



THE DIGITAL TRANSFORMATION ASSOCIATION

IMPACT

2019

SEATTLE WASHINGTON USA

CMG.ORG

ATTENDEES

IMPACT will allow for one-on-one networking with professionals from a wide range of roles within the performance industry, including: capacity planners, performance engineers, consultants, load testers, systems administrators, software developers, quality assurance managers and engineers, project managers, database administrators, executive leadership, sales and marketing professionals.

CONTENT & ACTIVITIES

- IMPACT conference sessions – The heart of IMPACT. Don't be stuck within a track – there is a lot to learn across industries in the conference sessions.
- Training – Before we kick off IMPACT, take a few hours to learn from the best industry experts out there.
- Peer-to-peer networking – Multiple opportunities both inside and outside the conference to meet with and learn from your peers.
- Tech Expo – Meet our partners and learn about the latest technologies and hot startups at the Tech Expo.
- Workshops – Solve real-world problems with your peers during special workshop sessions.
- Skills badging – Gain marketable skills and earn digital badges by attending key sessions during the IMPACT conference.

TESTIMONIALS

- “CMG is the only place that covers all aspects of capacity and performance across all platforms. This is the only conference to obtain real-world knowledge and training, at a conference that is not vendor run.” – 2017 Conference Attendee
- “I attended with a colleague for the first time, and came away impressed. I found many of the sessions to be helpful, insightful, and potentially applicable to my work – and I typically don’t necessarily come away from conferences feeling this way.” – Will Cathey, Navy Federal Credit Union
- “CMG IMPACT is a key conference for all professionals who are responsible for computer responsiveness and optimization” – Dr. Michael Salsburg
- “CMG is a great place to get a deep insight of what is happening in the APM world and meet talented people.” – J.X., BMO Financial Group

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CALL FOR PARTICIPATION

We invite both industry leaders and people on the front lines to propose topics that demonstrate the present and future of performance and capacity. Submissions for IMPACT 2019 should educate and enable attendees toward leading digital transformations.

- May 24, 2018: Subject Matter Recommendations Open
- June 18, 2018: Call for Participation Open
- August 31, 2018: Proposal Submission Deadline
- September 30, 2018: Notification to Proposal Submitters
- December 14, 2018: Presentation Coaching Completed
- January 14, 2019: Final Presentations Due

REGISTRATION DEADLINES

We look forward to seeing you in Seattle! When planning your attendance, please keep in mind the following registration periods and deadlines:

- May 31, 2018 – Members-Only Innovator rate ends
- June 1, 2018 to October 31, 2018 – Early Adopter rate period
- November 1, 2018 to January 31, 2019 – Regular conference rate period
- January 18, 2019 – Cancellation deadline for eligible tickets
- January 22, 2019 – Room block cut-off date
- February 1 to February 20, 2019 – Late registration rate period
- February 18 to February 20, 2019 – IMPACT 2019

REGISTRATION RATES

Conference passes include all general conference sessions, meals (including snack breaks and daily coffee), and admission to the conference micro site to access conference handouts, presentations, and worksheets. Passes also include access to the Tech Expo, Birds of a Feather (BOF) sessions, workshops, and online streaming of select conference videos.

	MEMBER	NON-MEMBER
Members-Only Innovator Conference Rate	\$1,099 ^{USD}	
Early Adopter Conference Rate	\$1,450 ^{USD}	\$1,750 ^{USD}
Regular Conference Rate	\$1,550 ^{USD}	\$1,850 ^{USD}
Late Conference Rate	\$1,750 ^{USD}	\$2,050 ^{USD}
Membership Add On	\$99 ^{USD}	



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VENUE: HYATT AT OLIVE 8, DOWNTOWN SEATTLE HOTEL

LIMITED ROOMS HAVE BEEN SECURED AT THE HYATT FOR \$199 AND \$214 PER NIGHT. GO TO [HTTPS://BOOK.PASSKEY.COM/GO/CMGIIMPACTCONFERENCE2019](https://book.passkey.com/go/cmgiimpactconference2019) TO BOOK YOUR ROOM

+1.856.401.1700

CMGHQ@CMG.ORG