OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 1.25.13

Attendees:

Bill Lee – Mellanox Technologies

Jim Ryan – Intel

Bill Boas – Cray

Rupert Dance – Software Forge

Caitlin New – Ketner Group

Catherine Seeds – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 1.25.13 MWG Meeting**

* **Update on AR’s from 1.11.13 meeting**

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| **User Day Workshop/Developers Workshop AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Initial press releases sent out | Ketner Group | February 4th |
| Follow-up email blasts | Ketner Group | February 6th & 7th |
| Final agenda/speaker announcement | Ketner Group | March 11th |
| Follow-up email blasts | Ketner Group | March 13th & 14th |
| Social media promotions | Ketner Group | Ongoing |

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| **OFA Introduction/Overview AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Completion of Stack page, draft has been submitted | Rupert Dance | Ongoing |
| Completion of Network diagram | Bill Lee | February 8th |

* **2013 Events Plan/Participation**
  + **SNW Conference, April 2-5, 2013, Orlando, FL.**
* Mellanox is attending this event and will also act on behalf of the OFA.
  + **ISC ’13, June 17-20, Leipzig, Germany**
* It was discussed and agreed upon that the OFA would submit five abstracts for the BoF sessions. Submission deadline is Sunday, February 10th. Topics with point people are as follows:

1. ISV’s that take advantage of the OpenFabrics software – Kevin Moran
2. OFA deliverables and training – Rupert Dance
3. Storage at a distance – Paul Grun
4. PGAS languages – Bill Boas
5. Exascale – Jim Ryan

* Discussion was also had regarding how the OFA could leverage promotional/recruiting opportunities during the show. The Ketner Group will inquire about these opportunities; i.e, lobby kiosk, etc.

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| **ISC ’13, AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| BoF #1 | Kevin Moran | Abstract to be submitted to MWG for review & finalized by February 8th |
| BoF #2 | Rupert Dance | Abstract to be submitted to MWG for review & finalized by February 8th |
| BoF #3 | Paul Grun | Abstract to be submitted to MWG for review & finalized by February 8th |
| BoF #4 | Bill Boas | Abstract to be submitted to MWG for review & finalized by February 8th |
| BoF #5 | Jim Ryan | Abstract to be submitted to MWG for review & finalized by February 8th |
| Promo Opps | Ketner Group | February 8th |

* + **High Frequency Show, June, 24-25 Chicago, IL**.
* The Ketner Group reported that a Bronze sponsorship opportunity was available to the OFA. Bronze level sponsorship @ $7,500 includes:
* 20 minute speaking opportunity
* 6 x 10 booth space
* Signage on promotional materials and at event
* Discussion was had regarding the pros & cons of committing to the sponsorship.
* It was agreed upon, at this time, that this level of commitment would not be the best use of OFA resources.
* There is interest in pursuing a speaking only opportunity. The Ketner Group will look into this option.

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| **High Frequency Show AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Inquiring about speaking only opportunity | Ketner Group | February 8th |

* **Next OFA~MWG meeting will be held on Friday, February 8, 2013**

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| **Upcoming Event Calendar-** |  |  |
| OFA User Day Workshop | Monterey, CA | April 18-19, 2013 |
| OFA Developer Workshop | Monterey, CA | April 21-23, 2013 |
| International User Workshop | Zurich, Switzerland | May, 2013 |
| ISC ‘13 | Leipzig, Germany | June 17-20, 2013 |