

QCon

blackhat

DEFCON

STAR WEST  
A TECHWELL EVENT

Velocity

SANS

CAN SEC WEST

AGILE TESTING DAYS

DEVELOPERWEEK

DEVOPS ENTERPRISE

QUEST 2016

OSCON

# TECH AND SOFTWARE CONFERENCES GUIDE

AGILE APP DEV DEVOPS IT OPS  
CLOUD SECURITY MOBILE IOT

BEST OF  
2016

 TechBeacon  
.COM

# ABOUT THIS GUIDE

Welcome to TechBeacon's first annual "Tech & Software Conferences Guide: Best of 2016."

We searched everywhere to find the best conferences and events for dev, IT, and security professionals this year. Our goal is to save you time and help you find the right conferences to attend this year. We hope you find this guide engaging and informative.

We've organized this guide around seven conference categories—agile, DevOps and ITops, app dev, security, mobile and IoT, performance and testing, and cloud and infrastructure. While space prohibits a full description for every conference in these categories, we've featured a number of "best of" conferences that our research suggests are top in their area. This is followed by a list of "worthy alternative" conferences you might also consider.

Rather than repeating information you can easily find on conference websites, we've tried to give you a flavor of each event by quoting past attendees, including speakers and guests. Of course, you get the logistical information, too—location, dates, etc. But because we had to publish early in the year, you'll see that some conferences have not yet been fully planned by their organizers. In those cases, we have provided details from prior years, as much as possible.

TechBeacon is committed to delivering high-quality editorial content every day. But we know there is no substitute for 1-to-1 conversations with your peers—and that's what these conferences themselves deliver. We hope to see you at several events during the year!

And please let us know how we can improve this guide for updated editions in the years to come.

Happy networking,

—The editors

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Agile Dev



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OF 2016

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# AGILE CONFERENCES

**BEST OF 2016**



AGILE

# Agile Alliance's Agile 2016

With 2,300 attendees from 40 countries at last year's conference, the organizers claim this is now the largest agile software conference in the world.

Featuring multiple sessions, talks, clinics, workshops, and other activities happening in parallel throughout the event, this 14th Agile Alliance conference will more than likely cover all the bases.

And that means, inevitably, you can't attend everything. Still, attendees from last year felt that the sit down lunches, dinners and breakfasts, and round tables afforded plenty of space for networking and easy conversation.

Melissa Perri, a product management and Lean and agile coach, returns this year to organize the UX track. "It's a great way to get a lot of information on many aspects of Agile, from how it integrated with the UX team to how to scale it in large organizations. You'll also leave with great connections that can support you as you learn," she said in an interview.

*It's a great way to get a lot of information on many aspects of agile.*

## What to expect

- Not overly technical
- Ad hoc sessions highly valuable
- Busy conference, heavy networking
- "Everything was in big scale."



[agilealliance.org/agile2016/](http://agilealliance.org/agile2016/)

[@AgileAlliance](https://twitter.com/AgileAlliance) #agile2016

## Location

Hyatt Regency Hotel (downtown)  
Atlanta, Georgia

## Dates

JULY

25-29

## Cost

Agile Alliance members: **\$1,649-1,999**  
Non-members: **\$2,399**

## Who should attend:

Software project managers, product owners, practitioners

## Size

- 2,500+ attendees
- 200+ speakers
- 17 tracks, multiple sessions per track (2015)

# The Lean Startup Conference

As the name implies, this conference is slanted towards the application of Lean principles in a startup environment. But the primary focus is innovation, even if teams are supporting established companies or government agencies, including large and bureaucratic organizations.

Speakers typically include CEOs and top executives who stress the importance of continuous innovation in organizational culture. Attendees have “ranged from innovation teams within large enterprises, to startup founders looking for inspiration and guidance on how to learn faster from their customers,” according to one blog.

Co-founder of The Lean Startup Company Heather McGough notes that the 2016 conference will offer intimate summits that will focus on topics such as startups, education, government, enterprise and social good, she said. Each summit will have its own special twist—offsite immersions, surprise guests, topical dinners. “Labs agendas will be very active and experiential with less passive listening,” she says.

The company will hold a series called Lean Startup Labs throughout the US, starting in New York City, in late February. Other cities and dates will be announced during the year.

*Labs agendas will be very active and experiential with less passive listening.*

## What to expect

- Diverse background among attendees
- Both large and small companies represented
- Informal, community feel
- Entrepreneurial spirit



 [leanstartup.co/conferences/2016/](http://leanstartup.co/conferences/2016/)

 @leanstartup #LeanStartup

## Location

San Francisco, California

## Dates

NOV

1-4

## Cost

4-day platinum pass: **\$2,885** (2015)  
Discounts for team passes

## Who should attend:

Startup founders, entrepreneurs, app developers, project managers, R&D professionals

## Size

- 2,000+ attendees
- 8 tracks with multiple sessions (2015)
- 140+ speakers and mentors

# Global Scrum Gathering Orlando

Called “what agile enthusiasts’ dreams are made of” in a collective blog following the 2015 event, the Global Scrum Gathering draws scrum practitioners from around the world. Attendees are immersed in an “experiential learning environment” with a wide variety of educational tracks for all levels of experience.

