



SC16 SCinet Contributor Program Participation Guide

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Introduction

SC16 will once again host one of the most powerful and advanced networks in the world - SCinet. Created each year for the conference, SCinet brings to life a very high-capacity network that supports the revolutionary applications and experiments that are the hallmark of the SC conference. SCinet will link the convention center to research and commercial networks around the world. In doing so, SCinet serves as the platform for exhibitors to demonstrate the advanced computing resources of their home institutions and elsewhere by supporting a wide variety of bandwidth-driven applications including supercomputing and cloud computing. Vendors play a critical role in the planning as well as the operations of SCinet. Without vendors' generous support of time and resources, SCinet cannot build the network. In recognition of this role, SCinet formalized the relationship and introduced the Contributor Program in 2014 to formally create these programs within the conference to increase the visibility of SCinet contributors and their critical contributions to the success of the SC Conference series year after year.

This document seeks to further formalize the relationship between SCinet and its many contributors by documenting our activities, requirements, and expectations along with the benefits of participation. In the following sections you will find the details necessary to fully contribute to SCinet.

SCinet Contributor Program

The SCinet Contributor Program is a framework to recognize the generous donations from our partners with exclusive appreciation within the SC Conference. The program specifically outlines the types of contributions necessary to reach specific levels of benefits. Contribution levels are applicable to equipment, software and service providers that donate time and materials to SCinet.

Loaned Equipment

Loaned equipment refers to physical hardware loaned to SCinet for the duration of Staging through Teardown (***Friday, October 14, 2016 through Saturday, November 19, 2016***) or at other times throughout the year for evaluation and testing activities. Equipment intended for use during the Show must arrive at the designated time (see the logistics section below). The valuation is tied to the ***insured value***, submitted as part of the Bill of Materials (BOM). Please see the detailed requirements associated with the BOM in a later section. Loaned equipment requires Time contributions, defined in the following section.

Software

Software refers to standalone products other than firmware and operating systems required for operation of Loaned Equipment. The software must play a substantive role within the SCinet architecture aligned with one of the teams. The value associated with software loan is based on published pricing rates for the level of software actually used by SCinet prorated for the 4-week term of use. The level accepted by SCinet is up to the discretion of the team utilizing the software in question and approved by the SCinet Chair.

Services

Services are neither loaned equipment or software. Common examples are dark fiber, bandwidth access, colocation services, interconnects, etc. These services may only be donated by the organization owning the

service in question. Services are accepted and valued based on published rates/pricing. The level designated by SCinet is up to the discretion of the team utilizing the service in question and approved by the SCinet Chair.

Time

Time contributions in the form of engineering support for contributed items (hardware, software and/or services) will be calculated using the traditional “FTE” (full-time-equivalent) nomenclature.

Individuals must actively participate in the build and support process in order to meet the requirements. This is not to say that the individual(s) in question cannot work on “day-job” activities, however support for the show is a priority during key times and this must be fulfilled.

Alternative requirements may be used to reach the desired benefit level at the discretion of the SCinet Chair. For instance, it may be possible to consider remote support for provisioning and general troubleshooting. This type of support will **not** meet the **Time** requirement but **may** fulfill the support needs required for the contributed item(s).

The use of a “Term” is an indication of a period of time during which SCinet requires support. The terms can be articulated as the following:

- Planning Operations (planning meetings, telecoms and other related activities culminating before the Staging event)
- SCinet Staging (held at the end of October, 7-10 days)
- SCinet Setup (held the week prior to the show, 7 days)
- SC Show and Teardown

Scholarship Fund

Monies donated to the scholarship fund support SCinet Volunteers who wish to volunteer and contribute to SCinet. Through this Scholarship Fund, awardees will be selected via a competitive SC application process and will receive grants for travel expenses to support and build SCinet. Selected IT professionals from around the globe will have the opportunity to volunteer their skills and expertise with other like-minded and top professionals to create the powerful SCinet architecture. In this instance, vendors do not have control of the selection process, but may recommend/nominate applicants.

