



**Contributor Webinar
2023**

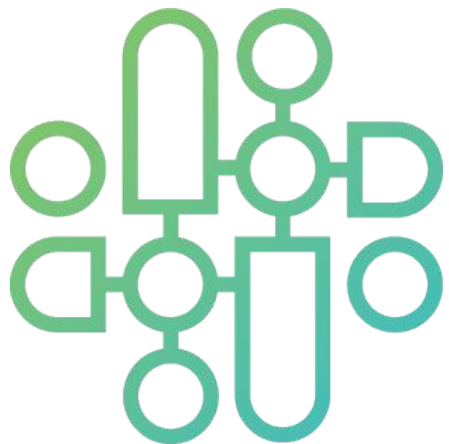
Contributor Relations and Logistics Teams

Agenda

- SC23/SCinet23
 - 2023 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

SC23/SCinet 2023

- Denver, CO at the Colorado Convention Center
- Show dates - November 12-17



SC23

Denver, CO | i am hpc.

SC/SCinet 2023 Leadership Team

- Conference General Chair - Dorian C Arnold (Emory University)
- SCinet Chair - Hans Addleman (Indiana University)
- SCinet 2024 Chair - Angie Asmus (Colorado State University)
- SCinet Executive Director - Nathan Miller (ESnet)
- ~20 Total SCinet Teams
 - Typically about 170+ total SCinet participants

Contributor Relations Team

- Team Leaders:
 - Brian Smith (Cornelis Networks)
 - Wes Dewitt (Cornelis Networks)
 - Ivanna Park (Indiana University)
- Team Members:
 - Susan Evett (Internet2)
 - Carlee Van Wagner (Internet2)
- Email: contributor-relations@scinet.supercomputing.org
- Wiki: <https://scinet.supercomputing.org/contributor-relations>
- This presentation is covering material in the CR Guide, available here:
<https://tinyurl.com/SC23-CRGuide>

Logistics

- Team Leads:
 - Brian Smith (Cornelis Networks)
 - Wesley Dewitt (Cornelis Networks)
- Email: logistics@scinet.supercomputing.org
- The Logistics team works with contributors to handle inbound and outbound shipping and equipment check-in at the conference

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 - Advertising and Recognition

