



## DETAILED SCHEDULE

### DAY 1 - WELCOME

**Monday, 8/31****Cocktail Reception w/ Spouses (optional)**

5:00pm-7:00pm

Marriott Atrium

*Heavy hors d'oeuvres and drinks will be provided*

### DAY 2 - INSPIRE

**Tuesday, 9/01****Marriott Coffee Shop Open**

6:00am

Off Marriott Lobby

*Use the breakfast voucher in your welcome packet***Registration Open**

8:00am

Marriott Evergreen Ballroom Foyer

**General Session**

9:00am-5:00pm

Marriott Evergreen Ballroom

Opening  
 Welcome  
 Keynote Message  
 AM BREAK  
 Creating the Future Together  
 LUNCH BUFFET  
 Solution Selling  
 Partner Success Stories  
 PM BREAK  
 Market Outlook and Growth Drivers  
 Product Roadmap  
 Special Announcement

**Group Dinners w/ Vertical & Product Managers**

6:30pm-8:30pm

*Departs lobby 6:00pm*

1. Brian Clark, +1.206.512.9391  
Cutters Crabhouse  
2001 Western Ave Seattle, WA 98121
2. Sadie Zeller, +1.425.757.0653  
Duke's Chowder House on Alki  
2516 Alki Ave SW Seattle, WA 98116
3. Christoph Wimmer, +1.425.301.6153  
SIX SEVEN RESTAURANT  
2411 Alaskan Way, Seattle, WA 98121
4. Steve King, +1.603.320.5075  
Anthony's HomePort  
421 S 227th, Des Moines, WA 98198

### DAY 3 - LAUNCH

**Wednesday, 9/02****Marriott Coffee Shop Open**

6:00am

Off Marriott Lobby

*Use the breakfast voucher in your welcome packet***Registration Open**

8:00am

Marriott Evergreen Ballroom Foyer

**General Session**

8:45am-10:00am

Marriott Evergreen Ballroom

Opening Message and Welcome  
 New Product Overview, Engineering, Innovation  
 AM BREAK

**Breakout Sessions**

10:00am-12:30pm (groups will split into two breakout sessions)

Group 1: New Product Hands On

Evergreen Salon F-G

Hardware Configurations  
 Software Tools  
 New Product Hands-On  
 How to Order

Group 2: Selling the New Product

Evergreen Salon H-I

Grow Your Business  
 Marketing Programs  
 Where to Find Sales Tools  
 Promoting and Selling  
 Within the Verticals  
 Demo Program  
 Pricing Summary  
 Customer Testimonials

**LUNCH**

12:00pm-3:30pm (groups will split into two breakout sessions)

Group 1: Selling the New Product

Evergreen Salon H-I

Group 2: New Product Hands On

Evergreen Salon F-G

**Closing General Session**

4:00pm-4:30pm

Marriott Evergreen Ballroom

**Closing Dinner w/ Spouses (optional)**

6:00pm-8:30pm

Marriott Pool Deck

### DAY 4 - PARTY

**Thursday, 9/03****Marriott Coffee Shop Open**

6:00am

Off Marriott Lobby

*Use the breakfast voucher in your welcome packet***Local Events (optional)**

1. Optional Golf Tournament

Druids Glen Golf Course

Departs lobby 7:15am

Shotgun golf tournament 9:00am-2:00pm

Arrive back at Marriott 4:00pm

2. Optional Seattle Tour

Downtown Seattle

Departs lobby 8:30am

Arrive back at Marriott 3:00pm