



# AppCon2007

APPLICATION CONTINUITY CONFERENCE  
YOUR BUSINESS DEPENDS ON IT

September 13–14, San Jose, CA | The Fairmont Hotel



**The “Must Attend” Event  
to Interact with Business  
Continuity and Disaster  
Recovery Professionals!**

**Register Today:**

**[www.appcon2007.com/registration](http://www.appcon2007.com/registration)**

# Application Continuity Conference 2007

## 2 Days of Real World Interaction.



### The Premiere Event For:

- CIO & General Corporate Management
- IT Infrastructure Professionals
- Business Continuity Planning Experts
- System & Network Professionals
- Strategic Planning & Messaging Managers
- Chief Technology Officer/IT Director
- System/Network/Security Administrators
- Consultants/Systems Integrators

### Information:

- [appconinfo@applicationcontinuity.org](mailto:appconinfo@applicationcontinuity.org)
- [sponsorship@applicationcontinuity.org](mailto:sponsorship@applicationcontinuity.org)
- [press@applicationcontinuity.org](mailto:press@applicationcontinuity.org)
- [registration@applicationcontinuity.org](mailto:registration@applicationcontinuity.org)
- ph: (408) 293-3233 / fx: (408) 293-2433

### The 2007 Application Continuity Conference

is the keystone event for everyone focused on mission critical business continuity. For two days, business, IT, vendor, and industry pioneers join forces to discuss real challenges and viable solutions in this interactive, information packed conference. Presented and managed by the vendor-neutral IT organization, ApplicationContinuity.org, **AppCon 2007** is positioned to be an interactive, solutions-oriented event featuring industry veterans discussing continuity options and presenting:

- Real Business Continuity & Disaster Recovery experiences (both good and bad)
- Continuity Budgeting and Planning
- Market Trends and Drivers (panel discussion)
- Continuity Product and Service Solutions

### Why You Should Attend

- Assure continuity for your business
- Hear about industry trends & the latest technology
- Network with peers
- Question the technology vendors
- Fill the gaps in your business continuity plans
- Discover the best options
- Reduce your IT costs
- Increase infrastructure effectiveness

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Don't miss this opportunity to assure business continuity for your company, go to:

[www.appcon2007.com/registration](http://www.appcon2007.com/registration)

# Application Continuity Conference 2007

Share Your Stories and Insights.



## The Venue

**The Fairmont Hotel**  
 170 S. Market Street  
 San Jose, CA 95113  
 (408) 998-1900

**Air Travel**  
 San Jose International  
 Airport is just 3.5  
 miles away

## Call For Presentations & Speaking Opportunities

**AppCon 2007** is an open discussion about business continuity experiences, good and bad, and the solutions discovered through the learning process. Share the insights you've gained with professionals from various industries. Someone's business just might depend on it. To submit a presentation/speaking proposal for AppCon 2007, go to:  
[www.appcon2007.com/presentations](http://www.appcon2007.com/presentations)

## AppCon 2007 Schedule

Thursday, September 13, 2007		Registration Open 8:00 a.m - 5:00 p.m.
7:00-8:45	Registration and Breakfast	
9:00-9:15	Welcome Remarks	
9:15-10:00	Keynote	
10:00-10:30	Business Continuance for Mid-Market Through the Enterprise	
10:30-11:00	Refreshment/Phone Break	
11:00-11:45	Essential Ecosystem Components for Business Continuity	
11:45-12:30	What Does Disaster Recovery Mean?	
12:30-1:30	Lunch	
1:30-3:00	Vendor Spotlights	
3:00-3:30	Break	
3:30-4:00	CIO Perspective	
4:00-4:30	Getting the Most Bang for Your Business Continuity Budget	
4:30-5:00	ABC's or F's of Archiving, Backup, & Compliance	
6:30-9:30	Jazz Reception, San Jose Art Museum	
Friday, September 14, 2007		
7:00-8:45	Registration and Breakfast	
9:00-9:15	Agenda Opener	
9:15-11:00	From the Trenches – Real Life IT Highlights & Horrors (Case Studies)	
11:00-11:30	Break	
11:30-12:30	Views of the Market Gurus	
12:30-1:30	Lunch	
1:30-2:30	Views of the Market Gurus (continued)	
2:30-3:15	TBA	
3:15-3:30	Conference Wrap and Prize Drawing	



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## **Support The Cause. Get Recognition.**

### **Why You Should Participate in AppCon 2007**

Our four sponsorship packages allow you to reach the decision makers in your market with your product and message before, during, and after the event. Vendor participation is only available to sponsoring companies, guaranteeing visibility among an elite group of industry professionals. Sponsorship is limited. Showcase your products or services. Call now for more information or to sign-up!

- **Kelly Harray 408-293-3233 x 104**
- **Cheryl Landman 408-293-3233 x 132**
- [sponsorship@applicationcontinuity.org](mailto:sponsorship@applicationcontinuity.org)

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