



# Pulse 2014

The Premier Cloud Conference

February 23 – 26 MGM Grand – Las Vegas, NV

**Pulse 2014** will deliver **three days** of best practices, technical education and roadmaps for business transformation through **Cloud, Security and Smarter Infrastructure**.

**8,000+** IBM clients, Business Partners and staff attend from over 80 countries.



**130+** IBM Business Partners including Toshiba and Trend Micro.

**7,500** participate in networking receptions including Solution Expo Grand Opening, Open Cloud, Cloud Pub Crawl, Women's Networking, International Connection, System z and Pulse Palooza.



**85%** of IBM clients and Business Partners intend to return to Pulse in 2014.

**110** IBM Business Partners exhibit in the Solution Expo.



**1,500** delegates participate in the IBM Pulse Business Partner Summit.

**1,000** attendees interact in Social Pulse lounges.



**400** attendees participate in the Pulse Open Cloud Summit.

**350** clients lead sessions like 2013 speakers Coca Cola, Barclays, Nationwide, Mayo Clinic and more.



All the training, hands-on labs, networking, executive meetings, EXPO hours, and food & entertainment add up to a **\$7,000 value** – more than 3x the conference rate of \$2,095!

**3,000** virtual attendees worldwide tune in to over 40 streamed sessions.