The event featured more than 50 breakout sessions, including Open Space sessions that afforded group discussion around any proposed topic. These sessions “were some of the most dynamic talks on Scrum we’ve ever had the pleasure of experiencing,” the bloggers wrote.

Jonathan Silva from Axosoft, a conference sponsor, described the 2015 conference in Phoenix as drawing “hungry, curious minds from all over the world” and called the event “one of the major conferences of all things scrum and agile.”

The 2016 conference will feature three main tracks:

Mission Control, for ScrumMasters, product owners, and team members; Orbiting the Earth, for those interested in scaling beyond a single scrum team; and Agile Galaxy, focused on leadership, organizational agility, and transformation.

*“One of the major conferences of all things scrum and agile.”*

## What to expect

- Success stories from experts
- Networking with scrum enthusiasts
- Contact with Scrum Alliance members and leaders



 [scrumalliance.org/courses-events/events/global-gatherings/2016/orlando-2016](https://scrumalliance.org/courses-events/events/global-gatherings/2016/orlando-2016)

 @ScrumAlliance #SGFLA

## Location

Orlando, Florida

## Dates

APR

18-20

## Cost

A variety of packages are available, including **\$1,600** for non-members of the Scrum Alliance and **\$1,350** for members.

## Who should attend:

Scrum and agile practitioners, agile enthusiasts, business leaders & managers

## Size

- 50 breakout sessions
- Attendance n/a



AGILE

# Agile and Beyond

Organizers describe the Agile and Beyond conference as a grass-roots, volunteer-led annual conference focused on product development. The event features technical talks and workshops that are “craftsmanship-focused.”

In its seventh year, Agile and Beyond moves to a new venue, the Eagle Crest Resort and conference center in Ypsilanti, Michigan, where there will be more breakout rooms to improve the learning experience and the interaction among attendees, and where the overall quality of the food and accommodations will be better, according to the organizers.

QA tester Hilary Weaver attended the conference a few years ago before she started practicing Agile, but when she returned in 2015 to Agile and Beyond she couldn't get enough. She left with tons of practical insights, and she found that there were more interesting sessions than she was able to attend. “The keynotes were both on-point and presented a lot of actionable ideas. The mixture of hands-on and theory made for a dynamic and excellent experience,” she blogged.

Regarding the 2016 conference, organizers write: “We are pleased to announce Dr. Jeffrey Liker as one of our Keynote speakers. As an expert in Lean Leadership, Dr. Liker brings a unique perspective to the table.”

*“The keynotes were both on-point and presented a lot of actionable ideas.”*

## What to expect

- Focus on Lean and agile
- “Grass-roots,” all-volunteer organized
- Relatively small conference
- Very low cost



[agileandbeyond.com/2016/](http://agileandbeyond.com/2016/)

@AgileAndBeyond #aab16

## Location

Eagle Crest Conference Center and Resort  
Ypsilanti, Michigan

Dates

MAY

5-6

Cost

Starts at **\$179**

Who should attend:

Designers, developers, executives interested in Lean and agile

Size

• 800-1,000 attendees

Agile Dev

# Agile Dev West and East

First held in 2007, the Agile Dev focuses on the latest agile methods, tools and principles via keynotes, case study sessions, technical sessions, tutorials, networking events and conference classes. It has an expo floor.

The conference is aimed at both new and experienced agile practitioners. As noted on the Agile Dev Conferences website: “Whether you’re new to the agile process and need to get up to speed quickly, or you’re experienced and ready to take your team or organization to the next level, our hands-on, in-depth workshops have you covered. Plus, all Agile Dev Conferences are held in conjunction with Better Software Conferences and DevOps Conferences, allowing you to choose from three distinct programs.”

In other words, a ticket for Agile Dev East or West gives the attendee access also to two other TechWell conferences happening there at the same time.

Organized by TechWell, [www.techwell.com](http://www.techwell.com)

*Our hands-on, in-depth workshops have you covered.*



 **Agile Dev West**  
[adcwest.techwell.com](http://adcwest.techwell.com)

**Agile Dev East**  
[adceast.techwell.com](http://adceast.techwell.com)

 @TechWell #ADCEast #ADCWest

## Location

**Agile Dev West:** Caesar’s Palace, Las Vegas, Nevada  
**Agile Dev East:** Hilton Orlando Lake Buena Vista

## Dates

JUNE

NOV

5-10

13-18

WEST

EAST

## Cost

Prices (for both East and West) range from **\$795** for one day of tutorials to **\$3,095** for 5 full days at the conference.

Note that pre-conference training and certification courses can be combined with the conference at prices that run up to **\$4,045**.

