

Lifeboat Cross Channel Connexion – Partner Summit 2008 - USA

Where, When, Who

Date: 23rd -24th October, 2008

Location:

The Oyster Point Hotel

146 Bodman Place

Red Bank, New Jersey 07701

Out of state: 800.345.3484

In New Jersey: 732.530.8200

<http://www.mollypitcher-oysterpoint.com/oysterpoint/>

Register to attend at:

<http://www.lifeboatdistribution.com/redbank>

Attendees

Solution Providers: Business development, sales and technical leaders from Lifeboat reseller partners. Event will be open to Lifeboat's global solution provider network.

Software Publishers: Channel development and marketing professionals for ISVs.

Committed sponsors/speakers/exhibitors are:



Special Guest Speaker
**Dr. Greg Olsen, Scientist,
Entrepreneur – The Third
Private Citizen in Space**



*"A Personal Adventure: From
Serial Entrepreneur to Space
Traveler"*

Event Description

A two day event designed to connect Lifeboat software publisher partners with business development and technical leaders for solution providers.

Attendees will begin to arrive on Wednesday, 22nd October, 2008, the day before the event starts.

Day 1: Thursday, 23rd October, 2008

The first day of the event will open with a General Session. Following this session, attendees will break into three solution tracks – Virtualization, ALM/DB, and Security – which will run on parallel. Attendees will be able to sign up for ISV sessions beforehand – in any of the tracks. This means that solution providers may chose to have more than one attendee to cover multiple solution tracks.

The track sessions should focus on the practice development aspects of the ISVs' offerings (business development, technical services development) rather than being "feeds-and-speeds" presentations. Our goal is to have attendees leaving the sessions, armed with the knowledge to kick-start their solution marketing, selling and services activities.

There will be a vendor fair at the event. Exhibitors will be allocated a 6' draped table. The fair will be formally open following lunch and during the cocktail hour on Day 1, and also for a 2 hour session on the morning of Day 2. There will be meeting tables in the exhibit area to facilitate ISV one-on-one meetings with resellers. We expect that the exhibit area will be available throughout the event, so that exhibitors can schedule one-on-one meetings in the area. They will be required to staff their table only during the formal exhibit times.

The first day will wrap-up in the general session, before breaking for the evening's activities:

- Cocktail hour in Vendor Fair area
- Dinner and our special guest speaker, Dr. Greg Olsen.

Following dinner, there'll be plenty of time to enjoy the night life in downtown Red Bank.

Day 2: Friday, 24th October, 2008

The second day will start with early morning breakfast. Tables will be available for ISV/reseller one-on-one meetings. The formal agenda will open at 9 AM with the General Session, followed by a presentation "It's Time for a Paradigm Shift" by Robert Cohen, founder of eChannelLine — the world's leading IT daily channel eNewsletter.

Following a short break, Vendor Fair will reopen with continuing opportunity for one-on-one meetings between ISVs and resellers.

Attendees will reconvene in the General Session at noon for a short session and meeting wrap-up, before a closing lunch.

Special Guest Speaker

"A Personal Adventure: From Serial Entrepreneur to Space Traveler"

Dr. Greg Olsen, Scientist, Entrepreneur, Space Traveler

Greg Olsen was the third private citizen to orbit the earth on the International Space Station (ISS), performing more than 150 orbits of the earth and logging almost 4 million miles of weightless travel during his 10 days in space.



Event Schedule

Day	Time	Session			
Day 1: Thursday, 23 rd October, 2008	7:30-9:00	Breakfast and Registration			
	10:00-10:20	General session: Lifeboat Intro			
	10:30-11:15	Solution Track Session 1 (3 tracks)	StorageCraft	Acesso Software	GFI Software
	11:15-11:30	Break			
	11:30-12:15	Solution Track Session 2 (3 tracks)	DataCore	Compuware	Sunbelt Software
	12:15-1:15	Lunch - Sponsored by Compuware			
	1:15-2:00	Solution Track Session 3 (3 tracks)	FalconStor	MySQL	Kerio
	2:00-2:15	Break			
	2:15-3:00	Solution Track Session 4 (3 tracks)	Veeam	Intel	Enfocus
	3:00-3:15	Day 1 Wrap-up in General Session and opening of Vendor Fair			
	3:15-5:00	Vendor Fair - Sponsored by StorageCraft and DataCore			
	4:30-5:30	Cocktails - Sponsored by mySQL			
	5:30-8:00	Dinner - Sponsored by DataCore and StorageCraft			
	7:00-7:45	After Dinner Speaker: Dr. Greg Olsen			
	8:00+	Red Bank Night Life with your Lifeboat Hosts			
Day 2: Friday, 24 th October, 2008	7:30-8:45	Breakfast (ISV/reseller meetings)			
	9:00-9:05	Day 2 Opening General session: Lifeboat			
	9:05-9:50	It's Time For A Paradigm Shift Presenter: Robert M. Cohen, Integrated mar.com Corporation			
	10:00-12:00	Vendor Fair & one-on-one meetings in exhibit space			
	11:00-11:15	Break			
	12:00-12:15	Meeting wrap-up in General Session + Drawing for LCD HDTV & Apple iPods.			
	12:30-1:30	Lunch - Sponsored by Acesso Software			