Logo on NOC Banner	1st Position	2nd Position	3rd Position	4th Position	5th Position
Logo Placement on Display Panels	Guaranteed Front of NOC placement	Guaranteed Side of NOC placement	Guaranteed Side of NOC placement	NOC or DNOC placement	DNOC placement
Customized Wall Panel	Guaranteed NOC placement	Guaranteed NOC placement	NOC or DNOC placement	N/A	N/A
Logo and Mention during SC General Chair's Keynote	Yes	Yes	N/A	N/A	N/A
SCinet Contributor Web Page and Attendees Flier	1st Tier	2nd Tier	3rd Tier	4th Tier	5th Tier
SCinet Partner Highlights[8]	Technology Focus Page	Yes	Yes	Yes	Yes
Press Release Coordination [9]	Yes	Yes	Yes	Yes	Yes
Assistance in SC19 Exhibitor Booth Selection[10]	Yes	Yes	N/A	N/A	N/A
Recognition via SCinet Displays[11]	Technology Focus Content	Yes	Yes	Yes	Yes
SCinet Premier Benefits	Select 2	Select 1	N/A	N/A	N/A

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[6] Network connection is transferable to a booth designated by the Contributor. Selection or transfer must be made by **_Friday October 5, 2018_**.

[7] Must be identified by **_Friday October 5, 2018_**. Badges are assigned to specific attendees for duration of event.

[8] Company and Equipment included and displayed next to SCinet NOC on Exhibit floor. Note this is electronic, and no paper copies will be accepted for display.

[9] As they relate to the current conference year and company contribution(s). All press releases must be cleared in advance by the conference press office

[10] Early selection of booth space for SC19 with proximity to SCinet NOC (during space selection process at SC18). Benefit is for preference only, and contributor is responsible for cost of booth space. This benefit is non-transferable and in collaboration with Exhibits operator (Hall Erikson).

[11] Displays are positioned around the exhibit floor, and rotate a series of visualizations.

SCinet Premier Benefits

Contributors that reach the Diamond or Platinum level are given the option of selecting exclusive benefit options. This program is designed to allow greater flexibility in supplying the items that matter most to our most important contributors.

Benefit	Diamond [5]	Platinum
*Diamond level participants can pick **2** of the items below. Platinum level participants can pick **1** of the items below.*		
Network Connection[12]	Additional Free Network Connection of Choice	Additional Free Network Connection of Choice
Additional Exhibitor Staff Badges[13]	5	4
SCinet Recognition Lunch[14]	Yes	N/A
Communications Assistance	Specific News Article / Communication Assistance during SC18	N/A
'White Glove' Assistance in Securing Meeting Space for SC19	Yes	Yes
Whisper Suite[15]	100% of Space Discounted	N/A

Logistics

Insurance

Using the Bill of Materials (BOM) provided by the contributor, the conference sponsors (IEEE and ACM) will secure insurance to cover the replacement cost of the equipment loaned by each contributor for the period which SCinet has possession of the equipment. It is critical that the BOM be submitted on time and must accurately depict what is being sent, and will be used, by SCinet. Changes to the BOM are permitted between **_Friday July 20, 2018_** and **_Friday October 12, 2018_**.

When the equipment is received, the Bill of Lading (BOL), or the results of the check in process, will supercede the BOM as the basis for inventory and accounting of received items as well as the inventory operations used for returning the correct materials at the end of the conference. Differences between BOL and

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[12] Network connection is transferable to a booth designated by the Contributor. Selection or transfer must be made by **_Friday October 5, 2018_**.

[13] Must be identified by **_Friday October 5, 2018_**. Badges are assigned to specific attendees for duration of event.

[14] Invitation to join the SCinet Management and Volunteers for a Lunch to discuss SC18, and future directions and technology focus for SCinet.   Meet the staff who built the network.

[15] Benefit will allow contributor free or discounted purchase of a Whisper Suite on the SC18 Exhibit floor. Benefit is non-transferable. Benefit does not include additional modifications to whisper suite (e.g. furniture, furnishings, network connectivity) it is space ONLY.

BOM will require a signature by representative of the contributor or SCinet team lead. If the replacement cost is not specified on the BOM, or the BOL differs significantly from the BOM, SCinet may not be able to properly determine the insurance value of the equipment and can NOT be held liable if an adequate insurance level is not obtained.