## Who should attend:

Software developers, product owners, scrummasters, QA professionals, and others interested in agile development techniques

# AGILE CONFERENCES

## Worthy alternatives

### Lean Kanban North America

[lkna16.leankanban.com](http://lkna16.leankanban.com)

May 16-18 in San Diego, California



### Agile by Example

[2015.agilebyexample.com](http://2015.agilebyexample.com)

No date yet for 2016 conference

**AgileByExample**

### Agile Cambridge

[agilecambridge.net/2016/](http://agilecambridge.net/2016/)

September 28-30 in Churchill College, Cambridge, UK



# APP DEV CONFERENCES

BEST OF 2016



# Microsoft Build

Build is a massive conference for Microsoft platform developers. Top MS executives, from the CEO on down, offer keynote speeches and meet with customers, and the company tends to make big news announcements. Naturally, the conference receives close news and media attention.

Since taking over as CEO in 2013, Satya Nadella has pushed the company to be more platform-agnostic across the board and distance itself from its Windows-only mantra. This is one reason Toni Pohl, co-founder of Microsoft partner At Work Information Technology in Vienna, Austria, noted that the company no longer feels like your father's Microsoft: "Microsoft is serious [about] going open source and going into other platforms, like supporting developers in Android and iOS and Linux,"

Microsoft has made a shift from on-premises software to cloud services, including a new openness to non-Windows platforms. With the release of SDKs for porting Android and IOS apps to Windows at the 2015 conference, Christian Nagel from software development services provider ThinkTecture, was inspired to write: "Microsoft is building bridges: bridges to bring all developers on board to offer apps for Windows 10, for using Microsoft Azure and Microsoft Office."

The cost of the registration and travel may seem high, but if you're a MS platform techie this is certainly a conference designed for you. The schedule for Build 2016 isn't yet out, but it's reasonable to expect that Microsoft will focus again on some of the main topics of the 2015 conference, such as HoloLens, Windows 10, and tools for iOS and Android developers.

*Microsoft is serious [about] going open source and going into other platforms.*

## What to expect

- Large conference; expensive, but "well worth it"
- Chance to meet Microsoft leadership and technologists, and participate in product focus groups
- Very technical sessions
- Increased outreach to open source and Android-based interests



 [build.microsoft.com](http://build.microsoft.com)

 [#Build2016](https://twitter.com/bldwin)

## Location

Moscone Center  
San Francisco, California

 Dates

MAR

TO

APR

30

1

 Cost

Full price: **\$2,195.00**

Academic: **\$995.00** (limited availability)

 Who should attend:

Windows developers, primarily Windows and Windows Mobile, SQL Server, Azure PaaS and using tools such as Visual Studio and ASP.NET. More than ever, Build is also relevant for iOS, Android, and open source developers.

 Size

- 2,500+ attendees
- 200+ speakers
- 17 tracks, multiple sessions per track (2015)



# ApacheCon North America & Apache: Big Data

Two conferences in one! Executive VP of the Apache Software Foundation confirms that the two events will overlap, “enabling those who want to attend and learn at both to do so in a convenient and affordable way.” The combo was first introduced in 2015 at ApacheCon Europe in Budapest, because Big Data has become such a popular topic at ApacheCon.

ApacheCon will focus on the 350+ Apache Software Foundation project communities. Apache: Big Data will focus on Apache projects, people, and technologies working in big data, ubiquitous computing, and data engineering and science.

As a gathering for open source developers to explore key issues and learn about the latest in products that Apache Software Foundation says “power half the Internet ... and store billions of objects in virtually every industry,” this conference offers tracks and mini-summits focused on specific Apache projects, special sessions, plus hackathons and lightning talks.

“Events like this really bring out the reason that we all form communities – to share and learn from each other and make developing and operating software more productive,” writes Drue Placette, a cloud services engineer at ProfitBricks, about the 2015 conference held in Austin, TX.

*Events like this really bring out the reason that we all form communities.*

## What to expect

- Most attendees are developers and software engineers
- Focus on automation, orchestration, and management of cross-platform cloud resources
- Great networking opportunity for open source enthusiasts

[events.linuxfoundation.org/events/apachecon-north-america/](https://events.linuxfoundation.org/events/apachecon-north-america/)

@EventsLF @ApacheCon #ApacheCon

## Location

Hyatt Regency Vancouver  
Vancouver, British Columbia

## Dates

MAY

MAY

11-13

9-12

APACHECON

APACHE:  
BIG DATA

## Cost

Apache: Big Data: Early Bird - **\$599**;  
Standard - **\$799**; Late - **\$999**

ApacheCon: Early Bird - **\$499**;  
Standard - **\$699**; Late - **\$899**

Both: Early Bird - **\$998**; Standard - **\$1,198**;  
Late - **\$1,398**

## Who should attend:

Developers using Apache software and contributing to Apache projects

# LinuxCon

Aimed at Linux and open source maintainers, developers, and project leads, this is THE conference if your passion includes extending and enhancing the Linux platform, according to the organizers. Brian Proffitt writes: "From what I saw and what I heard, all of the events were on target, and no event diminished the others."

"But on a personal level," he writes, "it was sometimes discouraging to see an event on, hypothetically the MesosCon schedule, and not be able to attend because I didn't have a MesosCon pass." Apparently, some of these separate events could be combined into LinuxCon and, according to Proffitt, "have defined, event-like tracks within a bigger LinuxCon, which would enable cross-pollination for attendees" and possibly reduce administrative overhead for the organizers.

