

HP Technology Forum 2005 and Customer Conference Positioning

2005 HP Technical Customer Conferences At-a-Glance

	HP Software Forum	HP World	HP Technology Forum	ITUG Summit
Date/Location	June 6-10 Denver	Aug. 14-18 San Francisco	Sept. 12-15 New Orleans	Oct. 23-27 San Jose
Target Audience(s)				
<ul style="list-style-type: none"> HP Customers and Partners <i>Enterprise, Public Sector, SMB</i> 	All Corporate and Enterprise Accounts, OVFI members, Management Software Decision Makers, IT Operations Staff and NSP Operations Staff	IT customers and resellers from SMB and Enterprise accounts. Focus is on HP enterprise servers, software and solutions	All Corporate, Enterprise, Public Sector & SMB accounts and customers, IT specialists & technologists, the Encompass community, and others who seek in-depth technical content delivered by leaders and experts in HP technologies	NonStop-focused technologists and decision-makers, ITUG members
<ul style="list-style-type: none"> HP Certified Professionals 	OpenView software-focused HP Certified Professionals	Certification testing will be offered	HP-designated training venue for Enterprise HP Certified Professionals; FREE certification testing for current HP Certified Professionals, discounted testing available for those with no certification	NonStop-focused HP Certified Professionals
<ul style="list-style-type: none"> HP Presales <i>(a.k.a. Solution Architects)</i> 	Presales software specialists	Not applicable	HP-designated training venue for HP Enterprise Presales professionals; most will be invited	Presales NonStop specialists
<ul style="list-style-type: none"> HP Speakers <i>Engineers Developers, Business Unit Leaders, etc.</i> 	Invited to submit session papers (now thru Jan. 14)	20 HP speakers to be determined by HP and Interex	Invited to submit session papers (Dec. 22 – Mar. 21)	Invited to submit session papers (February 2005)
Program Content				
Keynote Speaker	Nora Denzel	Ann Livermore	Ann Livermore, Shane Robison	TBD
Technical breakout sessions	130+ software sessions	20 HP-led; others TBD	400+ sessions	180+ NonStop sessions
Hands-on Workshops	Yes	5 HP-driven labs	200+ lab sessions	TBD
Confidential Disclosure Sessions	Yes	No	Yes	No
Exhibit Hall				
HP's Participation in Exhibit Hall	10 centralized hub areas, featuring extensive display of mngt. SW offerings	900 sq. ft. HP Showcase, HP Premier Sponsorship	100,000+ sq. ft. Technology Exchange Includes a 12,000 sq. ft. HP pavilion	3,000+ sq. ft. HP Showcase

