

2016 SPRING ace



ACE
ORIGINAL

Attendee Brochure

2016 SPRING ACE
May 11 - 13, 2016
New Orleans, LA
New Orleans Marriott



ACE
2016
New
Orleans

Team
The art of
Business



Name a business that can operate with out technology. The simple fact is that you probably cannot as technology is one of the greatest resources that any organization possess. Therefore not managing the business side of your technology is the single greatest mistake any organization can make. By not managing the financial, productivity and risk elements of IT assets, organizations are taking unnecessary risks. The management of your IT assets is a core business competency that can help ensure the maximum ROI from the IT financial spend as well as mitigate unneeded risk by not comprehensively understanding the complete picture of your IT assets.

Building Organizational Success

This year, IAITAM celebrates fourteen years of conveying the importance of managing IT from a business perspective as a core competency rather than just a project. The goal of the IAITAM Annual Conference and Exhibition has been to grow the ITAM practice through education and the most targeted networking since IAITAM began in 2002. The IAITAM 2016 Spring ACE is no exception.

Advance your ITAM program as you gain knowledge at the only event in the world devoted to promoting your future through the expanding field of IT Asset Management. IAITAM being the established global best practices and ultimate knowledge source moving the future of the ITAM profession forward.

Join IAITAM, your fellow IT Asset Manager and other business professionals at the IAITAM 2016 Spring ACE May 11 -13 in New Orleans, where attendees can network, share experiences and take away methods that will create efficiencies, reduce redundancy, uncover true savings that will bring about success!

“Can you run your business without IT? If you are not managing your IT you are not managing your business.”

Dr. Barbara Rembiesa, CEO & President of IAITAM



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2016 Spring ACE Features

- 3 full days of networking with global ITAM industry professionals, practitioners, educators, vendors and consultants
- Over **100** diverse educational seminars/case study sessions
- Ten education focused tracks that will focus on sophisticated ITAM problems and solutions as well as introductory tracks to help an organization get started.
- ITAM Industry Exhibition with Over **50** leading ITAM product and service providers open to attendees during select times throughout the conference

Knowledge Transfer

With the ever-changing future of IT Asset Management, the need for knowledge in the ITAM industry has never been greater.

The IAITAM 2016 Spring ACE boasts over **100** sessions to facilitate discussion on current industry hot-button topics.

Each session is meticulously designed to walk you through real-world case studies and program improvement strategies based on best practice education and delivered by the ITAM industry's leading experts and fellow IT Asset Manager from around the world.

Presentations will address your needs based on market segment, management and level of experience - from novice to veteran.

"The event provided me with real-world solutions and implementation ideas I can use to mature my Asset Management Program."

AJ Neveu of URS Corp

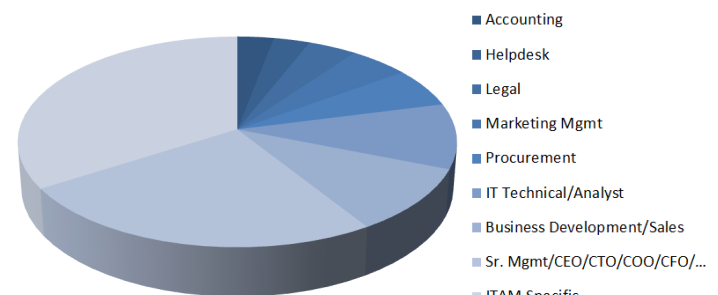


The IAITAM 2016 Spring ACE is a 3-day conference where CIOs, CITAMs, COOs, CTOs, IT Asset Managers, IT Professionals, Finance Managers, and other professionals come together to explore the latest in IT Asset Management and its affects on business operations and profitability. The Conference fulfills the needs of the IT Asset Management professional with educational lectures, workshops, product demonstrations and networking opportunities. Moreover, it provides attendees with relevant knowledge that can be implemented upon their return to the office to start new asset management programs or improve existing ones. This industry-leading educational event provides valuable opportunities for you to win business and reach decision makers in the IT Asset Management community.

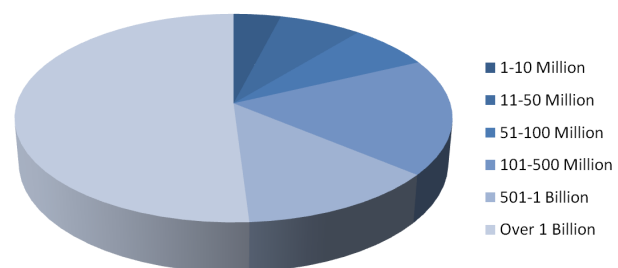
Who is the audience for the IAITAM ACE Conferences?

- ALL CXOs
- VP/Directors of IT Asset Management
- IT Asset Managers
- Hardware Asset Managers
- Software Asset Managers
- Mobile Asset Managers
- Disposal Asset Managers
- IT Procurement Managers
- IT Finance Managers
- IT Contract Managers
- IT Security Managers
- IT Service Managers

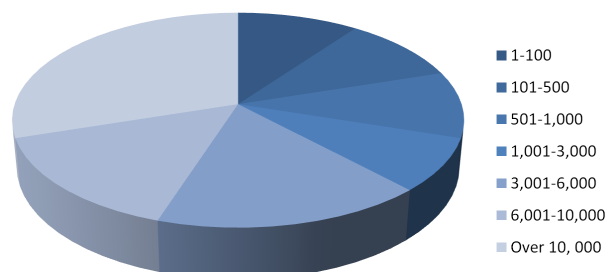
Average Attendee Title Sampling



Average Attendee Organization by Sales Revenue



Average Attendee Organization by # of Employees



"I thought the conference was excellent - the speakers were a wealth of information. The staff and logistics were great. I especially loved the app!"

