



# CMG

**'08 INTERNATIONAL**  
conference

## COMPUTER MEASUREMENT GROUP, Inc.

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Dear Exhibiting Partner,

Thank you for your interest in CMG'08. The annual Computer Measurement Group International Conference will be held in Las Vegas, Nevada, December 7 - 12, 2008 at the Paris Hotel and Casino. The following is a brief description of who we are and how our conference functions:

- CMG is an international user group of professionals charged with the management, capacity planning and performance evaluation of computing systems and networks. CMG conferences include sessions on ALL computing platforms.
- The primary purpose of the conference is the sharing of information among our members. The main program consists of over 100 presentations that have been reviewed and selected by professionals within our group. These presentations run throughout the week and are supplemented by informal sessions, called BOFs (Birds-Of-a-Feather). Breakfast, lunch and evening entertainment are also provided to allow our attendees to network.
- The exhibiting program is scheduled to complement the user presentations, not to compete with them, although some overlap is inevitable. Exhibitors are offered the opportunity to hold a hospitality function in the evening starting no earlier than 8:30 PM.

The Rivoli Ballroom provides CMG'08 exhibitors with state of the art technology in a beautifully designed space right in the heart of the conference areas with easy access for attendees. The hours for the exhibit hall are intended to provide maximum benefit from the floor of this exciting conference. We will once again this year, open the exhibit hall Wednesday evening to maximize your visibility with attendees. The exhibit hall schedule is outlined in the Exhibitor Kit

The conference will focus on the explosive growth in the use of virtualization to add new levels of efficiency to the infrastructure. CMG'08 is positioned to help enterprise architects and administrators plan their infrastructure and take advantage of these new virtualization technologies. The analysis, planning and implementation skills needed to achieve these new efficiencies are the core competence of the CMG community and have been since its inception. There is no better way to leapfrog the competition than to attend CMG'08 and network with the experts who attend and there is no better place for our vendor partners to come to find potential customers.

Please carefully read the **CMG Sponsorships**. We are offering many opportunities to increase the visibility of exhibitors to our attendees. CMG wants to assist you in achieving more contact with attendees, which ultimately will benefit both your organizations and ours.

Every exhibitor is provided with exhibitor badges to provide their staff with access to the exhibit hall. The number of badges is dependent on the size of the booth purchased, but they do not provide access to the main program. If you are bringing members of your technical staff or you would like to attend sessions, then I would encourage you to order one or more corporate badges when you sign up for your booth. These badges provide full access to all CMG activities and, while they may be used by only one person at a time, they may be shared among your staff.

CMG'08 provides the opportunity to share your views with the industry's finest. Our attendees are a select group of technical and management professionals, and their presence will provide an excellent opportunity for you to deliver your company's message. **Keep in mind that CMG attendees are the people who recommend and use your company's products!**

CMG'08 will be a rewarding experience for both exhibitors and attendees. I sincerely hope you will join us this year for the premier conference of its type, and I look forward to meeting you there. If in the meantime you have any questions or comments, please feel free to contact me.

Jaqui Lynch, General Chair CMG'08

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