

XChange Americas – Cloud Computing Boot Camp

August 22, 2010

Gaylord Texan, Dallas, TX

The XChange Cloud Bootcamp is designed for solution providers seeking a refresher course on Cloud Computing Technologies along with a deep dive on how to build cloud solutions and services.

It never hurts to review the basics to make sure your business is on track, but this exclusive XChange Bootcamp is designed to help solution providers understand the IT industry's most impactful trend from the perspective of their peers, leading vendors and industry experts. Attendees will walk away with the knowledge they need to understand how to deliver cloud solutions, build and acquire cloud skills and make the strategic investments necessary to meet the growing demand from customers of every size.



Agenda	
7:30 AM – 8:15 AM	Networking Breakfast/Tabletops
8:20 AM - 8:50 AM	Tiffani Bova, <i>VP Gartner</i>
9:00 AM - 9:20 AM	Vendor Keynote
9:25 AM - 9:45 AM	Vendor Keynote
9:45 AM - 10:15 AM	Networking Time /Tabletops
10:15 AM - 10:45 AM	Amy D. Wohl, Editor, <i>Amy Wohl's Opinions</i>
10:55 AM - 11:40 AM	Vendor Panel - Gold sponsors
11:50 AM - 12:20 PM	View from a VAR
12:30 PM - 12:50 PM	Vendor Keynote
1:00 PM - 1:20 PM	Vendor Keynote
1:20 PM - 2:00 PM	Lunch/Tabletops

"I thought this cloud computing boot camp was the most informative part of the show for a lot of us. I think a lot of people were disappointed they missed it."

~ **Christopher Gologanoff, Business Development, NetGain Information System**

For information and details on XChange Americas please contact
Brad Rolfe, National Sales Director 415-947-6229 or brad.rolfe@ec.ubm.com



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Cloud Computing Boot Camp

Platinum Package: \$35,000

Includes:

- Interactive sessions with 50 key Solution Providers who are actively implementing and deploying Cloud Computing solutions for their customers
- 20 minute address to discuss company's value proposition in the Cloud Computing space
- One tabletop at the Cloud Computing Boot Camp
- Company executive column in the Show Daily for vendor perspective on Cloud Computing
- Four registration passes to the Cloud Computing Boot Camp
- One 10x10 booth in the Solutions Pavilion at XChange Americas
- 100 word write up in the event conference guide
- Solution Provider database supplied two weeks prior to event (including company demographics and contact information)

Gold Package: \$20,000 (4 available)

Includes:

- Interactive sessions with 50 key Solution Providers who are actively implementing and deploying Cloud Computing solutions for their customers
- Seat on the panel – moderated discussion during the boot camp led by Robert DeMarzo
- One tabletop at the Cloud Computing Boot Camp
- Four registration passes to the Cloud Computing Boot Camp
- 100 word write up in the event conference guide
- Solution Provider database supplied two weeks prior to event (including company demographics and contact information)

Silver Package: \$12,500

Includes:

- Interactive sessions with 50 key Solution Providers who are actively implementing and deploying Cloud Computing solutions for their customers
- One tabletop at the Cloud Computing Boot Camp
- Two registration passes to the Cloud Computing Boot Camp
- 100 word write up in the event conference guide
- Solution Provider database supplied two weeks prior to event (including company demographics and contact information)

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