

XCHANGE '09

August 17-20, 2009 • Gaylord National • Washington DC



XCHANGE

POCKET AGENDA



United Business Media

Everything
CHANNELevents
Channel. Retail. IT Executive.



EVENTS SCHEDULE

MONDAY, AUGUST 17, 2009

8:00 am - 12:00 pm See Individual Appointment Schedule

Pre-event Workshops

Sponsored by: IBM, Redhat, Samsung Printers & Xerox

(Select Attendees Only)

11:30 am - 7:30 pm. Potomac Ballroom Foyer

Registration Open

12:00 pm - 2:00 pm 2nd Floor—Convention Level
(across from Cherry Blossom Foyer)

Demo Rooms Open & One-on-Ones Meetings

2:00 pm - 2:45 pm Potomac Ballroom C

Solution Provider Orientation

Sponsored by: Websense

Speaker: David Roberts, Senior Vice President, America Sales, Websense

2:30 pm - 6:30 pm. Exhibit Hall C

Exhibitor Set-up



EVENTS SCHEDULE

3:00 pm - 3:15 pm Potomac Ballroom A

Everything Channel Events Opening Remarks

Nancy Hammervik, Senior Vice President, Everything Channel

3:15 pm - 4:00 pm Potomac Ballroom A

General Session

RE-BOOT / RE-NEW: Building a Solution Provider Business That Can Thrive in the New IT Channel

Speaker: Ryan Morris, Senior Director, IPED, Everything Channel

4:15 pm - 5:00 pm Potomac Ballroom A

IBM World Premiere

Partnering to build a smarter planet

5:15 pm - 6:30 pm See individual appointment schedule

Private Boardroom Appointments

6:45 pm - 7:45 pm Potomac Ballroom A

Tech Symposium

Sponsored by Panasonic & Symantec

*Presenters: Greg Davidson, Senior Business Development Manager
for Healthcare, Panasonic*

Randy Cochran, Vice President, Channel Sales, Symantec



EVENTS SCHEDULE

7:45 pm - 9:30 pmExhibit Hall C
Solution Pavilion Opens/Reception & One-on-One Meetings

9:30 pm - 11:30 pm National Harbor 10
D&H Midnight Munchies

TUESDAY, AUGUST 18, 2009

7:00 am - 5:30 pm Potomac Ballroom Foyer
Registration Open / Assistance Desk Open

7:45 am - 8:30 am Potomac Ballroom C
Solution Provider Breakfast
(Solution Providers Only)
Sponsored by SonicWALL

8:40 am - 11:25 am See individual appointment schedule
Private Boardroom Appointments



EVENTS SCHEDULE

9:00 am - 9:45 am Chesapeake 5

Vendor Content Session

Maximizing Service Revenues

10:00 am - 10:45 am Chesapeake 5

Vendor Content Session

Managing, Measuring, And Optimizing Sales And Marketing Performance

11:30 am - 12:15 pm Potomac Ballroom A

EMC/RSA World Premiere

Building for the Future: Efficiently Maximizing the Power and Protection of Information

Speaker: Pete Koliopoulos, Vice President, Global Channel Communication and Alliances, EMC

12:00 pm - 1:00 pm Chesapeake 10-12

Vendor Luncheon

(By invitation only)

Sponsored by MarketStar



EVENTS SCHEDULE

12:15 pm - 1:00 pm Potomac Ballroom C

Solution Provider Luncheon

(Solution Providers Only)

Sponsored by ConnectWise

1:15 pm - 2:00 pm Potomac Ballroom A

General Session

Sprout, Recognition of Innovative Technology Startups

Sponsored by Cisco

2:00 pm - 4:00 pm Exhibit Hall C

Solutions Pavilion Open & One-on-One Meetings

4:15 pm - 5:15 pm Potomac Ballroom A

Tech Symposium

Sponsored by Oracle and Xerox

Presenters:

Dale Weideling, Vice President, VAR/VAD Technology Channel Sales, Oracle

Paul Herman, Manager, Services Platforms, Xerox

5:30 pm - 6:15 pm Potomac Ballroom A

Microsoft Keynote

Harness the Power

Speaker: Eric Martorano, Director, Partner Strategy & Satisfaction, Microsoft



EVENTS SCHEDULE

6:15 pm - 7:30 pm 2nd Floor—Convention Level
(across from Cherry Blossom Foyer)

Demo Rooms Open and One-on-Ones

6:30 pm - 8:00 pm Potomac Ballroom C

Channel Chiefs Executive Briefing

(By invitation only)

Sponsored by Brother, Fujitsu, IBM, Novell, Sungard and Symantec

WEDNESDAY, AUGUST 19, 2009

7:00 am - 5:30 pm Potomac Ballroom Foyer

Registration Open / Assistance Desk Open

7:30 am - 8:15 am Potomac Ballroom C

Solution Provider Breakfast

(Solution Providers Only)