The submission of the BOM must include the following details:

1. Name of contributor
2. Address & contact information for POC at contributor (contact Name, email, and phone number)

For each item loaned, we require the following:
1. Part number (P/N) used by the contributor (not a reseller or supplier)
2. Description of the part in question
3. Quantity provided
4. Insurance or replacement value
5. Optional MSRP (30% of MSRP will be used if insured value is not supplied).

SCinet recommends submitting BOM materials in an easily readable and consumable format such as a spreadsheet. Other formats (PDF, DOCX, etc.) are acceptable, but do not facilitate easy translation of content to our internal formats. A link to a sample BOM is provided in Appendix D: Sample Bill of Materials of this document. In addition to the BOM, all contributors providing hardware are required by the sponsoring societies to submit a completed insurance liability waiver. The waiver document is included in Appendix C: Waiver of this document.

The BOMs and liability waivers are due on **_Friday, July 20, 2018_**. BOMs and waivers will be accepted via the logistics@scinet.supercomputing.org mailing list and must include all the details listed above. Submissions will be carefully controlled and not shared outside the needed personnel. In instances where additional equipment is shipped for replacements or augmentation, updates must be sent to the same list to ensure that we have proper insurance coverage for equipment.

Shipping

Shipping of equipment for use within SCinet must be coordinated with the Logistics team.

Inbound Shipping

Shipping will be categorized into two time periods:

- Items required for the staging event in October (most common)
- Items arriving for the Setup/Show event in November (least common)

The shipping label, see Appendix B: Shipping Label, must be applied to each and every box, envelope, crate, etc that will arrive for staging. Additionally, tracking information for each shipment must be shared with logistics@scinet.supercomputing.org. This allows the logistics team to identify shipment for routing within the Freeman shipping yard, locate missing items and ensure that all items arrive at the convention center on-time for staging, setup and show. All loaned equipment and other materials must be delivered, using the Freeman label, no later than **_Friday, October 12, 2018_**.

In all cases, the Bill of Lading (BOL) will be used to inventory the equipment as it arrives and will be presumed to supercede the equipment list from the BOM for insurance purposes. Any discrepancies between the BOL and the received equipment as inventoried will be noted and communicated to the contributor.

Items being shipped later should use the same label and procedure above, noting to Logistics expected arrival time.

Outbound Shipping

In all cases, unless discussed and approved by the SCinet chair, SCinet will unrack and repack loaned equipment using the materials used for inbound shipping. If a contributor desires to have their staff work involved with the unracking and repacking, this must be declared to SCinet as part of the shipping choice selection. In NO case, however, will equipment be released from SCinet possession without a completed outgoing inventory and signature to confirm handoff.

It is critical to ensure that your return shipping choices are made by the deadline of **_Friday, November 9, 2018_**. Changes may be made after the deadline, and will be fulfilled where possible, but cannot be guaranteed. Shipping to residential addresses is complicated due to common carrier restrictions. When designating the destination address, it is recommended to utilize a commercial address.

During the teardown process, once the show ends, there are three options for reclaiming equipment. The common elements required are as follows:

1. Complete and submit the Outbound Shipping Request and submit by **_Friday November 9, 2018_**
2. Coordinate outbound logistics with SCinet Logistics team by filling out Freeman paperwork
3. Complete and verify the proper packing of your equipment (optionally completed by SCinet)

Outbound options are as follows:

1. **_Hand carry_** - with coordination you may hand carry/roll your equipment back to your booth for shipping with the rest of your company's equipment or to a private carrier. Once signed out, SCinet insurance no longer covers the equipment.
2. **_Ship by chosen carrier_** - with coordination, you may choose a private carrier for your shipping needs. Freeman will release the equipment to the carrier when they arrive. Because Freeman owns the logistics for the convention center, private carriers are often a slower choice. Please keep this in mind as you schedule your pickup, and it may be the case that the carrier does not receive access to dock infrastructure until a later time. SCinet insurance covers the equipment until accepted by the private carrier
3. **_Ship by Freeman_** - with coordination, Freeman will organize and ship your equipment to the chosen address(es). SCinet insurance will cover the equipment until delivered to designated destination.

