WHY ATTEND
3 days of live networking, education and professional growth

LOCATION
Nashville @ The Gaylord Opryland Resort & Convention Center
Conference rate $229/night

LIVE CERTIFICATION COURSES
CSAM, CHAMP, CAMSE, CMAM, or CITAD

COST
Conference Registration $1,995
Register now at IAITAM.org

SESSIONS
Over 100 Sessions
Led by Industry Experts

LOGISTICS
8.3 Miles North of Nashville International Airport (BNA)
FAQs

What is the ACE (Annual Conference and Exhibition)?

The Annual Conference and Exhibition is the only education and networking event in the world that is solely dedicated to IT Asset Management. Held all over the world, IAITAM’s ACE events allow ITAM practitioners to connect every year.

What is included with my ACE pass?

Every ACE pass will include access to the educational events and workshops as well as access to industry-leading vendors in our expo hall. IAITAM prides itself on the food we serve at ACE. Although we don’t advertise breakfast, lunch, and dinner, if you participate in all the events you will never leave hungry. IAITAM’s ACE is legendary for it’s networking opportunities and uniquely themed events. We look forward to seeing you there! Visit IAITAM.org to learn more.

How do I become a speaker for ACE?

IAITAM publishes a Call for Speakers asking experts in the industry to submit a Submission Form. If approved, you will be contacted and welcomed as a speaker for the upcoming ACE. IAITAM loves to work with new speakers who have made an impact on their organization and can bring real-world information to our attendees.

More questions? 
Let us know at conference@iaitam.org
IAITAM ACE 2021

• This fall, our ACE event will be held in “Music City” Nashville, Tennessee!

• Join fellow IT Asset Management professionals and the top product/service organizations at the IAITAM Annual Conference and Exhibition (ACE) taking place October 19-21, 2021.

• ACE is a unique global event devoted solely to the support and reinforcement of IT Asset Management professionals and the ITAM industry. ACE is the central destination for ITAM practitioners to grow and discover.

• Three days of targeted networking, top-tier education, workshops, and exhibitions can help you make the connections necessary for your ITAM program to grow and learn the best industry practices from ITAM experts.

• ACE 2021 is a unique opportunity for ITAM futurists to interact a wide array of product and service providers critical to implementing and sustaining successful IT Asset Management programs.

• Join ITAM’s collaborative network of practitioners, enjoy great food and share real-world experience to enhance your professional development and grow alongside the ITAM community’s best.
ITAM Education

With the ever-changing future of IT Asset Management, the need for knowledge in the ITAM industry has never been greater. The IAITAM ACE 2021 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.

Amazing experience! Phenomenal opportunity for ITAM learning, networking and all things IT Assets.
- R.J. E, 2019 ACE Attendee

Breakout Session Topics Include

- Audit
- Best Practices
- BYOD
- Case Study
- Cloud
- Contract Governance
- Data
- Data Center
- Disposal
- Emerging Tech
- Financial
- Green
- Inventory
- ISO
- ITAM
- ITIL
- ITSM
- Licensing
- Mobile
- Negotiations
- Outsourcing
- People
- Process
- Program
- Risk Management
- SAM
- Security
- Software License
- Tagging
- Tools
- Tracking
- Usage
- Vendor Management
- Virtualization
Nashville, Tennessee

- Located in Nashville, the Gaylord Opryland Resort & Convention Center boasts luxurious amenities and convenient proximity to the regions’ most famous attractions.
- SoundWaves, a 4-acre waterpark exclusive to the Gaylord Opryland resort and is open to overnight package guests.
- Take a short stroll and catch a show at the Grand Ole Opry or tour the Ryman auditorium.
- Visit the on-site spa and enjoy the steam room, or one of the many other featured services such as a facial, massage or pedicure.
- Wrap up the day and enjoy one of the on-site Italian, Japanese or Mexican restaurants.

Gaylord Opryland Resort & Convention Center
2800 Opryland Drive
Nashville, TN 37214
United States
+1.615.889.1000

Logistics
- Airport: Nashville International Airport (BNA)
- Room Rate: $229/night through August 31st
- Booking link & Special Car Rental Pricing: Visit IAITAM.org/Events
THINGS TO DO IN NASHVILLE, TENNESSEE

Book early and enjoy the beautiful city of Nashville. Here are some exciting things to do!

The Parthenon (14 Miles)
The Parthenon is a full-scale replica of the original Parthenon in Athens. It was designed by architect William Crawford Smith and built in 1897 as part of the Tennessee Centennial Exposition.
SOUNDWAVES WATER PARK (0.1 mile)
Recreation zones for adults, young children and families include looping drop and body slides, 4-lane mat racer, a multi-level kids play structure, wave pool and more.

GENERAL JACKSON SHOWBOAT (0.6 mile)
Your cruise lets you experience Nashville as it can best be seen from the beautiful Cumberland River. While “rollin’ down the river,” you’ll enjoy stunning views, a delicious meal freshly prepared by our chefs and toe-tapping entertainment in our two-story Victorian Theater in the center of the boat.
COUNTRY MUSIC HALL OF FAME (9.5 miles)
The Country Music Association (CMA), the country music industry’s trade organization, created the accolade to recognize significant contributions to the advancement of country music by individuals in both the creative and business communities. The first members—Jimmie Rodgers, Fred Rose, and Hank Williams—were inducted in 1961.

