

SC14 DOE Booth Planning Telecon 8/12/14

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: sc14DOEbooth@email.ornl.gov sc14DOEbooth_program@email.ornl.gov sc14DOEbooth_communications@email.ornl.gov sc14DOEbooth_booth@email.ornl.gov	Internal web: http://press3.mcs.anl.gov/sc14-internal/ External web: scdoe.info Participation request form: https://asc.llnl.gov/sc/SC14participationform.php
--	---

Participants:

Beth Cerny, ANL
Mike McGuigan, Brookhaven
Blaise Barney, LLNL
Angelina Trujillo, Dave Modl, LANL
Avi Purkayastha, NREL
Jayson Hines, Jeff Gary, ORNL
Sandy Portlock, Sandia
Kevy Vona, Group Delphi

Action Items Summary:

1. All: upload ePosters, logos, viz images during August
2. Dave Lund will check on pricing/options for a larger featured presenter monitor (up to 80")
3. All: send request to DOE for special exemption for students and postdocs to SC
4. All: work with Karen Haskell on the summary paragraphs for your lab
5. Discuss/confirm final booth design on next telecon 8/26
6. Setup scdoe.info website at Argonne (Blaise/Beth)

Booth Design:

- ePosters Update (Kevy)
 - Group Delphi's Egnyte FTP server is available for uploading your files. Kevy sent everyone the instructions earlier this week.
 - Four ePoster templates are now available on Egnyte in templates folder. Choose 1 of 4 and use that template for all of your ePosters. Can accept multiple formats (see Kevy's instructions).
 - Now is the time to start working on posters! Hoping to get things uploaded by early Sep. Please follow the formats, fonts, guidelines, etc. in Kevy's instructions.

- Suggestion was made to set a hard deadline for ePosters- Kevy provided the ePoster schedule after the telecon.
- ePoster hardware has been decided:
 - 42" ELO touch screen monitors (have audio)
 - Dell Optiplex computers as drivers
- Finalization of booth design - are we done? Jon and Dave Lund were on travel, so we will discuss this on the next telecon.

Booth Program

- Data Science Centers demos: Mike M. said that he's received one email regarding a 1 hr demo with multiple contributors, but no details yet. Heads-up that there may be a problem of receiving multiple participation requests for the same demo. We'll need to keep track of the submissions to prevent accepting the same one more than once.
- Participation request form is ready - we can accept them anytime, but should start recruiting no later than mid-Sep as we did last year.
- Blaise will keep a spreadsheet of all participation requests and distribute to team as done last year.
- Revisited last telecon's discussion on ensuring we wait long enough to give all labs a chance to sign up for participation - not all labs know who's going until later - for example the BOFs notification deadline was rescheduled to Sep 8th. Reviewed booth duty time slots - should not be first come first served, so all labs have an equal chance to participate.

Booth Communications

- Broader Engagement scavenger hunt (Beth): Beth was asked to find out if we wanted to participate in this activity? Jayson recalls lots of students visiting the booth last year as part of the scavenger hunt.
- We just need to decide on a clue/answer. We can also provide prizes for the scavenger hunt winners. Perhaps the labs have computing t-shirts they can give out? Beth suggested she could buy an iTunes gift card. Join the communications telecon tomorrow to contribute ideas. An excerpt from the Broader Engagement invitation is below:

The Broader Engagement (BE) program at SC14 invites exhibitors to participate in the Scavenger Hunt as a means of engaging hundreds of participants at their booths and increasing their brand recognition. The scavenger hunt participants seek the booths that satisfy the clues provided to them, and the top few participants who have the most clues matched, are awarded fabulous prizes. You can participate in two ways:

1. Be a destination in the scavenger hunt.
2. Sponsor a prize for the scavenger hunt winners.

If you would like to volunteer as a destination in the scavenger hunt, please send a clue that will lead the scavenger hunt participants to your booth. The clue should be something that the participants will be able to figure out based on the information presented verbally and/or visually in your booth. Here's an example, and the answer is National Institute for Computational Sciences (NICS): " It's the center that houses the

first Petaflop academic supercomputer/ with utilization numbers that cause others to fear." (Kraken). Have fun with the clue you submit. Prize sponsors can choose to provide gift items or cash rewards or both. Previous year's prizes included iPads, iPods, notebooks, tablets, Kindles, Flip Mino cameras, technology gift baskets, Amazon gift cards, iTunes gift cards, gas cards, etc. The prizes will be attributed to the sponsors with a sticker or a note on the prize, and the sponsors will be acknowledged during the scavenger hunt wrap-up session when the prizes will be awarded. Interested exhibitors should contact Larisse Voufo at lvoufo@google.com as soon as possible but preferably before Monday, September 1, 2014. We look forward to hearing from you!

- scdoe.info public website: Beth and Blaise are in the process of getting this setup at Argonne.

Miscellaneous:

- Registrations: six people have registered for the booth so far. Blaise/Jon will monitor and approve as needed.

Next telecon: Tue Aug 26