

## VMworld 2010 Call for Papers Guide

### **About VMworld**

VMworld 2010, hosted by VMware will take place in San Francisco on August 30-September 2 and in Copenhagen on October 12-14.

VMworld is the only event providing unparalleled educational opportunities to professionals in organizations seeking to significantly reduce IT complexity and enable IT as a service through virtualization and cloud computing.

With an estimated audience of 13,000 attendees in San Francisco and 4,000 in Copenhagen, VMworld will provide infinite possibilities to attendees.

### **About the Sessions**

We will have ~170 unique sessions in the US and ~130 unique sessions in EMEA; this will include sessions from VMware employees, customers, sponsors, virtualization vendors and industry specialists.

- Topics and Subtopics

Public Cloud	<ul style="list-style-type: none"> <li>• Infrastructure as a Service (IAAS)</li> <li>• Platform as a Service (PAAS)</li> <li>• Software as a Service (SAAS)</li> </ul>
Private Cloud – Management	<ul style="list-style-type: none"> <li>• Virtual Lab Automation</li> <li>• Datacenter Operations: Strategies and Best Practices</li> <li>• Capacity and Chargeback Management</li> <li>• Configuration Management</li> <li>• VM Lifecycle Management</li> <li>• Service Level Management</li> <li>• Private Cloud Architecture</li> </ul>
Private Cloud – Business Continuity	<ul style="list-style-type: none"> <li>• Availability</li> <li>• Data Protection</li> <li>• Disaster Recovery</li> </ul>
Private Cloud – Security	
Enterprise Applications	<ul style="list-style-type: none"> <li>• Application Performance and Benchmarking</li> <li>• Email and Collaboration</li> <li>• Enterprise and Business Applications</li> <li>• Middleware and Application Frameworks</li> </ul>
Desktop Virtualization	<ul style="list-style-type: none"> <li>• Assessing and Planning Virtual Desktop Deployments</li> <li>• Application Virtualization</li> <li>• Client Virtualization</li> <li>• Mobile</li> <li>• Virtual Desktop Technology and Architecture</li> <li>• Virtual Desktop Virtualization</li> </ul>
Technology & Architecture	<ul style="list-style-type: none"> <li>• Networking</li> <li>• Performance</li> <li>• Server</li> <li>• Solution Architecture</li> <li>• Storage</li> </ul>
Virtualization 101 <i>(US event only)</i>	<ul style="list-style-type: none"> <li>• Business Benefits of Virtualization</li> <li>• Virtualization Deployment Best Practices</li> </ul>

- Technical Level - each session will be classified with a Technical Level to indicate what level of content will be provided:

**Business Solution:**

- Sessions in this category will cover business benefits and real world examples. These sessions are suitable for any audience interested in the benefits of using certain technologies within their organization.

**Technical:**

- Sessions in this category will cover technical aspects and share best practices. Targeted to anyone with a technical background, but with little to no previous knowledge about the specific topic.

**Advanced Technical:**

- Sessions in this category will dive deep into the technology and will assume that the audience has previous knowledge and experience with the specific topic.

- Area of Interest - Attendees will have different back-grounds and interests; each session can also be marked with one or more Interest Group classifications. This classification will help attendees select sessions across all tracks and sessions. Selectable interest groups are:

- Healthcare
- Financial
- SMB
- Government
- High Tech
- Retail
- Telecommunications
- Education

- Session Length - Each session should be designed for the duration of 50 minutes and will have an extra 10 minutes for Q&A. No session can run over 60 minutes and a hard stop will strictly be enforced.
- PowerPoint - Breakout Sessions should be a PowerPoint presentation. Panel Sessions should be discussion based; the use of PowerPoint is optional.

### **Sponsor Sessions**

If you are submitting a session that is part of a sponsorship package, please use the Session Submission form located in the Exhibitor Resource Center and email to: [vmworld2010support@vmware-events.com](mailto:vmworld2010support@vmware-events.com)

### **Session Selection**

This year we will have 2 rounds of Call for Papers Voting. The first will be through a Content Committee consisting of Customers and VMware Employees. The second will be open to the Public and will be accessible on VMworld.com. CFP submissions must be filled out completely in order to make it into Voting.

## **Submitting a Session**

Please provide us with as much detailed information about what you would like to present on, you can use the 'Session Description and Key Takeaways' fields for this. Also be sure to complete the Speaker Details, as sessions will be selected based on the content and speaker(s).

Many sessions will be repeated at the event, the presenter needs to be available on all days. VMworld US: August 30-September 2 and/or VMworld EMEA: October 12-14.

You can submit your session via this link:

<http://www.vmworld.com/cfp.jspa>

**TIP:** The best chance to have your session selected is to have content that is unique, based on real world experiences that many attendees can learn from and have a speaker with previous speaking experience. Commercial focused sessions will not be selected.

## **Deadlines**

The Call for Papers will close on April 9th.

If you have any questions regarding submitting a session proposal, please contact: [vmworld2010support@vmware-events.com](mailto:vmworld2010support@vmware-events.com)