OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 2.22.13

Attendees:

Bill Lee – Mellanox Technologies

Rupert Dance – Software Forge

Catherine Seeds – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 2.22.13 MWG Meeting**

* **User Day / Developer Workshop Updates**
* User Day agenda is near completion.
* Workshop agenda is progressing.
* A Call for Papers went out this week for the Workshop. Submission deadline is March 8.
* Banner ads, for both events, to be placed in the following publications: *insideHPC*, *HPCwire, Datanami,* and *HPC in the Cloud*.

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| **User Day Workshop/Developer Workshop AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Check email distribution lists to ensure that attendees from the last User Day are included in current email blasts. | Rebecca Moran | March 8 |
| Identify additional costs associated with a larger sponsorship room. | Rebecca Moran | March 8 |
| Final agenda/speaker announcement | Ketner Group | March 11 |
| Follow-up email blasts | Ketner Group | March 13& 14 |
| Social media promotions | Ketner Group | Ongoing |

* **Low-Latency Summit Participation Update**
* Received quote for booth space.
* Opportunity for member companies to utilize and share booth.

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| **Low-Latency Summit AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Booth Logistics | Bill Lee/Ketner Group | March 8 |

* **Analyst Outreach Update**
* Ketner Group will compile a list of analysts that the OFA should be reaching out to.

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| **Analyst Outreach AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Compile analyst list | Ketner Group | March 8 |

* **Marketing Contacts Update**
* Progress is being made to finalize list.
* Ketner group to reach out to the PR and Marketing departments of member companies to source additional contacts.

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| **Marketing Contacts AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Finalize/Identify Marketing Contacts | Ketner Group | March 8 |

* **Next OFA~MWG meeting will be held on Friday, March 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 |
| ISC ‘13 | Leipzig, Germany | June 17-20, 2013 |
| International User Workshop | Zurich, Switzerland | September, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |