

# Presenting at Perform Las Vegas

January 28–30, 2019 • The Cosmopolitan

# Thank you for your interest in speaking at Perform.

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"You are in great company. Perform is the largest digital performance management event in the world bringing together 2500 experts to network, learn and share how to transform your business, and your career. Our marketing team takes great pride in working with every single speaker to ensure your brand, and your experience, is world class. I look forward to meeting you at the event."

— John Van Siclen, CEO Dynatrace

# What is Perform 2019?

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# Perform Las Vegas Overview

Perform is Dynatrace's premier multi-track user conference that brings together more than 2500 active Dynatrace users, enthusiastic experts, strategic partners, and the best and brightest in the industry. Top three reasons people attend Perform:

1

## To learn

What's new in the cloud — including what organizations need to transform the way they work and succeed in an increasingly complex software universe.



2

## To be inspired

Hear from the most engaged and driven technical professionals, ready to network and share ideas that will inspire.



3

## To network

With more than 2500 attendees at Perform, there are many opportunities to build relationships.





# Perform Las Vegas Overview

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Perform 2019 will feature keynote presentations from Dynatrace and industry experts as well as unmissable breakout sessions that include successful customer journeys and Hands-On Training. This year's event will also involve a newly designed and much larger Expo Center, a major closing celebratory party and much, much more.

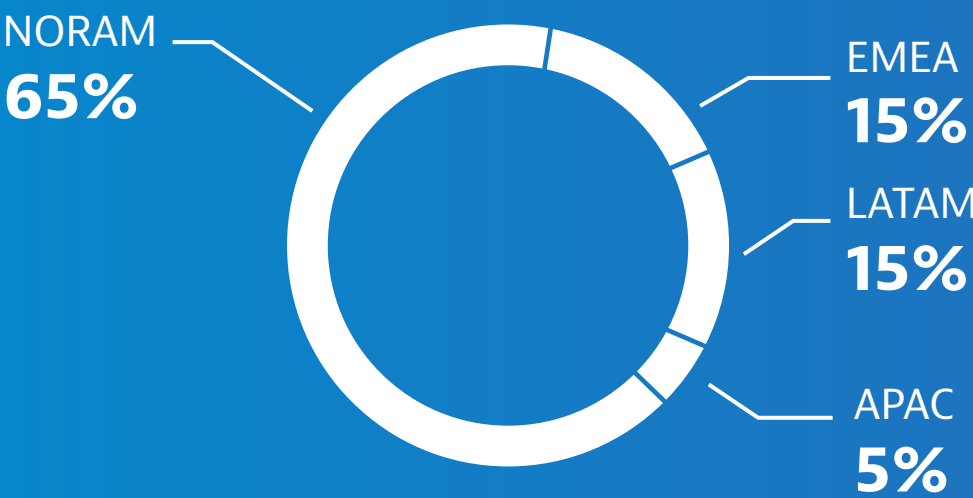




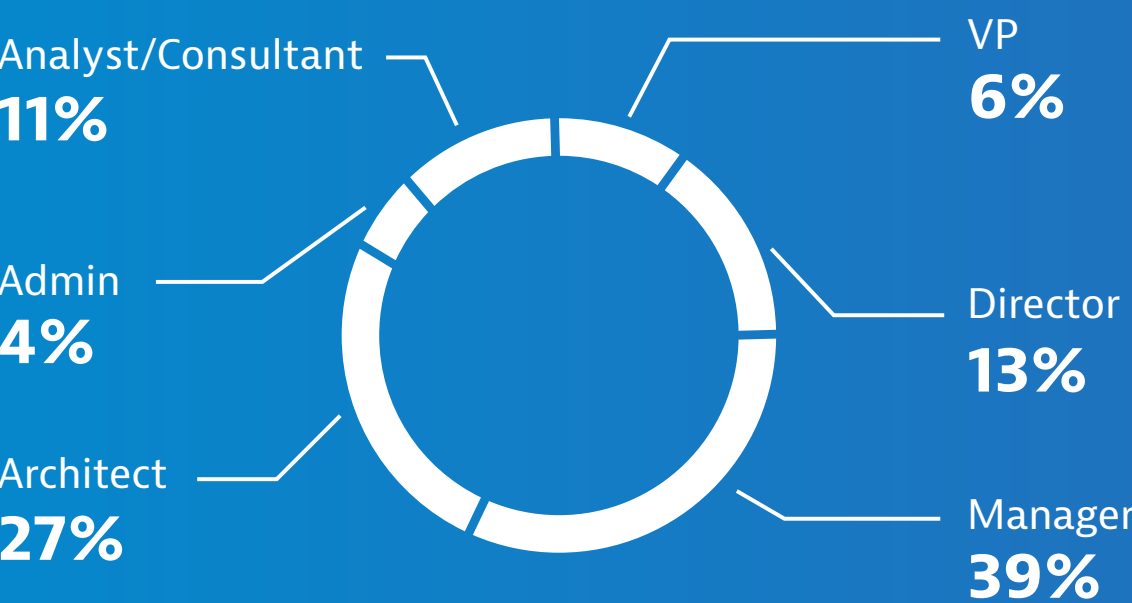
# A look back at an incredible, jam-packed 3 days

Thousands of attendees on-site, representing 45 countries  
Another 2,000 live streaming from around the world