A spokesman for the Linux Foundation said that there will be co-located events at LinuxCon again in 2016, but that the only confirmed one is ContainerCon, access to which is included with a LinuxCon pass at no extra cost. Among the other co-located events, some are included with the LinuxCon ticket, and others require separate registration.

The more general is simpler, and positive. Bruce Byfield, writing in Linux Magazine, recently declared: "I know of no better way than attending LinuxCon to learn so quickly what the current trends are in free software."

*I know of no better way than attending LinuxCon to learn so quickly.*

## What to expect

- Very targeted tracks and sessions
- Passion around open source tech!
- Take care that other co-located conferences from the Linux Foundation will not cause scheduling conflicts



[events.linuxfoundation.org](http://events.linuxfoundation.org)

@EventsL @LinuxCon #LinuxCon

## Location

North America – Toronto, ON, Canada  
 Europe – Berlin, Germany  
 Asia – Tokyo, Japan

## Dates

<b>AUG</b>	<b>OCT</b>	<b>JULY</b>
<b>22-24</b>	<b>4-6</b>	<b>13-15</b>
NORTH AMERICA	EUROPE	ASIA

## Cost

North America  
**\$800** by May 23, **\$950** by July 11, **\$1,100** after  
 Europe  
**\$800** by July 23, **\$950** by September 3, **\$1,100** after  
 Asia  
**\$350** by May 22, **\$400** by June 22, **\$475** after

## Size

- North America – 1600
- Europe – 1700
- Asia – 600

## Who should attend:

Software developers, core maintainers, linux professionals, IT ops experts, students



# JavaOne

First held in 1996 by Sun Microsystems, JavaOne is billed as the largest conference for Java developers. At the 2015 conference in San Francisco, Oracle, who now sponsors this event, marked the 20th anniversary of Java's creation, saying its popularity continues to grow. After all, it's in use by about 10 million developers worldwide. The company pledged to continue developing Java, promising major improvements and innovations in Java 9 and beyond.

The conference consistently features important speakers from the Java world. Among the keynote speakers in the 2015 conference were Georges Saab, VP of the Java Platform Group at Oracle, and Mark Reinhold, Chief Architect of the Java Platform Group.

Markus Eisele, Developer Advocate at Red Hat, notes that "everybody knows JavaOne," which "feels like it's been there forever." While the conference has its "ups and downs" over the years and it's held in ultra-expensive San Francisco, it's still "the number one premium conference about all kinds of Java." JavaOne is held at the same time and place as Oracle's big Open World conference, and attendees can get a pass for both conferences if they so wish.

*"The number one premium conference about all kinds of Java."*

## What to expect

- Important technical takeaways: like (from 2015) modularization of Java, Java in the cloud, microservices, and Docker.
- Larger conference
- Friendly, enthusiastic, collegial attendees, willing to share experiences.
- One attendee says: "Talked with so many people that my throat was sore."



 [oracle.com/javaone/](http://oracle.com/javaone/)

 @JavaOneConf #JavaOne

## Location

San Francisco, California

## Dates

SEPT

18-22

## Cost

(2015 prices)

Preregistration **\$1,850**

Onsite registration **\$2,050**

## Details

400+ technical sessions and 60+ exhibitors  
Tracks included Java and Security; Java, DevOps, Cloud, Java and the IoT.

## Who should attend:

Java developers

# O'Reilly's Fluent

Fluent aims to cover the “full scope of the Web platform,” according to its organizers. Now in its fourth year, the conference focuses on practical training in JavaScript, HTML5, CSS, and associated technologies and frameworks, including WebGL, CSS3, mobile APIs, Node.js, AngularJS and ECMAScript 6.

Because the conference was designed to attract people from across the web stack, Fluent has been described as a great way to get up to date with new techniques and ideas. Attendees at the 2015 event found an abundance of presentations on JavaScript, microservices, native script, git, design, languages, and other topics.

IBM developer advocate Raymond Camden, a speaker at Fluent 2015, writes that “Content has always been a strong point of Fluent and this year was no different. This is one of the few conferences where if I wasn't elected to speak, I'd beg my employer to send me as an attendee.”

With 80+ speakers and dozens of lectures, the conference covers a lot of ground. At the 2016 event, organizers promise to offer more professional training and “deep content” for advanced engineers. There will be one-day tutorials and two-day training sessions about topics such as Node.js, Redux and React, ES6 and Async.

*Content has always been a strong point of Fluent.*

## What to expect

- Highly technical conference
- Practical training on the full web technology stack
- Mid-sized conference, not overwhelming



 [conferences.oreilly.com/fluent/javascript-html-us/](https://conferences.oreilly.com/fluent/javascript-html-us/)

 @fluentconf @OReillyMedia #FluentConf

## Location

Marriott Marquis  
San Francisco, California

 Dates

MAR

7-10

## Cost

There are a variety of price tiers and discounts available, starting at **\$1,545**:  
<https://conferences.oreilly.com/fluent/javascript-html-us/public/register>

## Who should attend:

Web designers and developers, including mobile and web infrastructure teams, JavaScript developers, architects, UI/UX designers, and systems developer

# GoTo Conference

Also held in several European cities, this year's Chicago-based GoTo Conference touts its vendor-neutral approach and its focus on current enterprise software development topics covered "broadly" across technologies, trends, methods, and best practices.

