

## SC09 planning: Reference information for CD leadership 7/10/09

CD-doc-3263

- Objectives of Fermilab's presence at SC09:
  1. Build and nurture relationships with funding agency representatives, vendors, computing/scientific people from universities and other national labs, and interested public.
  2. Foster an interest, respect and appreciation for Fermilab's computing and scientific work among same groups as above, and highlight the role the Computing Division plays in Fermilab's mission.
  3. Encourage collaborative relationships between Fermilab and other research institutions.
  
- Themes for booth displays
  1. Primary
    - > Data storage, data transfer, simulation, data analysis, networking
  2. Secondary
    - > education, collaboration, future technology challenges
  
- Booth design and preliminary staffing plan to achieve objectives:
  1. The booth is intended primarily as a meeting place, and will simultaneously seat two separate groups of 4-7 people comfortably for meetings. It will also feature a remote meeting booth.
  2. We are asking CD personnel to set up meetings in advance, reserving one of these meeting areas for particular time slots. SC09 team will help: provide sw tool for scheduling meetings, etc.
  
- CD personnel needed
  1. Subject matter expert for each theme: to work with SC09 team and booth design vendor to prepare content for displays
  2. People to attend SC09 to staff booth, and discuss themes with visitors
  3. CD leaders who want to meet with funders, vendors, colleagues, etc. at SC09: to plan ahead and schedule meetings so as to maximize usefulness of booth and of Fermilab's presence overall. Personnel who don't wish to travel can meet via video link up.
  
- Timeframes
  1. RFP for booth design sent July 10; we expect bidders to start requesting meetings and information during week of July 13. Proposals from bidders due August 7.
  2. SC09 team to identify FNAL subject matter experts by ~20 July
  3. SC09 team needs access to experts within next four-six weeks to develop content and to inform bidders on design. Estimated commitment for each expert: two to three 1 hour meetings, and a short,

informal document about theme. May need some effort to help develop content (time commitment depends on content).