- 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

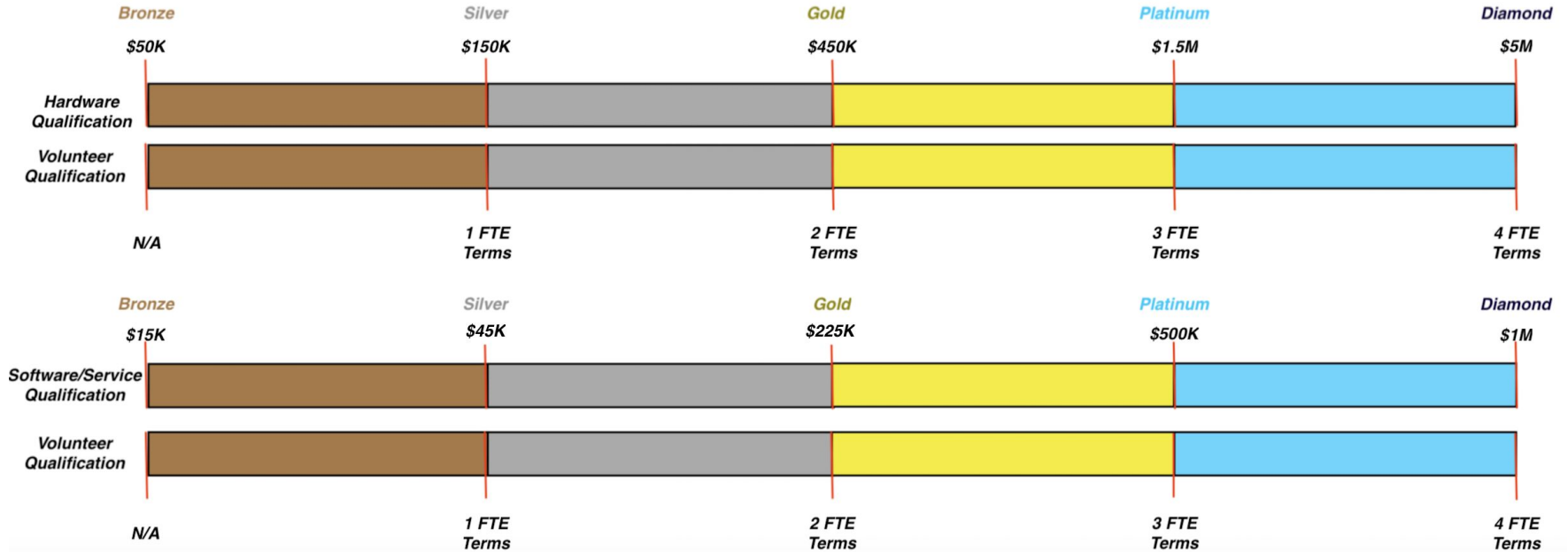


See Contributor Guide for Full List

Premier Benefits (Diamond/Platinum)

- Logo and mention by SC23 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

Benefits Tiers



Note: These cutoffs are from 2022 and are based on insured/replacement values. They may be revised based on contributions for 2023 and insured/replacement value totals. Software licenses and services are typically prorated to the time used (e.g. 2 months)

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://sc23.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
- Nathan Miller (nmiller@es.net) acting as the SCinet liaison to the SC Communications Committee
 - Map content ideas to the SC communications plan. Work with the Communications Committee to come up with a timeline and assign resources

Other Marketing Opportunities

- SC Communications committee maintains
 - Blog and Newsletter -
<https://sc23.supercomputing.org/media/blog/>
 - 1st Friday of the Month
 - Social Media
 - YouTube, Facebook LinkedIn, Twitter
- Ongoing Content Series
 - #IAmHPC
 - 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:

1. SCinet Co-Branded Apparel (limited opportunities)
2. Travel Support (specifically to support WINS volunteers)
 - <http://women-in-networking.net/>

Key Deliverables

- Intent to Contribute Form (Done)
- Bill of Materials (BOM)
 - Initial BOM Due Friday, July 14, 2023
 - Updated BOM Due Friday August 11, 2023
 - Available here: <https://tinyurl.com/SC23-CRBOM>
- Liability Waiver
 - Due Friday, July 14, 2023 (with BOM)
 - Available here: <https://tinyurl.com/SC23-CRLW>
- Logos
 - CR typically verifies company logos are the same as last year
 - If you know your logo has changed or you haven't contributed before, please reach out to CR or expect to hear from us
 - Logos need to be a scalable graphics format so they can be printed at very large sizes
- Product or example photos
 - Useful for SCinet Partner Highlights

Bill of Materials (BOM)

- The BOM provides an accounting of a contributor's intended contributions.
- Used for
 - 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 is due by **September 8, 2023** and should reflect everything shipped to the conference. This is the BOM that will be submitted to IEEE/ACM for insurance purposes.
- A blank BOM is available on the **SCinet23 Contributor Portal**
 - **<https://tinyurl.com/SC23-CRBOM>**

Shipping Details - Inbound

- BOM
- Insurance
- Covers the replacement cost of the equipment.
- Receiving handled by Freeman
- Equipment must be received before October 11
- Provided Labels
 - Must be on every item.
 - Labels are available on the CR Wiki
 - <https://tinyurl.com/SC23-CRShipping>
- 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.
- See “Key dates”

Shipping Details - Outbound

- Preference is to ship via Freeman
- 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.
- Outbound Shipper Paperwork Submitted **October 27, 2023**
- More details from Logistics closer to the conference

Timeline

- **Planning - Now through Staging**
 - Working with teams to help design the SCinet network
- **Staging - October 18-26**
 - Unpacking and racking equipment, early setup/configuration efforts
- **Setup - November 6-11**
 - Configuration of components; Actually building the network and moving to the floor
- **Show and Teardown - November 12-17**
 - Ensuring equipment works as intended; Showing off of your equipment and capabilities
 - Packing up equipment

Key Dates

- ~~May 12 Contributor Intent to Participate due~~ Done
- July 14 Initial Bill of Materials due
- July 14 Liability Waivers due
- Aug 11 Updated Bill of Materials due
- Sept 8 Final Bill of Materials (final values submitted for insurance)
- Oct 11 Loaned Equipment Received at Freeman Warehouse
- Oct 27 Outbound Shipper Paperwork Submitted

Resources

External Contributor Relations Wiki:

<https://scinet.supercomputing.org/contributor-relations>

Contributor Relations Email:

contributor-relations@scinet.supercomputing.org

Logistics Email:

logistics@scinet.supercomputing.org