



OPENFABRICS
ALLIANCE

MEMBER PR TOOLKIT

GOALS AND PURPOSES

This tool kit serves as a how-to guide for easily accomplishing joint PR goals between the OFA and its member companies, including:



Cross-promotion of the organization and its member companies



Highlighting member company's industry expertise, news and products

MARKETING WORKING GROUP (MWG)

One of the fastest ways to take advantage of the PR/Marketing opportunities that come with your OFA membership is getting involved with the MWG:

- The MWG oversees the marketing, promotional, and event activities of the OFA.
- Communications through the MWG is done using the OpenFabrics list server (lists.openfabrics.org). You can [join the MWG list by visiting the list server](#).
- The MWG meets periodically, which is announced through direct email contact by the chair or press support team. The MWG meets every two weeks, with reminders and agendas announced through direct email contact. The current meeting schedule can be found on the [OFA Calendar](#).

ANNUAL OFA WORKSHOP

Join the Technical Planning Committee

- Shape future OFA Workshop program topics and themes
- Develop collaborative activities to engage attendees
- Contact press@openfabrics.org for more details

Interested in presenting?

- Sign up for the [OFA newsletter](#) to be sure you are up-to-date on all OFA Workshop announcements
- Check the [OFA Workshop](#) pages for any updates on deadlines and additional information on the event



Attention Past/Current Workshop Presenters

- Don't let your technical content's life cycle end at the Workshop, contact press@openfabrics.org for ideas to extend the reach of your Workshop material, such as blogs, webinars and other event speaking opps.

ORIGINAL CONTENT

Showcase your OpenFabrics expertise by:

- Writing on technical topic
 - Guest author an OFA blog post
 - Draft contributed articles and we can help secure placement within notable industry publications
 - Check out the [OFA Blog](#) for ideas
- Hosting an OFA-sponsored webinar
 - Deliver insights on a pressing industry topic to the OFA community
 - Repurpose recent presentations to reach a wider audience, including past OFA Workshop sessions
 - Examples on the [OFA Webinar](#) page



Contact press@openfabrics.org with questions or to brainstorm a viable topic.

EVENTS & SPEAKING OPPS

Showcase your OFA membership at industry events

- Displaying OFA Membership signs at your exhibit space/booth
- Passing out OFA collateral to interested attendees
- Hosting OFA representatives to give organizational updates at your booth stage

Have an interesting topic for an OFA-sponsored session/panel at an industry event?

- Participate in a content download session with the PR team and we'll help develop submissions, slide decks, content reviews, etc.

Contact press@openfabrics.org if you are interested or sign up for the [OFA newsletter](#) to keep an eye out for future OFA industry event presences.

OFA AFFILIATION

Websites / Press Release / Presentations

- **Promote your company's OFA affiliation on your website**

- Draft member statement to be used or modified as needed, example below:

(Insert company name) is a proud member of the OpenFabrics Alliance (OFA) and is dedicated to the advancement of RDMA/Advanced Networks Software solutions.

- **Include OFA messaging in your next news release or product launch**

- Feature an OFA quote in your open fabrics-related announcement

- **Add OFA slides to upcoming event presentations**

- Include pre-drafted OFA slides and technical content in your company presentations/webinars

Contact press@openfabrics.org for access to prepared slides and content, press release procedures.

OFA LOGO USAGE

The logo can be used when creating OFA-related materials such as presentations, marketing collateral, documentation, etc.

Vertical



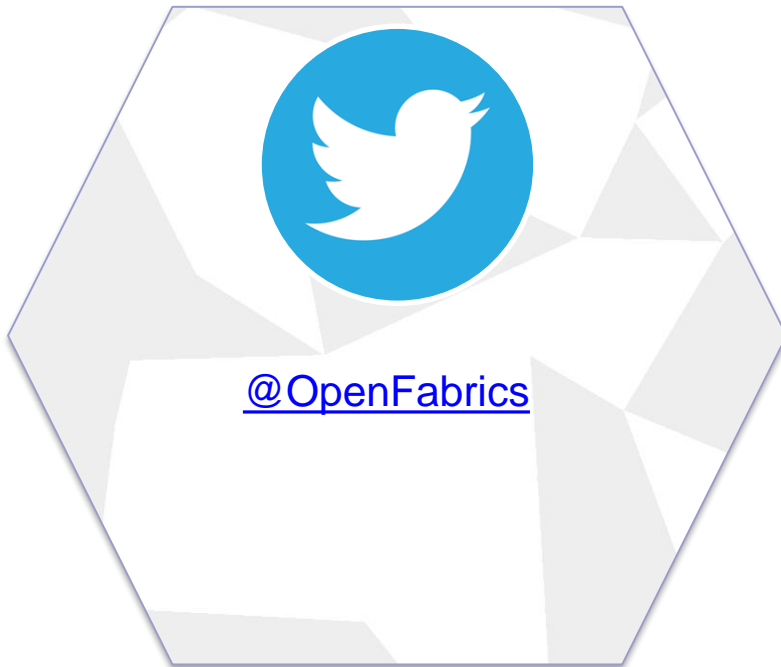
Horizontal



For additional information on logo usage, permissions or special requests, contact press@openfabrics.org.

SOCIAL MEDIA

We encourage members to follow and engage with OFA social media accounts:





OPENFABRICS
ALLIANCE

CONTACT US

OpenFabrics Alliance Press Team

press@openfabrics.org