OpenFabrics Alliance ~ Marketing Working Group

Meeting Minutes – 3.8.13

Attendees:

Bill Lee – Mellanox Technologies

Jim Ryan – Intel

Bill Boas - Cray

Rupert Dance – Software Forge

Catherine Seeds – Ketner Group

Caitlin New – Ketner Group

Rebecca Moran – OpenFabrics Alliance

**Minutes from 3.8.13 MWG Meeting**

* **User Day / Developer Workshop Updates**
* Both agendas are near completion.
* Banner ads, for both events, will continue to be placed in the following publications: *insideHPC*, *HPCwire, Datanami,* and *HPC in the Cloud*.
* Agenda/speaker announcement for Developer Workshop to go out next week.
* Follow-up email blasts to distribution lists to go out next week for both events.
* Contacting Rick Brueckner of *insideHPC* for on-site event press coverage.
* The MWG will be reaching out to member companies for sponsorship opportunities.

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| **User Day/Developer Workshop AR’s** |  |  |
| **AR-** | **Contact-** | **Target Date-** |
| Draft sponsorship benefits and solicitation material | Ketner Group/Bill Lee | March 11 |
| 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**
* It was discussed and agreed upon that we would not be participating in this event.
* **Next OFA~MWG meeting will be held on Friday, March 22, 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 16-20, 2013 |
| International User Workshop | Zurich, Switzerland | September, 2013 |
| SC ‘13 | Denver, CO | November 17-22, 2013 |