Donations to the fund must be declared to the SCinet Chair or Management team no later than **Monday, July 18, 2016**.

Classification Levels

Contributor levels are earned based on the value of equipment, software/services, time and scholarship donations provided. These areas are discussed in the previous sections. Please note the groupings associated with the contributions as they define the framework of meeting the requirements of a particular level. The following table indicates the support required to reach each level. In addition, contributors may augment their contribution to move to the next classification level. This is achieved by making a supplementary donation to the Scholarship Fund at the level indicated in the “Extra Mile” column below. Donations to the Scholarship fund can be used to either offset Time requirements, or earn additional level benefits. See the next section for details.

	OR		OR		Extra Mile ¹ Choose One	
Level	Hardware	Software/Services	Time (Term)	Scholarship	Scholarship	Shirts
Platinum	\$1.5M	\$800K	1 FTE x 4 Terms	\$20K	N/A	N/A
Gold	\$750K	\$400K	1 FTE x 3 Terms	\$10K	\$20K	Button-up
Silver	\$300K	\$200K	1 FTE x 2 Terms	\$5K	\$10K	Polo
Bronze	\$100K	\$50K	N/A	\$2500	\$5K	T-shirt

Benefits

Each classification level provides a set of benefits for the contributor. These are a recognition of the support provided to SCinet in the form of equipment, software and services. For all tiered items listed in the table below, a higher tier represents more prominent placement. Space is generally limited on banners, panels and in presentations. Network connections and other such items are transferrable to other booths upon request.

Benefit	Platinum	Gold	Silver	Bronze
Network Connection ²	Free Connection of Choice	Free 1Gb/s or 10Gb/s	Free 1Gb/s	50% Discounted 1Gb/s
Exhibitor Staff Badges	4	3	2	1
Logo on Banner displayed above NOC	1st Tier	2nd Tier	3rd Tier	4th Tier
Display panel and Logo Placement	Guaranteed NOC placement	NOC or DNOC placement	DNOC or Exhibit floor placement	Exhibit floor placement
SCinet Contributor web page	1st Tier	2nd Tier	3rd Tier	4th Tier
Logo and Mention during SC General Chair's keynote introductory remarks	1st Tier	2nd Tier	3rd Tier	4th Tier
SCinet Interactive Kiosk ³	*	*	*	*
Press Release assistance ⁴	*	*	*	*
SC17 Booth Selection ⁵	*	n/a	n/a	n/a
SC17 Housing and Meeting Space ⁶	*	n/a	n/a	n/a

¹ Allows for a contributor to achieve the next classification level. Either additional donation to Scholarship Fund or shirts meet the requirements.

² Network connection is transferrable to a booth designated by the Contributor.

³ Company and Equipment included and displayed next to SCinet NOC on Exhibit floor.

⁴ As they relate to the current conference year and company contribution(s).

⁵ Early selection of booth space for SC17 with proximity to SCinet NOC (during space selection process at SC16)

⁶ White Glove service for coordinating meeting and housing for qualifying vendor (completed before space selection held at SC16)

Logistics

Insurance

Using the Bill of Materials (BOM) provided by the vendor, SCinet will secure insurance to cover the replacement cost of the equipment loaned by each vendor for period which SCinet has possession of the equipment. It is critical that the BOM be submitted on time and accurately. We use this documentation as the basis for inventory and accounting of received items as well as the inventory operations used for returning the correct materials at the end of the show. The submission of the BOM must include the following details:

1. Name of the vendor
2. Address
3. Contact Name, email and phone number

For each item loaned, we require the following:

1. Part number (P/N) used by the vendor (not a reseller)
2. Description of the part in question
3. Quantity provided
4. Replacement value

The BOMs are due on **Monday, July 18, 2016**. BOMs will be accepted via the logistics@scinet.supercomputing.org mailing list and must include all the details listed above. Submissions will be carefully controlled and not shared outside the needed personnel.