Organizers describe the GoTo Conference as "created by developers, for developers," with emphasis on what has recently become relevant and interesting for the software development community. "We are working on another great year. Sign up for our newsletter to receive new speaker and schedule announcements, free GoTo night events, and special offers."

Speakers at the 2016 conference will include Boaz Avital, tech lead for Core Storage at Twitter; Caitie McCaffrey, who works in distributed systems at Twitter; and Jez Humble, a lecturer at UC Berkeley and co-author of the book Continuous Delivery.

*Created by developers, for developers.*

## What to expect

- Meet fellow software and technology professionals
- Highly technical conference
- Informal, easy contact with experts



 [gotocon.com](http://gotocon.com)

 @GOTOcon @GOTOchgo #GOTOChgo

## Location

Chicago, Illinois

 Dates

MAY

23-26

 Cost

Ranges from **\$995** to **\$2,745**, depending on when the reservation is made and what options are chosen.

 Who should attend:

Developers, IT architects, project managers

QCon

QCon

If you or your team are struggling to implement agile practices, you're certainly not alone. According to one attendee at the 2015 QCon event, the focus was not only on ideas, but also "the business benefits behind these improvements in working practices." QConferences are held in numerous venues around the world, starting with the March event in London.

As described on its website, QCon is a practitioner-driving conference, "designed for technical team leads, architects, engineering director, and project managers who influence innovation in their teams."

Past events have drawn from all the "big web companies," such as Netflix, LinkedIn, Facebook, Google, and Amazon, as well as startups. Organizers foster interactions among attendees with simple, thoughtful tactics, such as printing people's first names in really big type on their badge and assigning topics to lunch tables. They describe the conference as empowering "software development by facilitating the spread of knowledge and innovation in the developer community."

*Facilitating the spread of knowledge and innovation in the developer community.*

## What to expect

- Technical conference
- "Fun and intellectually intimate"
- Easy networking



 [qconferences.com](http://qconferences.com)

 @QCon @QConNewYork #qconnewyork

## Location

New York, New York  
San Francisco, California

## Dates

JUNE

NOV

13-17

7-11

NEW YORK

SAN  
FRANCISCO

## Cost

Ranges between **\$1,500** and **\$3,600**, depending on when the reservation is made and what options are chosen.

## Who should attend:

Technical team leads, architects, engineering directors, project managers

DEVELOPERWEEK

# DeveloperWeek

The DeveloperWeek Conference and Festival 2016 uses “build something” as its tagline, and with thousands of participants, partner events, and 100+ technologies on display, you may come away inspired to do just that. Billed as San Francisco’s “largest tech event series,” DeveloperWeek is sponsored by DevNetwork, and it includes a hackathon, workshops, a hiring mixer, training courses, and expo over a full week, which is longer than most conferences.

Companies represented at last year’s conference included Google, Facebook, Yelp, Rackspace, IBM, Cloudera, Red Hat, Optimizely, SendGrid, Blackberry, Microsoft, Neo Technology, Eventbrite, Klout, Built.io, Ripple, GNIP, Tagged, HackReactor, and others, as reported on their website.

“DevNetwork events are quickly becoming as important to San Francisco data science, as Dreamforce is to the cloud: a vendor-agnostic showcase of technology thought leadership and advancement,” said Andre Bourque, Editor-in-Chief of Technorati. “The data and API technologies this conference highlights are the foundation for the social, local, mobile world we live in today.”

*Hackathon, workshops, a hiring mixer, training courses, and expo over a full week.*

## What to expect

- Mid-size conference
- Highly technical
- Lots of activity: hackathon, JavaScript Conference, competitions including Live Coding



 [developerweek.com](http://developerweek.com)

 @DeveloperWeek

## Location

San Francisco, California

 Dates

FEB

12-18

 Cost

Ranges from **\$300** to **\$1,390**

 Who should attend:

Software developers, hackers, tech enthusiasts, hiring managers

# OSCON

## OSCON

OSCON (O'Reilly Open Source Convention) focuses on open source software, which has evolved from disruptive to mainstream since the conference was first held in 1999. "In the early days, this trailblazing O'Reilly event was focused on changing mainstream business thinking and practices; today OSCON is about real-world practices and how to successfully implement open source in your workflow or projects," reads the conference's website.

Aimed not just at developers but also at entrepreneurs, business executives, and investors, OSCON touches on open source across the board. "Rather than focus on a single language or aspect, such as cloud computing, OSCON allows you to learn about and practice the entire range of open source technologies."

As with the 2015 event, more than 4,000 are expected in 2016. The conference will feature hundreds of sessions, tutorials, keynotes, a "hallway track" for ad hoc discussions, after-hours events and parties, and an expo hall. The conference has been called "an immersive exploration and celebration of the ever-expanding world of open source software."

