

# BMC Exchange Program

## Frequently Asked Questions

### Q. What is BMC Exchange?

A. BMC Exchange is a series of complimentary, one-day educational events for BMC customers, prospective customers, and partners. Each event focuses on the major themes driving and enabling digital transformation and how BMC solutions can help, including updates on new releases, roadmaps, and helpful tips and best practices. Activities include keynote presentations by external speakers and BMC executives; breakout sessions led by BMC experts, customers, and partners; and an exhibition area featuring products and services from BMC and our partners.

BMC Exchange events are presented in English, although a majority of content will be delivered in the local language in Brazil, China, and Germany.

### Q. Why should I attend BMC Exchange?

A. The 2017 program offers multiple benefits for attendees:

- **Content:** By attending, you will gain new insights into global best practices around digital transformation and learn about updates to BMC products and solutions.
- **Networking:** Connect with hundreds of your local peers, BMC partners, product experts, and more so you can continue the relationship post-event.

- **Convenience:** BMC Exchange events will be held in seven major cities on four continents, including on the US East coasts.
- **Affordability:** This event is easy to justify to your management because there is no cost to attend.
- **Efficiency:** The single-day format minimizes your time away from the office.
- **Choice:** Our flexible agenda enables you to focus on your specific interests. After the keynote program, choose from four or more session tracks and a range of exhibits from BMC and our partners.

**Q. Who will benefit from attending BMC Exchange?**

- A. The program is designed to appeal to a wide range of audiences, from IT professionals who implement and use BMC solutions, to architects, developers, managers, directors, executives, and consultants.

**Q. What is the schedule for BMC Exchange FY2018?**

- A. The program runs from June 2017 through November 2017:

Federal Exchange	June 7, 2017	Washington, DC (Marriott Wardman Park)
Exchange New York City	Oct. 12, 2017	New York, NY (The Times Center)
Exchange Singapore	Oct. 31, 2017	Singapore (The St. Regis)
Exchange China	Nov. 2, 2017	Beijing, China (JW Marriott)
Exchange UK & Ireland	Nov. 14, 2017	London, England (Westminster Park Plaza)
Exchange Germany	Nov. 16, 2017	Essen, Germany (Grand Hall Zollverein)
Exchange Brazil	Nov. 30, 2017	São Paulo, Brazil (Sheraton WTC Hotel)

## Q. How does BMC Exchange fit into the overall line-up of BMC events?

- A. BMC Exchange plays a pivotal role in our educational outreach to customers, prospective customers, and partners in major markets worldwide.
- Based on the success of the BMC Exchange program in 2016, BMC has decided to expand and update this program for 2017, including North America. As a result, BMC will not host BMC Engage in 2017. Compared to a traditional multi-day, annual conference, the one-day, no-cost format of BMC Exchange events makes them easier to justify, and their proximity to your home location makes them more convenient.

**Note:** If you have already purchased a pass for BMC Engage 2017 under the “early bird” offering, your registration fee of \$799 will be fully refunded. Please contact [BMCEvents@bmc.com](mailto:BMCEvents@bmc.com) if you have questions or need assistance.

- **BMC Day:** BMC Day events are similar to BMC Exchange, but are run in smaller locations, typically with 100 to 250 attendees. Most of the content is also delivered in the local language.

## Q. How can I get the latest updates on BMC Exchange?

- A. BMC will begin publicizing these events through multiple channels in February 2017. We encourage you to bookmark the BMC Exchange [website](#) and visit periodically for updates on track sessions, sponsors, and more. We will be sending out email communications in early March so that you can register and submit topics for track sessions.

