

vmworld® 2014

Owning VMworld - 2014

A FEW LOGISTICS:

- Pick up your badge at the **VMworld 2014 – Moscone West registration** desk during open registration hours:
 - August 23 - 1:00PM - 5:00PM
 - August 24 - 9:00AM - 7:00PM
 - August 25 - 7:00AM - 6:00PM
 - August 26 - 7:00AM - 6:00PM
 - August 27 - 7:00AM - 8:00PM
 - August 28 - 8:00AM - 3:00PM
- **Business Centers:** Located in each building
 - Moscone South** - Lower Level, adjacent to the entrance of Hall C
 - Moscone North** - Lower Level, under escalators, adjacent to Room 130
 - Moscone West** - Lobby Level, near the Howard Street Entrance
 - Moscone Center Facility Services**
 - facilityservices@moscone.com
 - Phone: 415-974-4080 FAX: 415-974-4065
- **Lost and Found:** Visit Reception Desk
- Wi-fi will be available at VMworld. Look for network information when you arrive.

VMWORLD BY THE NUMBERS:

- 22,000 people attending
- 429 sessions (Breakout Session, Hands-on Lab, Panel Session, Solutions Exchange, Theater Booth)
- 629 different speakers
- 220 exhibitors

CUSTOMER APPRECIATION PARTY:

- **Wednesday, August 27 at Yerba Buena Gardens** – Often regarded as one of the highlights of VMworld, attendees can unwind with global cuisine, local microbrews and cirque entertainers. And don't forget about the evening's headliner, **The Black Keys!** They take stage at 8:30 p.m. in Hall D. The show will also be featured on a live feed 30' video wall in the Yerba Buena Gardens.



GENERAL INFORMATION:

- Plan your days with the **VMworld 2014 Schedule Builder tool**: <https://www.vmworld.com/schedulebuilder-login.jspa>.
- But before you use the tool, do some research by browsing through the content catalog: <https://vmworld2014.activeevents.com/connect/search.wv>
- Visit EvolveIP in the Service Provider Pavilion, Booth #334**
- Follow **#VMworld** on twitter and join the conversation. Throughout the show you'll get real-time tips on the happenings and can connect with peers.
- Two words: **Hall Crawl**. It's like technology speed dating with free booze. On **Tuesday, August 26 from 4:30-6:00** in the Solutions Exchange (aka – the show floor), get a chance to visit a ton of different vendor booths, many of which will be serving beer and other drinks. This really is one of the busiest times on the show floor and great if you want to get a little information about a lot of technologies. Use your time during the Hall Crawl to do quick stop bys and arrange time to have longer conversations with vendors or schedule demos on Wednesday.
- Solutions Exchange Hours:**
 - Sunday, August 24 - 4:00PM – 7:00PM (Welcome Reception)
 - Monday, August 25 - 11:00AM - 6:00PM
 - Tuesday, August 26 - 11:00AM - 6:00PM
 - Wednesday, August 27 - 10:00AM - 5:00pm
- If you're getting to San Fran early, consider registering for the **VMworld 5K Fun Run/Walk** located at Crissy Field in the Golden Gate National Recreation Area. Take in the city sites while getting some exercise and supporting two great causes. It's a feel good trifecta!
- Charities include:**
 - **Inveneo**: Deliver the tools of technology – sustainable computing and broadband – to those in need in developing countries
 - **BUILD**: Addresses the crisis around high school dropouts with hands-on entrepreneurship training and college preparation programs

For more information visit: <http://download3.vmware.com/vmworld/2014/downloads/fun-run-info.pdf>

Evolve IP is an award-winning VMware Enterprise Partner and EMC Cloud Provider

• Already in the cloud?

Let's discuss our award-winning EMC / VMware Disaster Recovery as a Service (DRaaS) solution

• Want to move to the cloud?

We've helped over 1,000 companies in North America deploy cloud services from data centers to desktops to IP phone systems

• Are you a VAR or MSP and have clients that want to move to the cloud?

Work with us and gain added commissions plus quota retirement from VMware, EMC and Cisco.

Breaking News! We just released our 2014 Cloud Services Survey of 1,250+ cloud decision makers. Stop by the booth for the survey results and infographic!

Cloud of Dreams

The Adoption of Cloud Services - 2014



LOCAL TIPS FOR HOT BARS AND RESTAURANTS

- **Local Edition** – Look for storefront with a clock and a typewriter in the window display for this speakeasy-esque bar.
- **Press Club** – A high-end wine bar and lounge very close to Moscone Center, Press Club will deliver for your fix of California reds.
- **Novela** – Go for the cool atmosphere and stay for the unique and delicious cocktails at Novela, about a 15 minute walk from Moscone.
- **Sens** – For an instant transport to the sun-drenched Mediterranean, check out Sens. It's well worth the bus ride down to the Embarcadero.
- **Tropisueño** – If a day of networking gets you hungry, Tropisueño offers yummy Mexican food nearby.
- **Roy's** – Two blocks from Moscone, Roy's offers Hawaiian fusion cuisine and an Aloha Hour.
- **The Salt House** – New American cuisine located in a refurbished printing press warehouse, about a 15 minute walk from Moscone.
- **Thirsty Bear Brewing** – Grab some colleagues and head upstairs at Thirsty Bear for billiards and beers.
- **Jamber** – Wine in kegs, need we say more?

GET CERTIFIED

- In today's IT environment, it's often not enough to know how to use the latest technologies. Virtualization professionals stand out when they can prove they add real value through virtualization and automation projects.
- Becoming a VMware Certified Professional (VCP) or VMware Certified Advanced Professional (VCAP) is more than adding a few letters to the end of your name on LinkedIn – businesses consider the certification a real differentiator. VMware offers 50% off certification exams at VMware. For more information or to register, visit: <http://www.vmworld.com/community/conference/us/learn/training#1>
- **Certification Exam Center & Lounge Location**
Moscone South - West Mezzanine
Certification Lounge (RM 262), Exam Room (RM 270-276)
- **Certification Exam Center Hours:**
 - Sunday, August 24 - 10:00AM - 6:00PM
 - Monday, August 25 - 10:00AM - 6:00PM
 - Tuesday, August 26 - 10:00AM - 6:00PM
 - Wednesday, August 27 - 10:00AM - 6:00PM
 - Thursday, August 27 - 8:00AM - 3:00PM

HYPERVISOR TOUR BOOTHS



VMware, Inc.

www.VMware.com

Booth: 1229



Citrix

www.citrix.com

Booth: 1940



KVM

Red Hat

www.redhat.com

Booth: 423



HP

www.hp.com

Booth: 1005



IBM

www.ibm.com/smartercomputing

Booth: 913