



PASS Summit Unite 2009 ROI

Budgets, travel, and return on investment (ROI) are huge issues this year, even more than in past years. To help you justify attending PASS Summit Unite 2009, the following table outlines how the conference can help you achieve your top goals. Use the “**Spread the word**” tab at the PASS Summit Unite 2009 site to share these value points with colleagues and your boss.

Your Goals	How PASS Summit Delivers
Learn new skills and strategies to optimize SQL Server	More than 160 expert-led technical sessions—plus deep-dive pre/post-conference sessions—cover all aspects of SQL Server. Immerse yourself in all things SQL Server for the same cost as a weeklong training course in just one topic.
Solve high-priority, mission-critical SQL Server issues	The Microsoft “Ask the Experts” Lounge and the CSS First Aid Station provide direct access to Microsoft developers, service and support staff, and MVPs. Get the answers you need right away. This area alone is worth the price of attendance.
Learn SQL Server best practices and keep skills up-to-date	PASS Summit is the only conference that brings together thousands of SQL Server and BI MVPs, Microsoft team members, authors, experts, and peers for 3+ days of focused learning, sharing, and networking. Sharpen your edge, stay current on SQL Server and BI topics and technologies, and network and share best practices with peers and experts.
Improve the ROI and performance of your SQL Server environment	Learn strategies and skills that help improve the ROI of your SQL Server environment, including virtualization technologies, performance tuning and scaling, better hardware utilization, simplified management, BI, and more. By gaining these skills yourself, you could save the cost of bringing in outside consultants
Increase the knowledge and skills of the entire team	Take advantage of the group discount : Send 5 employees and save. And buy the DVD set of all session recordings for year-round learning on all aspects of SQL Server.
Identify and meet potential customers or employees	For consultants, vendors, and those looking for new career opportunities, PASS Summit is the perfect environment to meet and impress potential new customers and employers. Those happily employed at an organization can meet the top SQL Server minds that can help with any future needs.
Understand key SQL Server add-ons that will increase efficiency and productivity	The PASS Summit Expo Hall brings together the top SQL Server and BI tools and services under one roof. Get hands-on demos and information that would otherwise take days or weeks of research.
Stay ahead of the curve and gain strategic insights	Be among the first to learn about new advances, roadmaps, and plans for Microsoft SQL Server and BI. Get current on what’s important now and going forward.
Build your network	Breakfasts, lunches, and evening receptions are included with your registration and are designed to offer dedicated networking opportunities. Go further and become a PASS Summit volunteer , Summit Ambassador, or speaker !
Get new ideas, get re-invigorated, and be inspired!	PASS Summit is all about meeting and talking with people, sharing issues and solutions, and gaining the knowledge and new ideas that will optimize your solutions and make you a better SQL Server professional.