

PASS Summit 2010 Quick Facts

Here's a quick glance at what you can look forward to at [PASS Summit 2010](#):



Don't forget to connect with us:

- **Key dates:** The single largest gathering of SQL Server professionals in the world returns to the Washington State Convention & Trade Center in Seattle, WA, Nov. 8 -11, 2010.

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| Nov. 8 | Pre-Conference Seminars |
| Nov. 8 | Welcome Reception |
| Nov. 9-11 | Technical Sessions |
| Nov. 12 | Post-Conference Seminars |

- **168 technical sessions:** PASS Summit delivers the most—and highest rated—technical content of any SQL Server event.
- **14 full-day seminars:** PASS Summit 2010 will feature 14 intensive, full-day Pre- and Post-Conference Seminars, Nov. 8 and Nov. 12, by top SQL Server experts.
- **5 content tracks:** This year, PASS Summit has five comprehensive technical tracks:
 - o Enterprise Database Administration and Deployment
 - o Database and Application Development
 - o BI Architecture, Development and Administration
 - o Client Reporting and Delivery
 - o Professional Development
- **Proven ROI:** Here are the top 5 ways your company would benefit by sending staff to PASS Summit 2010:
 1. Gain new strategies that will increase the ROI of your SQL Server environment.
 2. Learn new skills that will directly address issues you're having with SQL Server—and possibly save the cost of bringing in outside consultants.
 3. Get immediate, face-to-face answers to specific SQL Server questions from Microsoft developers and service and support employees in the "Ask the Experts" area.
 4. Meet and learn from the top SQL Server experts, MVPs, and authors in the industry, and make contacts that will be invaluable when you have future questions or issues.
 5. Share your knowledge—and a DVD with recordings of all the sessions—with the rest of the team. Or if 5 employees attend, you can get a group discount.

See [ROI Justifications](#) for additional reasons to attend PASS Summit.

- **Top-rated SQL CAT sessions:** Microsoft's SQL Server Customer Advisory Team (CAT) returns to PASS Summit 2010 with a slate of valuable best-practices sessions.
- **"Ask the Experts" Lounge:** Throughout the conference, attendees can enjoy direct access to many Microsoft engineers, experts, and Most Valuable Professionals (MVPs) in the "Ask the Experts" Lounge.
- **Microsoft CSS First Aid Station:** SQL Server pros can take advantage of face-to-face support at the Microsoft Customer Services and Support (CSS) First Aid Station.

- **Highest-rated speakers:** PASS Summit features the highest-rated, most-dynamic speakers of any SQL Server conference, showcasing Microsoft developers, MVPs, industry experts, and up-and-coming SQL Server pros.
- **Solutions you can use today:** PASS Summit is known for its best practices sessions, full of tips, tricks, demos, and real-world solutions and scripts that attendees can implement as soon as they return to work.
- **Valuable networking:** PASS Summit 2010 offers countless opportunities to meet thousands of MVPs, peers, and industry experts; share issues and solutions; and get new ideas to optimize SQL Server and improve your business.
- **Hands-on Expo:** Our showcase of top SQL Server and BI tools and services gives attendees access to hands-on demos and information that would otherwise take days or weeks of research to collect.
- **PASS Summit recordings DVD:** Attendees get online access to all conference recordings and can pre-purchase the PASS Summit 2010 Technical Sessions DVD at a special pre-event price.
- **Early-bird and group discounts:** Save by registering early for PASS Summit 2010 or registering a group of 5 or more. [Register today!](#)