In instances where additional equipment is shipped for replacements or augmentation, updates must be sent to the same list to ensure that we have proper insurance coverage for equipment.

Shipping

Shipping of equipment for use within SCinet must be coordinated with the Logistics team.

Inbound Shipping

The shipping label, see appendix, must be applied to each and every box, envelope, crate, etc. Additionally, tracking information for each shipment must be shared with logistics@scinet.supercomputing.org. This allows the logistics team to identify shipment for routing within the Freeman shipping yard, locate missing items and ensure that all items arrive at the convention center on-time for staging, setup and show. All loaned equipment and other materials must be delivered, using the Freeman label, by **Friday, October 14, 2016**.

Outbound Shipping

In all cases, SCinet will unrack and repack your equipment using the materials used to ship it to us for staging. This will include all late-arriving equipment delivered after the deadline of Friday, October 14, 2016.

It is critical to ensure that your return shipping choices are made by the deadline of **Friday, November 11, 2016**. Changes may be made after the deadline, and will be fulfilled where possible, but cannot be guaranteed. Shipping to residential addresses is complicated due to common carrier restrictions. When designating the destination address, it is recommended to utilize a commercial address.

During the teardown process, once the show ends, there are three options for reclaiming equipment. The common elements required are as follows:

1. Complete and submit the Outbound Shipping Request and submit by 11/11/2016
2. Coordinate outbound logistics with SCinet Logistics team by filling out Freeman paperwork
3. Complete and verify the proper packing of your equipment (optionally completed by SCinet)

Outbound options are as follows:

1. Hand carry - with coordination you may hand carry/roll your equipment back to your booth for shipping with the rest of your company's equipment, once signed out, SCinet insurance no longer covers the equipment
2. Ship by chosen carrier - with coordination, you may choose a private carrier for your shipping needs. Freeman will release the equipment to the carrier when they arrive. Because Freeman owns the logistics for the convention center, private carriers are often a slower choice. SCinet insurance covers the equipment until accepted by the private carrier
3. Ship by Freeman - with coordination, Freeman will organize and ship your equipment to the chosen address(es). SCinet insurance will cover the equipment until delivered to designated destination.

Regardless of your selected shipping method, access to loaned equipment is restricted after the show closes until it has been successfully cleared by our Logistics team. During the duration of our activities (beginning upon receipt by Freeman and terminating with the release of the equipment to the owner, which varies by shipping method) SCinet takes insurance liability for the equipment until this process is completed. Please be patient and understand that we are completing a complex process that cannot be rushed.

Visibility

Logos

High-quality (vector scalable) logo images are used on our banners, panels, press releases and web presence. Timely access to vendor logos allows us to design visual branding which provides the highest visibility to our contributors. Images must be submitted no later than **Monday, August 15, 2016** via the following link:

<https://www.dropbox.com/request/piToJJzkia3BgGldScqv>

Failure to submit your logo will result in exclusion from the banners, panels, press releases and web presence. See the File Format section that follows for details on acceptable options.

Kiosk

The kiosk is an interactive tool to further educate the exhibitors about vendor participation as well as equipment roles and activities. It is implemented with a large touch-screen located at the NOC stage. It is backed with an extensive database of images and information related to the hardware and configuration of the SCinet network. The information in the database is created from information provided directly by the contributors.

In order to provide the best experience, we ask that all images and text be submitted by **Monday, August 15, 2016**. This allows our kiosk team to create and test the tool to ensure proper operation. Failure to meet this deadline will result in stock images being inserted and no pop-up information being available to exhibitors and visitors. Information about loaned equipment, software and services can be submitted via the following link:

<https://www.dropbox.com/request/Fs5mMP88AOllwxRGWz4A>

We will require the following information to prime the database:

- images of loaned equipment (switches, routers, appliances, servers, etc.)
- text-based description of their role, operational specifics and marketing details
- links to online resources that can be followed for more information
- indication of booth where more information can be found on the show floor

On **Wednesday, October 26, 2016**, we ask that contributors review the presented material, allowing enough time to make small adjustments before the kiosk is unveiled to the conference.

