

vmworld[®]

E U R O P E 2 0 0 9

Call for Participation Instructions

About VMworld Europe

Thank you for your interest and willingness to participate in VMworld Europe 2009. VMworld will be held on February 24, 25 and 26 2009 in Cannes, France and we expect around 5000 attendees interested in the virtualization industry. VMware together with 100+ technology partners and virtualization vendors will be showing their solutions across the solution exchange exhibit hall, break out sessions and hands-on labs.

About the Attendees

Based on previous events, we expect 50% of the attendees to have a technical background and the other 50% to be focused on business management. 65% of the attendees are working for companies that use virtualization in their own organization, 35% consult/support/sell virtualization solutions. The attendees will be from a geographically diverse group of countries, with the majority coming from Europe. The largest represented countries/regions will be UK (20%), Scandinavia (16%), the Benelux (16%) and Germany (11%). The event official language will be English and we expect all content to be presented in English

About the Sessions

We will have around 150 unique sessions; this will include sessions from VMware employees, customers, sponsors, virtualization vendors and industry specialists. The Sessions will fall into 6 different Tracks:

Virtual Data Center Operating System	Focus on topics about running virtualization in the Datacenter
Desktop Virtualization	Focus on topics about Desktop Virtualization and Mobile Virtualization
Technology and Architecture	Focus on a single or just a few (technical) components, not an overall solution.
Application Workload and Performance	Focus on running business applications in the real world in virtualized environments and sessions about performance.
Technology Partners	This track will include all the Sponsor Sessions and can include commercial information about their solutions.
Hands-on Labs	Sessions where attendees can get hands-on experience by doing exercises on different technical topics.

Each session will be classified with a session type, to indicate what level of content will be provided

- **Solution Overview** (understandable for any kind of audience)
- **Technical Session** (focused on technical audience of any kind)
- **Advanced Technical Session** (for technical audience with previous experience on this topic)

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:

- **Networking**
- **Security**
- **Storage**
- **Real World Stories from Customers**
- **Programming and Scripting**
- **Business Continuity**
- **Green Computing and Cost**
- **Automation**

Each session should be designed for the duration of 45 minutes and will have an extra 15 minutes for Q&A. No session can run over 60 minutes and a hard stop will strictly be enforced.

The session can be based on a PowerPoint presentation, but we will also allow for (live) demos. If you want to show more than just a PowerPoint, please make sure you specify this on the 'AV and DEMO requirements' field on step 3 of the submission process.

Sponsor Sessions

If you are submitting a sessions that is part of a sponsorship package, make sure you submit the correct code which you have received separately. You can do this in Step 3 of the submission process. Each code can only be used once. Any sessions submitted without their code will be seen as normal submissions and go through the normal selection process.



Submitting a Session

Please provide us with as much detailed information about what you would like to present on, you can use the 'Session Abstract' and 'Submitter Comment' fields in step 1 for this.

Many sessions will be repeated at the event, the presenter needs to be available on all 3 days of the event (February 24-26). If the presenter has limited availability, please make sure this is indicated in the 'Submitter Comment' field.

You can submit your session via this link:

<http://www.vmworldeurope.com/europe-cfp.jspa>

Any session submitted by non-VMware employees or that falls outside the Sponsor allocated sessions can not focus on commercial content.

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 preferably previous speaking experiences.

Deadlines

We will accept submissions until January 16th. The sooner you submit your session, the better chance you have to get selected! We will publish the first group of selected session before January 7th.

If you have any questions regarding submitting a session proposal, please contact:

vmworld-europe-content@vmware.com