

# EMPOWER 2018 GLOBAL CONFERENCE

VMware's elite technical event for Partners

## VMware EMPOWER 2018 Global Conference

### Q. What is EMPOWER?

Based on partner feedback, we have made a programmatic change to VMware Partner events, beginning this year. EMPOWER 2018 Global Conference is a stand-alone partner-only event that will replace Partner Exchange, previously held at VMworld.\* **EMPOWER** provides in-depth technical content and training on how to deploy VMware solutions for your customers.

### Q. When is it?

A. EMPOWER 2018 Global Conference is taking place April 16-19, 2018, at the Omni Atlanta CNN Center, in Atlanta, GA.

### Q. Who should attend?

A. This invite-only event aims to bring together VMware's global technical partner community to access the latest training, certifications, and accreditations needed to successfully design and deploy VMware solutions.

### Q. Where do you register?

A. Partners pre-approved to attend will receive an email invitation from their VMware representative or the VMware Partner Network team.

### Q. When will registration open?

A. Registration opened mid-February

### Q. How much does it cost?

A. \$1,750 per partner attendee. Eligible Development Fund partners can request reimbursement for the conference pass fee via VMware's Partner Rewards Development Fund tool.

### Q. What is the best airport to fly into?

A. The best and closest airport to fly into is the Atlanta, GA. International Airport (ATL) <http://www.atl.com/>. The airport is located about 11 miles from the Omni Atlanta Hotel @ CNN Center.

### Q. What hotel will the conference take place at?

A. The conference will take place at the Omni Hotel Atlanta @ CNN Center located in the heart of downtown Atlanta. To take advantage of the discounted conference rate, please be sure to make your hotel reservation through the event registration website. <https://www.omnihotels.com/hotels/atlanta-cnn-center>

### Q. What attractions are there in downtown Atlanta near the Omni Hotel?

A. To view a list of attractions near the Omni Hotel, please visit the hotel website at: <https://www.omnihotels.com/hotels/atlanta-cnn-center/things-to-do/area-attractions>

### Q. When should I arrive and depart Atlanta?

A. It is recommended attendees arrive on Monday, April 16, so they can attend the evening welcome reception (starting around 6:30 PM). Suggested departure is Thursday, April 19, after all the sessions are over (around 4:30 PM).

## VMware EMPOWER 2018 Questions

### Q. Have additional EMPOWER event questions?

A. Contact: [EMPOWERinfo@vmware.com](mailto:EMPOWERinfo@vmware.com)



vmware® PARTNER NETWORK

## EMPOWER 2018 GLOBAL CONFERENCE

VMware's elite technical event for Partners

### Partner Exchange @ VMworld

**Q. What about Partner Exchange @ VMworld?**

- A. Partner Exchange which has been held at VMworld for the past several years will no longer offer in-depth technical enablement content. VMworld is still the place to go with your customers, for four and a half days of in-depth learning, networking and meeting a broader range of VMware executives and experts. For more information about VMworld, visit [vmworld.com](http://vmworld.com).

