

**REGISTER TODAY FOR YOUR FREE EXPO PASS!**

Your free Expo Pass includes all keynotes + general sessions, unlimited access to the AIIM Expo floor, all free Expo education and networking opportunities. Visit [www.aiimexpo.com](http://www.aiimexpo.com) to register, or call 888-824-3004 or 972-620-3005.

**OPEN TO ALL ATTENDEES!**

**KEYNOTES + GENERAL SESSIONS**

Tuesday, April 20 • 8:00am – 8:45am



**KEYNOTE: Use the Downturn to Rethink & Thrive**  
**MICHAEL ROGERS** – MSNBC's "The Practical Futurist" & Technology Expert

8:45am – 9:30am



**GENERAL SESSION: CIO Panel: Content Management: Driving Your Business**  
Moderated by: **ROBERT SHIMP, J.D.** – Group VP, Global Technology Business Unit, Oracle Corp.

Panelists Include:

**CINDY BIXLER** – CIO, Embry Riddle Aeronautical University  
**TOM SHOWALTER** – Managing Director, JP Morgan Chase

9:30am – 10:15am



**KEYNOTE: 8 Trends that will Transform the Content Management Industry**  
**JOHN MANCINI** – President, AIIM Association  
Panelists Include:  
**CINDY BIXLER** CIO, Embry Riddle

Wednesday, April 21 • 8:30am – 9:15am



**GENERAL SESSION: Information-Advantaged Companies: Successful Strategies for Transforming Information into New Sources of Business Value**

Moderated by: **WHITNEY TIDMARSH** – CMO, EMC  
Panelists to be announced soon.

9:15am – 10:00am

**GENERAL SESSION: CYRUS MISTRY** – Google

Thursday, April 22 • 9:15am – 10:00am

**GENERAL SESSION:**  
**RYAN DUGUID** – Senior Product Manager, Microsoft  
**TOM SHOWALTER** – Director of Technical Excellence, Electronic Arts

For keynote and general session descriptions, visit: [www.aiimexpo.com](http://www.aiimexpo.com)

**EXPO HALL HOURS:**

Tuesday, April 20 ..... 10:00 AM - 5:00 PM  
Wednesday, April 21 ..... 10:00 AM - 5:00 PM  
Thursday, April 22 ..... 10:00 AM - 2:00 PM

**FREE PASS COMPLIMENTS OF:**

**ISIS PAPYRUS AMERICA**

**Booth #: Use Registration Source Code:**

**2301**

**635M**

Meet with best-in-class information management technology vendors for hands-on technology test drives and advice from the experts.

**FREE EDUCATION ON THE EXPO FLOOR**

**Application Showcase Theater**

Leading vendors will conduct multimedia educational presentations on the Expo floor. Come hear case study presentations from real application end-users.

**Doculabs LIVE!**

Doculabs, the leader in ECM and BPM strategy consulting, provides AIIM Expo attendees an opportunity to hear best practices from peer users of ECM technology. Learn the benefits and pitfalls of the technologies, adoption strategies, and business goals other organizations have deployed.

Presented by: **DOCULABS**

Visit [www.aiimexpo.com](http://www.aiimexpo.com) for an up-to-date schedule of theater presentation topics and abstracts.

**NETWORKING OPPORTUNITIES**

**The Scene – New for 2010! Booth #1924**

A top destination for all things networking while at the AIIM Expo + Conference, The Scene will provide AIIM Expo attendees a place to meet, Tweet and connect with others onsite. Hold your Tweetups amidst the Expo action! Meet fellow LinkedIn group members and discuss the buzz at the show! Hold casual meetings with new business connections! And more!

**Tap & Brew Lounge Booth # 1453**

Stop by for a complimentary beverage! This lounge will feature coffee in the morning and domestic and import beer in the afternoon. Receive your complimentary beverage by picking up a ticket at the Tap & Brew booth.



Consultants, System Integrators, VARs and other members of the Channel: Meet, network and engage with companies providing solutions and services for your unique needs... and discuss your needs with fellow Channel members!

Sponsored by:



Participants include:



**Welcome Reception**

Tuesday, April 20 • 5:00pm – 6:00pm  
In the Ballroom

Sponsored by: **XEROX**

**Mix + Mingle After Hours • Tuesday, April 20 • 6:30pm – 8:00pm**

Join your fellow attendees and exhibitors after hours at the Field House Sports Bar! Show your AIIM Expo badge to get discounts on select drinks!

Field House Sports Bar • 1150 Filbert Street • Philadelphia



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