Regardless of your selected shipping method, access to loaned equipment is restricted after the show closes until it has been successfully cleared by our Logistics team by representative signature. During SCinet activities (beginning upon receipt by Freeman and terminating with the release of the equipment to the owner, which varies by shipping method) SCinet takes insurance liability for the equipment until this process is completed. Please be patient and understand that we are completing a complex process that cannot be rushed. It is our goal to return all aspects of the loaned equipment in the same shape it arrived, thus our care is warranted to ensure safe and accurate delivery.

Visibility

Logos

High-quality (vector scalable) logo images are used on our banners, panels, press releases and web presence. Timely access to contributor logos allows us to design visual branding which provides the highest visibility to our contributors. Contributor logos must be submitted no later than ***Friday, August 17, 2018*** via the following link: https://www.dropbox.com/request/piToJJzkia3BgGldScqv.

Failure to submit a high quality logo will result in exclusion from the banners, panels, press releases and web presence. See the File Format section that follows for details on acceptable options.

Wall Panels

Continuing the tradition started in Dallas at SC2000, SCinet will prepare and display on wall panels around the NOC. Contributors that reach the Diamond, Platinum, or Gold level of recognition have the option of submitting special advertising graphics. Each wall panel is 1 meter wide by 3 meters tall. The actual usable space for your special advertising graphics is 32 inches wide by 48 inches high. An example wall panel follows:

A wall panel is not restricted to just contributor logo, if you there are specific advertising strategies currently in use that use other material, these graphics may be adapted and submitted. It may also make sense to make references to an SC18 booth number (such as "See us in Booth 123"), a website address, QR Code, or other information about your organization or company. Within reason, the space use is up to the contributor. The panels usually have a bright white background with accent colors from the current conference logo and may include the conference and/or SCinet logos on the top or bottom.

To a large extent, you are responsible for the quality of the final product. The following guidelines are provided to ensure that you get high quality results:

- Make sure your artwork proportions are correct to the desired final size (maximum 32 inches wide by 48 inches high), and contains proper resolution for enlargement.
- Vector file formats are required. Depending on the scale, lower resolutions may result in decreased image quality. SCinet is not responsible for quality of submitted graphics.

For those contributors wishing to submit special artwork for panels these must be submitted no later than ***Friday, September 21, 2018*** via the following link: https://www.dropbox.com/request/piToJJzkia3BgGldScqv.

Failure to submit a high quality logo will result in exclusion from the banners, panels, press releases and web presence. See the File Format section that follows for details on acceptable options.

Marketing & Communications Assistance

SCinet encourages our contributor partners to share information on their products and services during the SC18 conference. Our communications team is available to assist in this process, to ensure that contributions are being highlighted in a uniform and positive manner. The following services are offered to all contributors in the program:

- Logo recognition on SCinet web presence & conference handout
- Interactive content delivered via SCinet Partner Highlights system located at SCinet NOC
- Coordination of prepared marketing communications involving SC18 and SCinet (e.g. social media, press releases, blog posting)
- Logo recognition on SCinet displays, positioned on SC18 exhibit hall

For our Diamond level participants, we are also pleased to offer the following services:

- Technology focus content delivered via SCinet Partner Highlights system located at SCinet NOC
- Assistance in developing impactful communication strategies for contributions at SC18
- Technology focus content on SCinet displays, positioned on SC18 exhibit hall

More information is available via our communications team, they can be reached at communications-team@scinet.supercomputing.org.

SCinet Partner Highlights (SPH)

The SCinet Partner Highlights (SPH) is an interactive tool, available to all contributors, to further educate conference exhibitors and attendees about contributor participation as well as equipment roles and activities. We provide the SCinet Partner Highlights as an alternative to paper-based handouts of equipment. Contributors may not provide SCinet with any physical handout material for distribution under any circumstances.   The SCinet Partner Highlights technology is implemented with a touch-screen located at the NOC stage that is customized yearly. It is backed with an extensive database of images and information related to the hardware and configuration of SCinet. The information in the database is created from information provided directly by the contributors.

In order to provide the best experience, we ask that all images and text be submitted by ***Friday, September 14, 2018***. This allows our SCinet Partner Highlights team to create and test the tool to ensure proper operation.