See the File Format section that follows for details on acceptable options.

Shirts

SCinet polos, t-shirts and button-ups are another way to publicize a contributor's participation. SCinet will provide the following details:

1. SCinet Logos and thread colors (these are non-negotiable)
2. Sizes and quantities
3. Restrictions on logo placement
4. Historical size baselines for planning purposes

Shirt elections are due no later than **Monday, August 15, 2016**; SCinet will provide the shirt size quantities to the vendors who have elected to donate shirts no later than **Friday, September 2, 2016**. Delivery is required by **Friday, October 14, 2016** using the same logistics and labels as loaned equipment.

Once received, the shirts will be sorted and provided to SCinet team members. Coordinated schedule of use will be provided prior to show week. Preference on shirt selection for particular days will be accepted. Conflicts over days will be broken by contributor level and decided at the discretion of the SCinet Chair.

File Formats for Submission

It is extremely important to submit your organization or company logo in a format appropriate for scaling up. The preferred file formats are the vector formats listed below. The raster formats are acceptable only if the logo is developed for a large-scale printout. Graphics submitted in a compressed raster format will be rejected and will not be included in the banner. See the table below for clarity. Vector images are preferred.

Extension	Description	Type
EPS	Encapsulated PostScript	Vector
AI	Adobe Illustrator	Vector
CDR	Corel Draw	Vector
CMX	Corel Presentation	Vector
JPG/JPEG	JPEG	Raster
TIF/TIFF	Tagged Image File Format	Raster
CPT	Corel Photo Paint	Raster
PSD	Adobe PhotoShop	Raster
PNG	Portable Network Graphics	Compressed Raster
GIF	Graphical Interchange Format	Compressed Raster
BMP	Bitmap	Compressed Raster

Any formats not listed above will not be accepted.

Deadline Quick Reference

- BOMs Due: Monday, July 18, 2016
- Scholarship Fund Donation Declaration: Monday, July 18, 2016
- Intention to provide Shirts: Monday, August 15, 2016
- Kiosk submissions: Monday, August 15, 2016
- Logos Due: Monday, August 15, 2016
- Shirt Sizes and Quantities Released: Friday, September 2, 2016
- Loaned Equipment Delivery for Staging: Friday, October 14, 2016
- Shirt Delivery: Friday, October 14, 2016
- Kiosk Review: Wednesday, October 26, 2016
- Outbound Shipping Paperwork Due: Friday, November 11, 2016
- Freeman Outbound Shipping Date: Saturday, November 19, 2016

Appendix A: Shipping Label

In order to allow for sorting, the label should be printed in its original color scheme. Alternatively, it may be printed with black text on a blue paper.

<div>FREE MAN</div> <div>RUSH</div> <div>DO NOT DELAY</div> <div>TO: _____</div> <div>LOCATION/AREA</div> <div>C/O FREEMAN/BTX-Logitrans 3775 W California Ave STE 300 Salt Lake City, UT 84104</div> <div>MUST ARRIVE BY OCTOBER 14, 2016</div> <div>SC16</div> <div>SCINET BOOTH 3000 MATERIAL</div>	<div>FREE MAN</div> <div>RUSH</div> <div>DO NOT DELAY</div> <div>TO: _____</div> <div>LOCATION/AREA</div> <div>C/O FREEMAN/BTX-Logitrans 3775 W California Ave STE 300 Salt Lake City, UT 84104</div> <div>MUST ARRIVE BY OCTOBER 14, 2016</div> <div>SC16</div> <div>SCINET BOOTH 3000 MATERIAL</div>
<div>THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE. PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY. IF MORE LABELS ARE NEEDED COPIES ARE ACCEPTABLE.</div>	