

XCHANGE AMERICAS

XPloring Opportunities, Making Connections



AUGUST 22-25, 2010 • DALLAS, TX www.xchangeamericas.com

7:00			
:30	Cloud Computing Bootcamp	Solution Provider Breakfast	Solution Provider Breakfast
8:00			
:30	Private Vendor Pre-Event Workshops	General Session: Channel Transformations	General Session: Insights from an American Entrepreneur
9:00			
:30		Speed Networking	Boardroom Appointments
10:00			
:30		Vendor Keynote: EMC	Tech Symposium: (Juniper & Lenovo)
11:00		Boardroom Appointments	Build a \$100M VAR Organization (P) Cloud Marketing 101 Public Sector & Healthcare Verticals
:30			
12:00			
:30		Lunch	XChange Xcellence Awards Luncheon
1:00			
:30		Boardroom Appointments	
2:00			
:30			
3:00	Solution Provider Orientation	Tech Symposium: (Oracle & Zenith Infotech Ltd)	
:30	General Session: Gaining Competitive Advan.	Solutions Pavilion Reception	Solutions Pavilion
4:00			
:30	Keys to Effective Sales Recruiting (P) Midmarket-CIO Perspectives Managed Services- Recurring Revenue		Effective Marketing Investment (P) Women of the Channel Virtualization- Storage Perspective
5:00	Vendor Keynote: Microsoft	Make Any Employee a Superstar (P) IT Security: The Next Big Thing! Networking- Voice, Video & Data	Demo Rooms
:30			
6:00	Boardroom Appointments	Tech Symposium: (Panasonic & Xerox)	Women of the Channel Reception
:30			
7:00		Demo Rooms & Latin American Private Reception	Pre ARC Cocktail Reception
:30	Solutions Pavilion Reception		
8:00			ARC Awards
:30			
9:00	Demo Rooms		
:30			
10:00		Midnight Munchies	After Dinner Party
:30			
11:00			
:30			