

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?



vmware® PARTNER NETWORK

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A. Contact: EMPOWERinfo@vmware.com

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.