Failure to meet this deadline will result in stock images being inserted and no pop-up information being available to exhibitors and visitors. Information about loaned equipment, software and services can be submitted via the following link:
https://www.dropbox.com/request/Fs5mMP88AOIIwxRGWz4A.

We will require the following information to prime the database:

- High quality images of loaned equipment (switches, routers, appliances, servers, etc.)
- text-based description of their role, operational specifics and marketing details
- links to online resources that can be followed for more information
- indication of booth (if applicable) where more information can be found on the show floor

See the File Format section that follows for details on acceptable options. On ***Friday, October 26, 2018***, we ask that contributors review the presented material, allowing enough time to make small adjustments before the SCinet Partner Highlights is unveiled to the conference.

Shirts

SCinet and contributor branded handouts, t-shirts, polos, button-ups, and outerwear are another way to publicize a contributor's participation. SCinet will provide the following details:

1. SCinet Logos and thread colors (these are non-negotiable, and change each year). Use of prior year threadwork is permitted, please be careful not to accidentally reuse a previous year's logo or colors, this will disqualify a shirt from being able to be used during the conference
2. Sizes and quantities for SCinet use
3. Restrictions on logo placement on the article
4. Historical size baselines for planning purposes
5. Suggested colors to prevent conflict with other items
6. Suggested days and opportunities the articles can be used

Interest to provide shirts is due no later than ***Friday, August 3 2018***; SCinet will provide the shirt size quantities to the contributors who have elected to donate shirts no later than ***Friday, August 31, 2018***. SCinet management should be consulted on all designs before they are finalized to verify coloring and logo placement. Delivery is required by ***Friday, October 12, 2018*** using the logistics label (see Appendix C: Shipping Label).

Once received, the shirts will be sorted and provided to SCinet team members. Coordinated schedule of use during the event will be provided prior to show week. Preference on shirt selection for particular days will be considered with prior request. Conflicts over days will be broken by contributor level and decided at the discretion of the SCinet Chair.

File Formats for Submission

It is extremely important to submit your organization or company logo in a format appropriate for scaling up on print and embroidered products. The preferred file formats are the vector formats listed below. The raster formats are normally unacceptable, unless the logo is developed for a large-scale printout. Graphics submitted in a compressed raster format will be rejected and will not be included in the banner if our graphics team

deems them unacceptable. See the table below for clarity. Vector images are preferred and will be verified by the graphic design team.

Extension	Description	Type
EPS, PS	Encapsulated & PostScript	Vector
AI	Adobe Illustrator	Vector
CDR	Corel Draw	Vector
CMX	Corel Presentation	Vector
PDF	Adobe Acrobat	Vector
SVG	Scalable Vector Graphics	Vector
JPG/JPEG	JPEG	Raster
TIF/TIFF	Tagged Image File Format	Raster
CPT	Corel Photo Paint	Raster
PSD	Adobe PhotoShop	Raster
PNG	Portable Network Graphics	Compressed Raster
GIF	Graphical Interchange Format	Compressed Raster
BMP	Bitmap	Compressed Raster

Any formats not listed above cannot be accepted.

Appendix A: Important Dates

The following dates are critical to the SCinet planning process.

Contributor Deadlines:
- BOMs & Liability Waivers Due: ***Friday, July 20, 2018***
- Volunteer Travel Support Fund Donation Declaration: ***Friday August 3, 2018***
- Intention to provide Shirts: ***Friday, August 3, 2018***
- Logos Due: ***Friday, August 17, 2018***
- SCinet Partner Highlights submissions: ***Friday, September 14, 2018***
- Wall Panel Artwork Due: ***Friday, September 21, 2018***
- Network connection transfer deadline: ***Friday, October 5, 2018***
- Request for complimentary exhibitor badges: ***Friday, October 5, 2018***
- Loaned Equipment Delivery for Staging: ***Friday, October 12, 2018***
- Shirt Delivery: ***Friday, October 12, 2018***
- Outbound Shipping Paperwork Due: ***Friday, November 9, 2018***