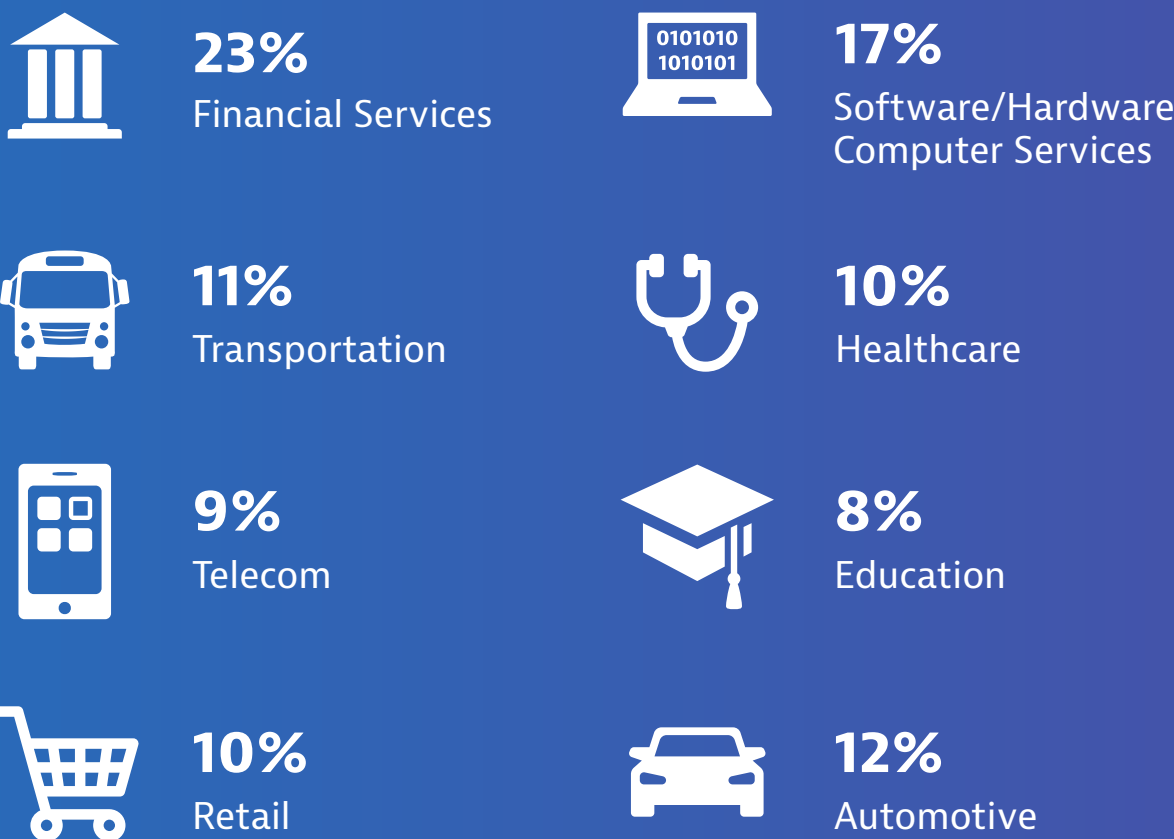
## Demographics by location



## Demographics by title



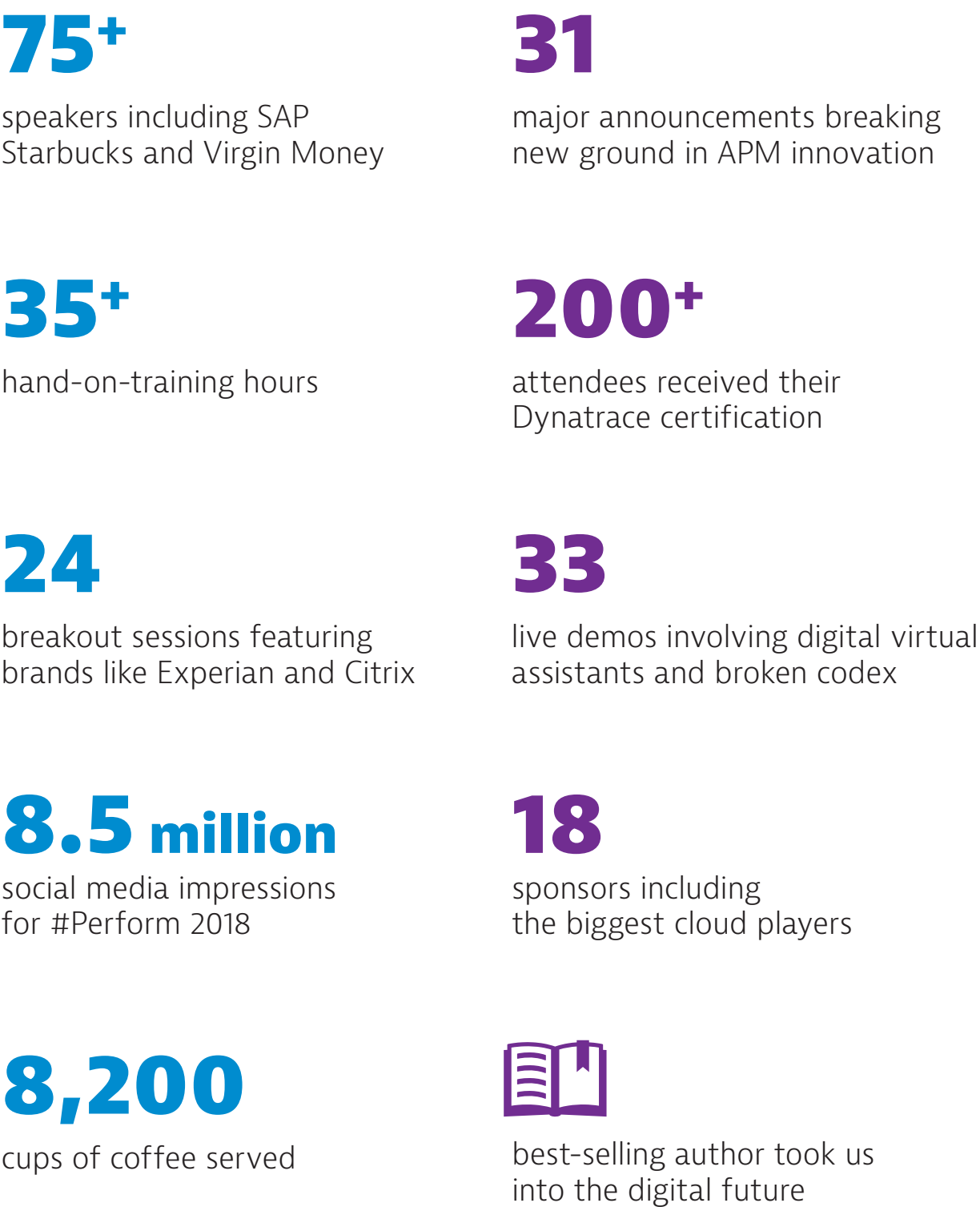
## Attendance across industries



## Notable attendees



## Perform 2018 quick facts



# Why present at Perform 2019?

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# Why present at Perform Mainstage?

## The perfect platform to share your digital transformation story.

- Join an elite group of 75+ advocates previously presented at Perform
- Speak alongside global brands. For example at Perform 2018 some of the big brands were Harrod's, Starbucks, SAP, Pivotal, Barbri and Citrix
- Provide valuable knowledge to attendees eager to learn from your experiences
- Join keynote speakers. For example at Perform 2018 we were joined by industry analyst Brian Solis and National Geographic author and explorer Alastair Humphreys). Our 2019 keynotes will be announced in coming weeks.
- Raise your profile on our Perform website and publicity materials
- Participate in media/analyst round tables, peer review lounge, the cube and briefings
- Overall increase your personal exposure and corporate brand recognition

## In appreciation we will provide

- Complimentary registration to Perform 2019
- Return flights to Las Vegas
- 3 nights accommodation at The Cosmopolitan, Las Vegas
- Networking opportunities with other speakers before, during and after the conference
- VIP treatment
- Complimentary registration to the exclusive Perform Executive Track 2019 (for those of exec level position due to caliber of this track)
- Food and beverage



**Share your story with 2,500+ Dynatrace users who view software intelligence as critical to their business.**



# Sharing your story

There are various ways you can share your story at Perform either on the main stage, during one of our many break out sessions or both.

- A case study presentation that showcases the before, during and after of why you selected Dynatrace, leaning on anecdotal stories, and quantifiable facts
- Via a panel session joined by experts from other global organizations