Avis Yates Rivers,
Technology Concepts Group Int'l



Location

New Orleans is one of the world's most fascinating cities – it's home to a truly unique melting pot of culture, food and music. NOLA is the largest city and metropolitan area in the state of Louisiana. The city is named after the Duke of Orleans, who reigned as Regent for Louis XV from 1715 to 1723, as it was established by French colonists and strongly influenced by their European culture. It is well known for its distinct French and Spanish Creole architecture, as well as its cross-cultural and multilingual heritage. Each of the thirteen neighborhoods in New Orleans has a different personality, and to truly experience the city, you need to see them all (after the ACE of course) - there is something for everyone!

Venue

New Orleans Marriott
555 Canal Street
New Orleans, LA 70130
1.504.581.1000



General Information

The IAITAM 2016 Spring ACE kicks off Tuesday evening, May 10th, at 6:00pm with an Opening Welcome Reception. This Pre-Conference Event is the perfect networking opportunity for you to catch up with old friends and make new business relationships and foster the networking that will take place the entire event.

Starting early Wednesday, May 11th, you will find yourself in the midst of three action-packed, knowledge-laden days. IAITAM will treat you to mornings, afternoons and evenings filled with dynamic keynotes, education, and networking. Plot your own course through over 100 educational sessions, covering ITAM best practices, case studies, standards, licensing and how-to information suited for all experience levels.

The IAITAM 2016 Annual Exhibition Fair hosts ITAM industry Sponsors and Exhibitors ready to impart knowledge and advice or discuss industry tools and services. Providers from around the globe will be on-hand to answer all of your ITAM questions. Note: Meals are provided at scheduled times throughout the event

"This conference was awesome! For someone newer to ITAM, the learning content was innumerable. Thank you!"

- Adam Hilgendorf of BJC



Meet with Industry Leading Providers

The IAITAM 2016 Spring ACE provides an avenue for you to interact with industry leading providers supporting the ITAM industry. The IAITAM 2016 Spring Exhibition Hall will feature leading vendors with a wide array of products and services critical to implementing IT Asset Management Programs that will impact your programs success.

For maximum exposure, the IAITAM 2016 Exhibition Hall will be open during strategic times throughout the conference to allow for quality meeting time between attendees and vendors in a neutral environment.

Sampling of past companies speaking

Aspera - Adobe - Oracle - Pink Elephant - Deloitte - Ohio Health - Dell - KPMG - Flexera Software - CA Technologies - Halliburton Company - iQuate - PwC - Arrow - SoftwareOne - Computer Sciences Corporation - Crayon - HP

Top 5 Reasons to Attend IAITAM ACE Conferences in 2016!

1. Only conference in the world solely dedicated to the advancement of IT Asset Management best practices
2. Network with peers
3. Expand your existing ITAM knowledge
4. Discover immediate and actionable cost savings ideas
5. Access to leading ITAM industry tools and service providers through the exhibition



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NEW ORLEANS
New Orleans Marriott
MAY 11-13 2016

	Monday - Tuesday May 9 - 10	Wednesday May 11	Thursday May 12	Friday May 13		
7:00am		Breakfast 7:00 - 7:45	Breakfast 7:00 - 7:45	Breakfast 7:00 - 7:45	7:00am	
7:30am	Training Registration				7:30am	
8:00am	CSAM CHAMP Certification Courses 8:00 - 3:00	Opening	Opening	Opening	8:00am	
8:30am		Keynote 8:15 - 9:30	Keynote 8:15 - 9:30	Keynote 8:15 - 9:30	8:30am	
9:00am					9:00am	
9:30am		Break	Break	Break	9:30am	
10:00am		Sessions 10:00 - 12:15	Sessions 10:00 - 12:15	Sessions 10:00 - 11:00	10:00am	
10:30am				Break	10:30am	
11:00am					11:00am	
11:30am					11:30am	
12:00pm				Sessions 11:15 - 1:30	12:00pm	
12:30pm		Lunch 12:15 - 2:15	Lunch 12:15 - 2:15		12:30pm	
1:00pm				1:00pm		
1:30pm			Lunch Closing & Passport Raffle 1:30 - 3:00pm	1:30pm		
2:00pm		Sessions 2:15 - 3:15	Sessions 2:15 - 3:15	2:00pm		
2:30pm		Break	Break	2:30pm		
3:00pm		Sessions 3:30 - 4:30	Sessions 3:30 - 4:30	3:00pm		
3:30pm				3:30pm		
4:00pm				4:00pm		
4:30pm				4:30pm		
5:00pm		IMUG 4:45 - 5:45	Workshop 4:45 - 5:45	5:00pm		
5:30pm				5:30pm		
6:00pm	Pre-Conference Gathering IAITAM ACE Kick-off <u>Tuesday Only</u> 6:00 - 9:00pm	Exhibit Fair & Reception 6:00 - 9:00pm	Exhibit Fair & Reception Exhibitor Raffle 6:00 - 9:00pm		6:00pm	
6:30pm						6:30pm
7:00pm						7:00pm
7:30pm						7:30pm
8:00pm						8:00pm
8:30pm						8:30pm
9:00pm				9:00pm		

PLEASE NOTE: Registration will close during Keynote presentations then re-open immediately following

- Conference Registration Open
- Speaker / Media Room Open

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