

SC14 DOE Booth Planning Telecon 7/1/14

BOOTH #1939 (40' x 50')

Dial in info: 866-833-2126; passcode 3333596#

Tuesdays, biweekly: 12pm PT/1pm MT/2pm CT/3pm ET

Email lists:

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Participants:

Beth Cerny, Argonne

Mike McGuigan, Brookhaven

Clemmie Jones, Fermilab

Eric Whiting, Idaho

Jon Bashor, LBNL

Blaise Barney, LLNL

Parks Fields, LANL

Jayson Hines, Becky Verastegui, ORNL

Charity Plata, PNNL

Karen Haskell, Sandy Portlock, Gayle Drake-Kerr, Sandia

Andrew Kail, Savannah River

Agenda:

- Booth design
 - ePosters update, equipment, software and schedule
 - ePoster graphics upload site?
- Booth program
 - Draft participation request form (reference: <https://asc.llnl.gov/sc/SC13participationform.php>)
 - DOE SC Data Science Centers demos (reference: <https://ornlwiki.atlassian.net/wiki/display/DSDSC/DOE+SC+Data+Science+Centers>)
- Communications
 - Internal website (reference: <http://press3.mcs.anl.gov/sc13-internal/>)
 - External website for scdoe.info
 - Theme?
 - Lab overviews
- Misc
 - How to identify booth staff at the show?

Booth design

ePosters update, equipment, software and schedule

Jon will check with Dave Lund of Group Delphi regarding the options for touch screen equipment and software that we might consider. Blaise asked if we should include audio capabilities - it could be useful, but might be distracting. Discussion ideas/comments included:

- Maybe only use on two screens, at opposite ends of the booth?
- Avoid looping talking videos, as they become annoying/distracting
- ORNL has used them in the past in the back side of the booth
- Maybe schedule them on demo stations equipped with audio?
- The ASC booth used "sound domes" in the past, to keep distractions at a minimum
- Consider budget impacts

We will revisit later after we know more about the equipment options

ePoster graphics upload site?

Post telecon update: Kevy Vona of Group Delphi will setup an FTP site for us as she did last year.

Question: can we use the same logos/sim images? Yes - or we can come up with new ones if we'd like. Up to each lab.

Booth program

Draft participation request form (reference: <https://asc.llnl.gov/sc/SC13participationform.php>)

There was general agreement to use something similar again this year. Blaise will update and send out for review. Note that it should include a question about SC Data Science Center demos

DOE SC Data Science Centers demos (reference:

<https://ornlwiki.atlassian.net/wiki/display/DSDSC/DOE+SC+Data+Science+Centers>)

Mike McG. provided an update that these are still evolving, and we should be getting clarification as things progress.

Need confirmation on if they will be in our booth, how many, equipment/network requirements...

We may need to appoint a liaison to their committee to keep in touch?

Mike will ping Pat Dehmer for info. Charity will ping PNNL people and get back to us. Jon will ping Barb Helland in ASCR.

Communications

Internal website (reference: <http://press3.mcs.anl.gov/sc13-internal/>)

Beth will set one up for this year, similar to last year's

External website for scdoe.info

Confirmed that Argonne will host this. Looking for the August time frame to get things going.

Theme?

Using HPC matters - with a play on the word "matters"

HPC matters - DOE matters too

The communications team will meet and come up with ideas.

Lab overviews

Based on feedback from last year's booth visitors, we should provide a concise overview of each of the labs, so people can get an "at a glance" understanding of what we are about. Should be able to dive deeper if desired also. Can be an ePoster and/or a printed brochure.

Discussion points:

- Link to each Lab's home page from a one page/paragraph summary?
 - Nice to have a hard copy at the desk?
 - Only include HPC-related information? Lab-wide information is too broad
 - Eric suggested "by the numbers info graphics? Compute capability of top 500? Number of users, processor hours served, number of R&D awards, etc. Parks: start with a template?
- Eric will get the ball rolling - maybe a google doc and/or put on our internal website.

After the telecon, Eric sent samples/discussion to our list (below)

Sample 'by the numbers' documents:

Something from Indiana University -- I like this style.

<http://imagine.iuf.indiana.edu/archive/fall10/articles/by-the-numbers.html>

INL data -- not really the right metrics, but something like this with HPC sense might work

<http://www.inl.gov/research/by-the-numbers/>

Similar view for ANL -- (old data)

<http://www.anl.gov/community/our-impact>

My goal would be to aggregate the labs into a single impressive graphic. Does anyone have the DOE infographic from last year? I forgot what that looks like, perhaps it could be used. It might be essentially what I'm suggesting.

Some metrics that might be meaningful: (These need adjusting)

- total DOE share of top500 teraflops
- total number of DOE systems in the top500 list
- total number of R&D 100 awards in 2013
- total number of patents
- total number of publications
- total number of employees focused on solving national energy and science problems
- (University engagement metric?)
- total number of SC presentations
-

Misc

How to identify booth staff at the show?

Based on last year's booth visitor suggestions, we need to be easily identifiable as booth staff.

Badges aren't visible enough. Visors or hats are much easier than shirts/vests. Sandy Portlock will check into options and get back to us.

Draft timeline coming soon (Blaise)

Next telecon: July 15