Writing about the 2015 conference, Michael Dexter, a Senior Analyst at iXsystems, warned future first-time attendees to "be prepared for a massive, sincere effort to achieve the impossible: to be all things to all people in the wildly diverse open source community...For over 15 years the organizers have done their best to strike a balance between open source projects and open source enterprises, and to track the shifting trends up and down the computing stack."

*OSCON allows you to learn about and practice the entire range of open source.*

### What to expect

- Very large conference
- You won't be able to attend all sessions
- Connect with book authors
- Unconference "Community Leadership Summit" to follow the event



 [conferences.oreilly.com/oscon/](https://conferences.oreilly.com/oscon/)

 @oscon @OReillyMedia #Oscon

### Location

Austin, Texas

### Dates

MAY

16-19

### Cost

Gold pass **\$2,495**  
 Silver pass **\$1,895**  
 Bronze pass **\$1,395**

### Who should attend:

Developers, programmers, software architects, designers, sys admins, entrepreneurs, CxOs

# APP DEV CONFERENCES

## Worthy alternatives

### SunshinePHP

[2016.sunshinephp.com/talks/](http://2016.sunshinephp.com/talks/)

Feb. 4-6 in Miami



### O'Reilly Software Architecture Conference

[conferences.oreilly.com/software-architecture-ny/](http://conferences.oreilly.com/software-architecture-ny/)

April 11-13 in NYC



### SmashingConf

[smashingconf.com/sf-2016/](http://smashingconf.com/sf-2016/)

April 5-6 in San Francisco



### Future of Web Design

[futureofwebdesign.com/london-2016/register/](http://futureofwebdesign.com/london-2016/register/)

April 25-27 in London, UK



### Future of Web Apps

[futureofwebapps.com](http://futureofwebapps.com)

various cities in the U.S. and Europe



### Game Developers Conference (GDC)

[gdconf.com](http://gdconf.com)

March 14-18 in San Francisco



### Facebook F8

[fbf8.com](http://fbf8.com)

April 12-13, San Francisco



### Twitter Hello World

[twitterhelloworld.com](http://twitterhelloworld.com)

Global series of events



**MOBILE** CONFERENCES

**& IOT**

**BEST OF 2016**

# Mobile World Congress

Described as a gathering for the entire mobile industry by its organizer, the GSMA, MWC drew a staggering 94,000 attendees from 200 countries, and 2,200 exhibitors to Barcelona in 2015.

“MWC, which has traditionally been a mobile communications show, has evolved tremendously. Today it showcases some of the world’s major technology breakthroughs. From wearable devices to connected cars and homes, mobile technology is at the heart of worldwide innovation,” wrote 2015 attendee Martine Naughton, who works in European marketing for Aria Systems. “From Ford and Sony, to Symantec and Verizon, every industry vertical was represented.”

Forrester analyst Dan Bieler blogged after the 2015 conference that MWC “remains a great platform for CIOs to gain insights” for things like making mobile a key part of their digital transformation efforts, and for readying the required enterprise network infrastructure.

Session topics for 2016 will include mobile advertising, IoT, 5G, enterprise mobility, virtual reality, autonomous cars, digital wallets, cognitive computing and mobile commerce.

*MWC showcases some of the world’s major technology breakthroughs.*

## What to expect

- Massive conference, 90,000+ attendees (2015)
- Practically every industry represented
- Mix of CxOs and practitioners in attendance



 [mobileworldcongress.com](http://mobileworldcongress.com)

 [#MWC16](https://twitter.com/GSMA)

## Location

Barcelona, Spain

 Dates

FEB

22-25

 Cost

Exhibition Visitor Pass: €749

Silver Pass: €2,199

Gold Pass: €2,699

Platinum Pass: €4,999

 Size

90,000+ attendees

 Who should attend:

Anyone involved with the mobile industry: app developers, operators, equipment vendors and professionals from the Internet, financial, marketing, and entertainment industries



MOBILE

# Apple WWDC

Now in its 27th year, Apple's Worldwide Developers Conference is the company's biggest annual event for developers, and it attracts heavy attention from the press, industry analysts, Apple customers, and obviously MacOS and iOS developers.

Though not exclusively a mobile-focused conference, mobile technologies and topics dominate the proceedings—no surprise, given that most of Apple's revenue comes from sales of iPhones, and mobile is where most of Apple's innovation and growth efforts are centered (i.e., Apple Pay, HealthKit, Apple Watch and iPad Pro).

New York Times tech columnists Farhad Manjoo and Brian X. Chen felt the 2015 conference lacked oomph. "We didn't see anything surprising at WWDC, and not much innovative, either." But others disagreed. Jared Sinclair called the 2015 WWDC one his favorite ever, precisely because its announcements weren't as dramatic as the ones made in 2014. "It wasn't another massive dump of new APIs. Last year felt overwhelming."

Some attendees found the most value during the 2015 conference in the Labs, including the app store lab, where real problems can get resolved and apps made workable.

During the week of WWDC, there are typically a number of formal and informal events and gatherings organized independently but timed for the Apple conference. One of the better known ones is AltConf (<http://www.altconf.com/>), a 3-day conference that is free of charge.