SCinet Deadlines:
- Contributor Intent to Participate Deadline: ***Friday, July 13, 2018***
- 2nd Update to BOMs Reminder: ***Friday, August 24, 2018***
- Confirmation to contributors of Benefit Level Achieved ***Friday, August 31, 2018***
- Shirt Sizes and Quantities Released: ***Friday, August 31, 2018***
- 3rd Update to BOMs Reminder: ***Friday, September 21, 2018***
- Final Updates to BOMs Reminder: ***Friday, October 5, 2018***
- Valuation Change Deadline: ***Friday, October 12, 2018***
- SCinet Partner Highlights Review: ***Friday, October 26, 2018***
- Freeman Outbound Shipping Date: ***Saturday, November 17, 2018***

Appendix B: Shipping Label

In order to allow for sorting, the label should be printed in its original color scheme. Alternatively, it may be printed with black text on a blue paper. It can also be downloaded as a PDF from this location:

https://goo.gl/5ReciU

Appendix C: Waiver

Waiver of Liability and Hold Harmless Agreement by Lender

In consideration for receiving permission to participate in the SC18 Conference, I (the Lender/Owner hereunder) hereby release, waive, discharge and hold harmless The Institute of Electrical and Electronics Engineers Incorporated, ("IEEE") and the Association for Computing Machinery Inc. ("Sponsors"), collectively and each individually, its and their directors, officers, agents, employees, or volunteers from and any and all liability, claims, demands, actions, causes of actions, loss of use and loss of profits whatsoever arising out of or related to any loss, damage or injury to any property in the form of equipment, property related to said equipment, belonging to Lender/Owner while in transit to or from the Kay Bailey Hutchison Convention Center Dallas ("KBHCCD"), or in any place or places not connected with the SC18 exhibition.

Lender/Owner acknowledges that the Sponsors will be responsible for insurance of the equipment described in the Attachment 1 to this waiver from the date of arrival to the KBHCCD until the conclusion of the SC18 Conference on **Saturday, November 17, 2018 ("Move Out Date")**. Attached is a complete list of all equipment being loaned to the Sponsors including insurance values to be used for insurance purposes.

Lender/Owner warrants that shipment of any forms of equipment, and property related, is packaged to protect enclosed goods and to ensure safe transportation with care in handling, and that each package is appropriately labeled and in good order for shipper.

Lender/Owner acknowledges that it is the sole responsibility of the Lender/Owner to secure and maintain any and all applicable insurance as relates to the any and all physical damage, loss of use or loss of profits and any and all liability arising out of the shipping of equipment in relation to the SC18 Conference. Applicable insurance is to cover any and all equipment. Failure to secure the applicable insurance is the sole responsibility of the Lender/Owner and not the responsibility of The Institute of Electrical and Electronics Engineers Incorporated, ("IEEE") and the Association for Computing Machinery Inc. ("Sponsors") its and their directors, officers, agents, employees, or volunteers.

IN NO EVENT SHALL THE SPONSORS BE LIABLE TO THE LENDOR/OWNER FOR ANY INCIDENTAL, CONSEQUENTIAL, SPECIAL, OR PUNITIVE DAMAGES (INCLUDING, WITHOUT LIMITATION, LOST PROFITS, LOST BUSINESS, LOSS OF DATA OR COST OF SUBSTITUTE SERVICES) ARISING OUT OF OR IN CONNECTION WITH ANY AGREEMENT BETWEEN THE PARTIES, OR THE SERVICES PERFORMED THEREUNDER UNDER ANY THEORY OF LIABILITY (WHETHER IN CONTRACT, TORT, STRICT LIABILITY OR OTHERWISE), EVEN IF THAT PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

I, _____ , certify that I am the owner of the equipment and that I have full authority to exercise the authority of ownership for the equipment referred to herein.

Agreed to and Accepted:

Lender/Owner Signature _____

Lender/Owner Name Printed_____

Lender/Owner Company_____

Lender/Owner Email_____

Lender/Owner Phone_____

Date_____

Lender Owner Equipment Summary_____

Insurance or Replacement Value in USD_____

Confirmation:

SC18 Representative Signature & Date_____

[1] Attach full bill of materials to this waiver.

Appendix D: Sample Bill of Materials (BOM)

Contributors are encouraged to submit BOMs in a machine readable format (e.g. XLSX spreadsheet, or similar) to facilitate easier data processing by the SCinet Contributor Relations team. Submissions in other formats (e.g. PDF, PPT, DOC, JPG, etc) are harder to manage and check for errors.

If you do not have a set BOM format, a sample can be downloaded from this location:

https://goo.gl/G5YMEb