Sponsored by Juniper Networks

WEDNESDAY, AUGUST 19, 2009

8:30 am - 9:30 am Potomac Ballroom A

General Session

Social Networking: How to Make the Business Connection

Speakers: Robert Faletta, CEO, Everything Channel

Andrew McAfee, Principal Research Scientist, MIT

9:30 am - 3:30 pm Potomac Ballroom D

IPED Channel Leadership Forum

(By Invitation Only)

9:45 am - 11:20 am See individual appointment schedule

Private Boardroom Appointments

9:45 am - 10:30 am National Harbor 15

Vendor Content Session

Demand Generation:

Building Your Partner Pipeline and Increasing Sales



EVENTS SCHEDULE

10:45 am - 11:30 am. National Harbor 15
Vendor Content Session

Meet The Editors 11:30 am - 12:15 pm Potomac Ballroom A

HP World Premiere

Make it Count with HP: Leveraging the power of partnership for success

Speaker: Adrian Jones, Vice President & General Manager, HP

12:15 pm - 1:15 pm Potomac Ballroom C

Solution Provider Luncheon

(Solution Providers Only)

Sponsored by McAfee

1:30 pm - 3:05 pm See individual appointment schedule

Private Boardroom Appointments

3:05 pm - 4:30 pm Exhibit Hall C

Solutions Pavilion Open & One-on-One Meetings

WEDNESDAY, AUGUST 19, 2009

4:45 pm - 5:30 pm 3 Concurrent Sessions

(1) Women in Technology Potomac 1

Sponsored by Cisco, IBM, Epson and NetApp

Moderator: Rauline Ochs, Senior Vice President & Managing Director, IPED, Everything Channell

Panelists: Pam Rocco, Senior Manager, Commercial Channel Marketing, Epson

Wendy Bahr, Senior Vice President, US & Canada Channels, Cisco

Julie Parrish, Vice President, Global Partner Sales, NetApp

Gale Brown, Vice President, Business Partner Sales—General Business, IBM

(2) Telecommunications Potomac 3

Moderator: Jenn Follett, Managing Editor, Everything Channel

(3) Channel Challenge: Selling into the New SMB Market . .Potomac 5

Speaker: Ryan Brock, Director of Consulting, IPED, Everything Channel

4:30 pm - 6:30 pm Exhibit Hall C

Exhibitor Breakdown



EVENTS SCHEDULE

5:30 pm - 6:30 pm
2nd Floor—Convention Level
(across from Cherry Blossom Foyer)

Demo Rooms Open and One-on-One Meetings

6:00 pm - 7:00 pm
Potomac 1 Foyer

Women in Technology Reception
(By Invitation Only)

7:00 pm - 7:30 pm Potomac Ballroom Foyer
Pre-ARC Cocktail Reception
Sponsored by Cisco, IBM, Lenovo, Samsung & Toshiba

7:30 pm - 10:00 pm Potomac Ballroom A
Annual Report Card Awards Gala

10:00 pm - 11:30 pm Potomac Ballroom C
Cisco Lounge
Sponsored by Cisco



EVENTS SCHEDULE

THURSDAY, AUGUST 20, 2009

7:30 am - 12:00 pm Potomac Ballroom Foyer
Registration / Assistance Desk Open

8:00 am - 8:45 am Potomac Ballroom C
Solution Provider Breakfast
Sponsored by Fujitsu

9:00 am - 9:45 am Potomac Ballroom A
Dell World Premiere
Speaker: Gregory Davis, Vice President and General Manager, Dell

10:00 am - 10:45 am 3 Concurrent Sessions

(1) Windows 7 Potomac 1
Speaker: Ed Moltzen, Managing Editor, CRN Test Center, Everything Channel

(2) Next Generation Services: A Path to Profitability . . . Potomac 3
Speaker: Ryan Morris, Senior Director, IPED, Everything Channel

(3) Reinventing Yourself During Tough Times Potomac 5

Moderators: Steve Burke, Editor/News, Everything Channel

Jenn Follett, Managing Editor, Technology, Everything Channel

11:00 am - 11:45 am Potomac Ballroom A

General Session

CIO Panel

*Moderator: Robert C. DeMarzo, Senior Vice President/Editorial Director,
Everything Channel*

Panelists: Ed Eskew, CIO, Bernard Chaus Inc.