*Apple's biggest annual event for developers.*

## What to expect

- Valuable labs and hands-on expertise/problem solving
- Tech announcements from Apple
- Mid-size in terms of attendance, but many Apple tech specialists on hand



[developer.apple.com/wwdc/](http://developer.apple.com/wwdc/)

#WWDC16

### Location

Moscone West Convention Center  
San Francisco, CA

### Dates

To be announced

### Cost

Tickets available by lottery (2015)  
See [macrumors.com/roundup/wwdc/](http://macrumors.com/roundup/wwdc/) for details  
**\$1,599** for attendees randomly selected (2015)

### Size

100+ technical sessions  
1,000+ Apple engineers on site

### Who should attend:

iOS and MacOS developers



MOBILE

# Google I/O

Google I/O, first held in 2008, has become one of the most important developer conferences in the world. Like Apple's WWDC, Google I/O isn't strictly about mobile, but the event is heavily focused on the Android OS and its ecosystem.

The conference also covers developer tools and APIs for other Google products, services, and platforms, including the enterprise Cloud Platform, consumer online services like Google Play, products for publishers and advertisers like AdSense and Analytics, consumer devices like the Cardboard virtual reality headset and even some of the company's "moonshot" projects.

Russell Ivanovic, a long-time iOS developer, recently started working with Android and enjoyed attending his first I/O in 2014, calling it "a fascinating experience" in his blog. He found Google developer reps to be more techie than the ones he has dealt with at Apple, whose WWDC conference he has attended many times. "I personally prefer this approach of having technically minded engineers who understand code, helping you with every aspect of what you need as a developer to be successful," Ivanovic wrote.

Some observed that the 2015 conference seemed subtly designed to appeal to young (under 35) developers packing the latest smartphones and devices. Regardless, Google is trying to increase the attendance of women via discounts and through the availability of free tickets and gift cards for expenses via a Code Jam specifically for women.

Attendees can experience self-paced training on Google tools and services in areas such as mobile, wearables and cloud.

*Technically minded engineers who understand code, helping you with what you need to be successful.*

## What to expect

- Code Labs hands-on workshops
- Major product announcements
- "A-List" keynote speakers
- "Growing number of people attending just for free stuff"



 [events.google.com](https://events.google.com)

 [@googledevs](https://twitter.com/googledevs) #GoogleIO #IO16

## Location

Shoreline Ampitheatre  
Mountain View, CA

 Dates

MAY

18-20

 Cost

(2015 prices)  
General admission **\$900**  
Academic admission **\$300**

 Who should attend:

Developers working with Android and with the growing variety of Google web services, mobile apps and hardware.



MOBILE

# 360 iDev

360 iDev positions itself as the smaller, more intimate and independent alternative to Apple's WWDC.

Kevin Quach, writing in the Avocarrot blog in 2014, called 360 iDev "one of the most important events for indy developers on their way up" and said that the conference has built "a first-class reputation for seriousness and quality of lectures... There is more than just work at this convention, as the broad scope of extracurricular activities allows for some personal interaction as well," he added.

Independent iOS developer Ray Wenderlich, founder of Razeware, blogged in early 2015 that 360 iDev is one of his favorite iOS conferences. "It has a little bit of everything – technical talks, design talks, business talks, and great parties – and has a wonderful community of attendees that come back year after year," he wrote.

*One of the most important events for indy developers on their way up.*

## What to expect

- Smaller conference
- Geared toward independent developers
- Serious, high-quality lectures



 [360idev.com](http://360idev.com)

 [@360iDev](https://twitter.com/360iDev) [#360iDev](https://twitter.com/360iDev)

## Location

Grand Hyatt Hotel  
Denver, Colorado

 Dates

AUG

21-24

 Cost

\$599 to \$799

 Size

About 400 attendees and 55 speakers participated in the 2015 conference, which featured 61 sessions.

 Who should attend:

iOS developers

# AnDevCon

AnDevCon touts its practical, technical nature. Organizers also claim a complete focus on developers and software engineers building Android apps via more than 75 training sessions, tutorials and classes.

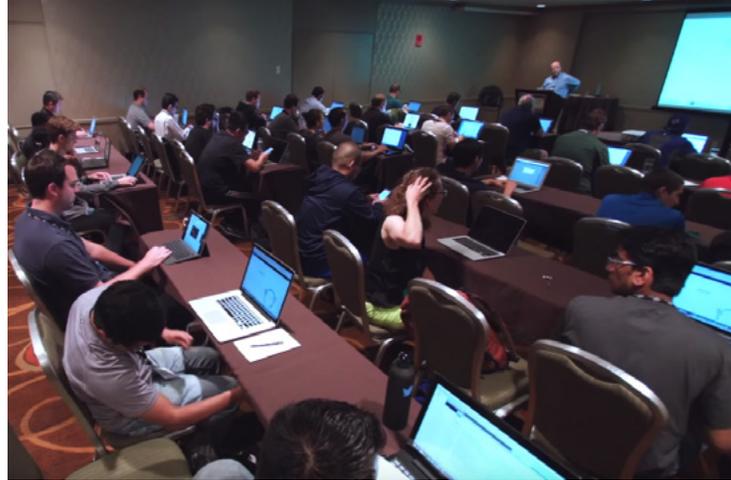
After attending and speaking at the 2014 conference in San Francisco, Jim White, a consultant from Intertech, blogged that the conference had been “very well run – from registration to concluding talks.” In size, it was large enough to attract well known members of the Android community, but not so massive to feel overwhelming.

