



Frequently asked questions (FAQ) regarding the Business Intelligence (BI) Conference and Tech-Ed North America 2010 Conference co-location

Q1. What does the co-location mean to each conference? Is the BI Conference now part of Tech-Ed 2010?

A1. The BI Conference and Tech-Ed 2010 are separate Microsoft events that share certain common activities and an event facility. However, the content, target audience and price points remain significantly different.

Q2. What are the benefits for co-locating the BI Conference with Tech-Ed 2010?

A2. Customers will be exposed to additional networking opportunities with customers and partners as part of Tech-Ed 2010. They will also have access to the Tech-Ed Keynote, Pre-Conference Seminars, more Hands-on Labs, on-site Certification testing as well as a larger Exhibition Hall with more Exhibitors and Sponsors.

Q3. Will the BI Conference attendees be able to attend Tech-Ed 2010 sessions and vice versa?

A3. There are two types of passes available for the BI Conference and Tech-Ed 2010:

1. A **Tech-Ed Conference** pass allows the attendee to attend any and all sessions offered throughout the week (both Tech-Ed and BI Conference Breakout Sessions) plus entrance into all the Keynotes, Hands-on Labs, social events, Exhibition Hall and other common areas.
2. A **BI Conference** pass allows the attendee access to only the BI Conference Breakout Sessions (not the non-BI Tech-Ed sessions). However, a BI Conference pass will allow access to the Tech-Ed Keynote, Hands-on Labs, social events, Exhibition Hall and other common areas. The BI Conference costs about 30% less than the Tech-Ed pass.

Q4. Will co-locating the BI Conference with Tech-Ed 2010 mean less BI Conference content?

A4. No. The BI Conference will have as many Breakout and Interactive Sessions focused on BI as the conference had in past years. Attendees will have more conference content overall though when factoring in the Certification Prep Sessions, Tech-Ed Keynote and Women in Technology Luncheon.

Q5. What will the content for the BI Conference look like?

A5. The BI Conference will have 54 sessions across the four days (June 7–10) as well as a full day Pre-Conference on Sunday, June 6. Content will be organized around the five [BI Tracks](#) and will include a Keynote, Hands-on Labs, Breakout and Interactive Sessions.



Q6. Will the BI Conference and Tech·Ed 2010 now have the same target audience?

A6. Tech·Ed is primarily targeted towards IT Professionals, Developers and Technical Decision Makers. The BI Conference has content for IT Professionals and Developers, the people architecting, building and maintaining BI solutions for their organizations, as well as a strong focus on end users, and business and technical leaders who want to hear from their peers in other companies about how they are leveraging Business Intelligence solutions to transform their organizations.