CHEEKWOOD BOTANICAL GARDEN & MUSEUM OF ART (20 miles)
Cheekwood is a 55-acre botanical garden and art museum located on the historic Cheek estate. Originally built as the home of Leslie and Mabel Cheek in 1929, Cheekwood is one of the finest examples of an American Country Place Era estate. From 150,000 blooming bulbs in the spring to one million holiday lights in the winter, there’s always something to see at Cheekwood.
IAITAM ACE is the world’s leading ITAM conference where CIOs, COOs, CTOs, IT Asset Managers, IT Professionals, Finance Managers, Procurement Professionals, Compliance and Licensing Professionals and Legal Professionals come together to explore the latest in IT Asset Management and its impact on business operations and profitability.

Who Attends?

The networking opportunities are limitless. Connecting with like-minded ITAMers is great!

- Rodney P, 2019 ACE Attendee
How to Make the Most of Your Networking Time

• Be Prepared - Have Clear Goals and Objectives
• Send an Email, Tweet, or other Social Post Prior to the Event to Schedule Time with Peers
• Be Ready with Conversation Starters:
  • “Where are you from?”
  • “What interested you in (Fill In The Blank) conference?”
  • “How long have you been with (Fill In The Blank) company?”
  • “Where were you before joining (Fill In The Blank) company?”
  • “What has been your favorite sessions/speakers so far?”
  • “Will you be attending other conferences this year?”
  • “What are you hoping to get out of this conference?”
  • “I’m trying to improve (Fill In The Blank) — what are you doing, any tips?”
  • “What sessions/speakers are you looking forward to?”
• Create a Schedule
• Check the Nametag
• Get on the Lists for Conference Dinners, Meet-ups, and Parties
• Stay In The Same Hotel as the Conference and Enjoy the Hotel and Area
• Connect Socially and Use Social Media during the event - #IAITAMACE, #IAITAM
• Abbott Laboratories
• Abu Dhabi Investment Authority
• Adobe Systems, Inc.
• AirFranceKLM
• Allianz
• Amazon.com, Inc.
• Anthem, Inc.
• Apple, Inc.
• AT&T Services, Inc.
• Bank of Montreal
• BlueCross BlueShield Association
• Booz Allen Hamilton, Inc.
• California National Guard
• Campbell Soup Company
• Canadian National Railway
• Chevron Corporation
• Cisco Systems, Inc.
• Citizenship and Immigration Canada
• Cleveland Clinic
• Columbia Sportswear Company
• Costco Wholesale Corporation
• Dallas/Fort Worth International Airport
• Dell Technologies
• Department of National Defense (Canada)
• DHL Information Services (Europe)
• EBay, Inc.
• Ernst & Young LLP
• Facebook, Inc.
• Fannie Mae
• Farmers Insurance Group

• FDIC - Federal Deposit Insurance Corporation
• Federal Trade Commission
• FedEx Services
• First Energy Corporation
• First National Bank
• Food and Drug Administration
• Ford Motor Company
• GE Corporation
• General Electric
• Google
• GSA - General Services Administration
• Halliburton Company
• Harley-Davidson Motor Company
• HBO - Home Box Office Inc
• Hewlett-Packard Enterprise Company
• Hulu
• IBM Corporation
• Intel Corporation
• Intuit, Inc.
• Johnson and Johnson Corporation
• Liberty Mutual Insurance Company
• Lockheed Martin
• Massachusetts Institute of Technology (MIT)
• Microsoft Corporation
• NASA
• NATO Communication and Information Agency
• Nike, Inc.
• Norfolk Southern Corporation

• Northrop Grumman Corporation
• Oracle Corporation
• Pixar
• PNC
• PriceWaterhouseCoopers LLP
• Procter & Gamble
• Raytheon Technologies
• Royal Bank of Canada
• SAAB AB
• SAIC, Inc.
• Shell Petroleum, Inc.
• Sherwin-Williams
• Sony Entertainment
• Southwest Airlines Company
• Starbucks Corporation
• The Boeing Company
• The Federal Reserve System
• The LDS Church
• Toyota Motor Sales, Inc.
• U.S. House of Representatives
• United Airlines, Inc.
• United Parcel Service
• United States Marine Corps
• University Health System
• US Department of Agriculture
• US Department of Veterans Affairs
• USAA
• Visa, Inc.
• Wells Fargo and Company
• Yahoo!, Inc.
• YUM! Brands, Inc.
• And thousands more
## International Association of IT Asset Managers

**NASHVILLE**

**IAITAM ACE 2021**

**Live & In Person**

**October 19-21, 2021**

### Business Structure

<table>
<thead>
<tr>
<th>Monday Oct. 18</th>
<th>Tuesday Oct. 19</th>
<th>Wednesday Oct. 20</th>
<th>Thursday Oct. 21</th>
<th>Friday Oct. 21</th>
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<tbody>
<tr>
<td><strong>7:00am</strong></td>
<td><strong>Breakfast 7:00 - 7:45</strong></td>
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<td><strong>12:00pm</strong></td>
<td><strong>Certification Courses 8:00 - 3:00</strong></td>
<td><strong>Lunch 12:15 - 2:15</strong></td>
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### PLEASE NOTE:
Registration will close during Keynote presentations then re-open immediately following.

- **Conference Registration Open**
- **Speaker / Media Room Open**

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Event Fees

Regular Rate: $1,995

- Save up to 40% using your Member Promo Code
- Corporate Members receive four half-price passes per term
- Group rates available

*Unsure of your membership status? Contact IAITAM Member Services today!*

Reserve your seat now!

ONLINE: iaitam.org/ACE-Nashville-2021
PHONE: +1.330.628.3012
EMAIL: info@iaitam.org

SAVE THE DATE
October 18, 2021 6pm - 9pm