- Q&A style interview conducted by a Dynatrace exec or external interviewee
- Less informal approach over a beer/fireside chat
- Power demos or breakout sessions for more technical presentations (complimentary registration excluding HOT Day and hotel accommodation for 3 nights)
- If you would prefer an alternative approach for your presentation, our customer advocacy team are on hand for other options

*Please note: full benefits are only received when presenting on Mainstage or on Mainstage and breakouts.*





# Customer references

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# Next steps

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Our team has a wealth of experience working with customers and will be with you every step of the way to ensure you are happy and comfortable with the content you are delivering.

- Starting with a scoping call, our team will work with you on the message and how to bring your story to life
- The team will then storyboard your presentation and share this with you for your feedback
- A team of graphic designers are on hand to help build your slide deck and produce an end product of the highest standard
- Dry runs will be arranged in advance of the event to run through your presentation
- Our customer advocacy team will be there to offer support and guidance throughout the entire process
- Your presentation will be filmed during the event and made available afterwards



# Perform Content Team

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Thank you



Learn more at [dynatrace.com/perform-lasvegas/](https://dynatrace.com/perform-lasvegas/)

Dynatrace provides software intelligence to simplify enterprise cloud complexity and accelerate digital transformation. With AI and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure and the experience of all users. That's why many of the world's largest enterprises, including 72 of the Fortune 100, trust Dynatrace to modernize and automate enterprise cloud operations, release better software faster, and deliver unrivaled digital experiences.