Richard Malaise, Vice President/CIO, NADA

Marie Roof, Senior Vice President of IT, Vibra Health Care

11:45 am - 12:15 pm

Hotel Check-Out

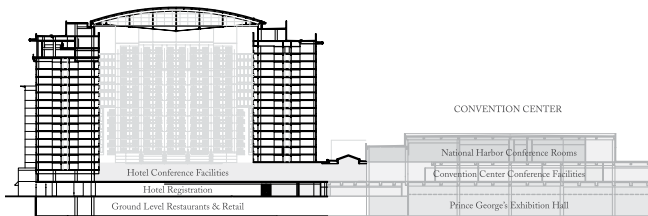
12:15 pm - 1:30 pm Potomac Ballroom C

XCeillance Awards Networking Luncheon / One-on-One Meetings

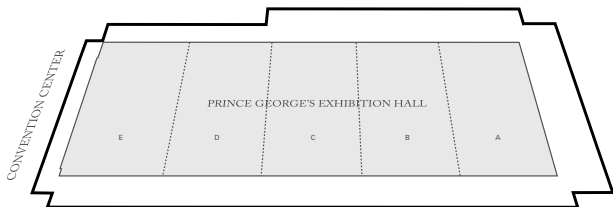
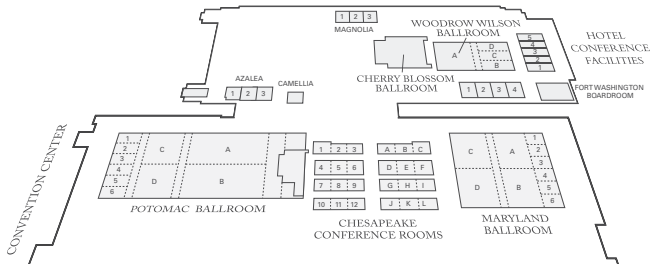
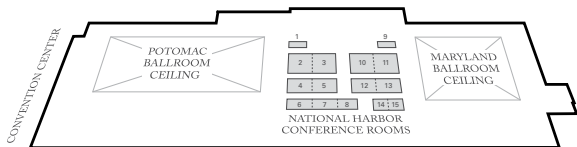
EVENTS SCHEDULE



Gaylord National Meeting Rooms

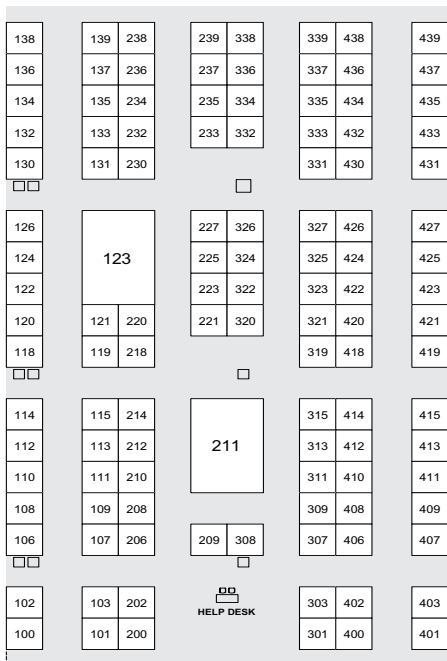


EVENTS SCHEDULE



SOLUTIONS PAVILION LOCATION

The Solutions Pavilion is located in Prince George's Exhibition Hall, Ground Level



EVENTS SCHEDULE

SOLUTIONS PAVILION EXHIBITORS

Monday, August 17	7:45 p.m. - 9:30 p.m.
Tuesday, August 18	2:00 p.m. - 4:00 p.m.
Wednesday August 19	3:05 p.m. - 4:30 p.m.

The following companies are exhibiting in the XChange Solutions Pavilion:

Vendor	Booth#	Vendor	Booth#	Vendor	Booth#
Anoto	100	ESET	402	Novell	410
ASCII	412	Everything Channel – Marketing	237/239	Oracle	327
APC	103	Everything Channel – SPROUT Cafe	211	Own Web Now	413
AutoTask	418	EverythingChannel – Test Center	233/235	Panasonic	218
Belkin	320	Fujitsu	202	Panda Security	110
Brazil IT	232/234	HP	301/303	PartnerPedia	426
Buffalo Technologies	102	IBM	206/208	RedHat	415
CA Recovery	319	Ingram Micro	423/425	Samsung	324/326
Canonical	427	Intermedia	332/334	ScanSource	210/212
ConnectWise	308	Intronis	410	Secureworks	114
Consonus	101	Juniper	406	SonicWall	223
Coyote Point	227	Kaseya	407	Sunbelt Software	419
Cymphonix	313	Kaspersky	220	Sungard	221
D-Link	106	Level 3	325	SYNNEX	123 Island
D&H	109/111/113/115	Level Platforms	400	Tech Data / Tech Edge ..	414
Data Robotics	315	LG	107	Toshiba	309/311
Dell	209	MSP Partners	322	UniPrint	118
Digium	409	MTC	321	V-Tech	408
Dot Hill	108	MX Logic	331	Verbatim	411
Eaton	401/403	N-able	225	Websense	214
eFolder	119			WTG	323
EMC/RSA	307			Xerox	200
Epson	230			Zlago	112

EVENTS SCHEDULE

XCHANGE VENDOR DEMO ROOMS

Monday, August 17 12:00 p.m. - 2:00 p.m.

Tuesday, August 18 6:15 p.m. - 7:30 p.m.

Wednesday, August 19 5:30 p.m. - 6:30 p.m.

Location: 2nd Floor- Convention Level- Across Cherry Blossom Foyer

Room Number / Vendor

2013



2027



2024



2006



2018



2021



2019



2000



2022



2023



2016



2025





EVENTS SCHEDULE

2007	 KASPERSKY ^{LAB}	2010	 redhat.
2017	 KERIO	2026	 SONICWALL [®]
2015	 LEXMARK	2009	 SOPHOS
2014	 LG	2020	 symantec.
2012	 McAfee [®]	2008	 ViewSonic [®] See the difference [®] 
2011	 OnForce		