“It was a developer information exchange over any marketing hype” that offered “plenty of great conference sessions” about Android “old and new,” he wrote.

*Very well run—from registration to concluding talks.*

## What to expect

- Mid-size conference
- Very practical, technical sessions
- Well-organized



 [andevcon.com](http://andevcon.com)

 [@AnDevCon](https://twitter.com/AnDevCon) [#AnDevCon](https://twitter.com/AnDevCon)

## Location

Boston, Massachusetts

 Dates

**AUG**

**2-4**

## Cost

Walk-in price **\$995**

Early registration discounts may be available

## Size

- 75 app development classes
- In-depth Android development tutorials
- Attendee size n/a

## Who should attend:

Android developers

# MOBILE CONFERENCES

## Worthy alternatives

### Glue Conference

[gluecon.com](http://gluecon.com)

May 25-26 in Colorado



### MobDevCon

[modev.com/modevcon2015/](http://modev.com/modevcon2015/)

Dec. 10-11 in McLean, Virginia



### Code/Mobile

[recode.net/events/code-mobile/](http://recode.net/events/code-mobile/)

No date set yet for 2016 conference



## IoT Conferences

### Internet of Things World

[iotworldevent.com](http://iotworldevent.com)

May 10-12 in Santa Clara, California



### IoT Evolution Expo

[iotevolutionexpo.com](http://iotevolutionexpo.com)

July 11-14 in Las Vegas, Nevada



### Industry of Things World USA 2016

[industryofthingsworldusa.com/en/](http://industryofthingsworldusa.com/en/)

February 25-26 in San Diego, California



### Launch Mobile, Wearables, & IoT

[launchmw.com/#mwiot/](http://launchmw.com/#mwiot/)

Oct. 15-16 in San Francisco, California



### Sensors Expo

[sensorexpo.com](http://sensorexpo.com)

June 21-23 in San Jose, California



# DEVOPS/ IT OPS

CONFERENCES

BEST OF 2016

dockercon16

# DockerCon

The interest in containers—and in Docker Inc. especially—has gone from 0 to 80 mph in less than two years, and this conference has become one of the hottest gatherings in the IT industry.

It's a safe bet that Docker Founder and CTO Solomon Hykes and CEO Ben Golub will play key roles at this year's event, one or both likely delivering a keynote address. There will be advanced technical talks, case studies, hands-on tutorials, and plenty of chances to network.

"I remember the first Docker meetup, which consisted of about five of us in the 'jungle' of the original dotCloud headquarters, back in February of 2013," Mike Kavis, Vice President & Principal Cloud Architect at Cloud Technology Partners, wrote in the company's blog. "Fast-forward to June 22-23, 2015, and Docker filled up the Grand Marquis in San Francisco and was streaming live to a rabid user base all over the world."

"DockerCon 2015 was an acknowledgment that containers have reached a critical mass, having quickly evolved from niche technology to industry standard," Tony Bradley wrote in TechBeacon. John Wetherill also raved about the palpable enthusiasm at the 2015 conference, saying that the event "was one of the most exciting, energizing, invigorating, and exhausting conferences I've attended" and that the combination of attendees, sessions, and technology "created a fantastic atmosphere."

Because the 2015 conference sold out its 2,000 seats, DockerCon 2016 is expected to draw 3,000 attendees. As the number of attendees grows, will the conference retain its allure?

*One of the most exciting, energizing, invigorating, and exhausting conferences I've attended.*



 [2016.dockercon.com](http://2016.dockercon.com)

 [#DockerCon #dockercon](https://twitter.com/DockerCon)

## Location

Washington State Convention Center (WSCC)  
Seattle, Washington

 Dates

JUNE

20-21

 Size

3,000+ attendees

 Cost

Early Bird Registration **\$742**  
Standard Registration **\$990**

 Who should attend:

Developers, DevOps enthusiasts, IT executives

Velocity

DEVOPS/  
IT OPS

# Velocity

Called “a great show to learn about Web operations, performance, DevOps, and more,” O’Reilly’s Velocity conference showcases smart minds who are putting DevOps to work in a business-driven IT setting. Damon Edwards, founder and managing partner of DTO Solutions, described it in an interview as a “high quality web operations and web performance conference” that is “very operations centric.”

Mark Zeman, founder of SpeedCurve, a visualization and web performance company in New Zealand, blogged that Velocity was an early venue for DevOps, bringing developer and operations staffers together, and that at the Santa Clara conference in 2015 that confluence evolved further. “We witnessed an additional convergence of developers, ops, and designers. It’s exciting that Velocity is helping these siloed groups find ways to share with and learn from each other.”

Web developer Chris Love, a Velocity speaker, noted the event’s influence in a blog after the Santa Clara event in 2015: “There have been many changes to the web performance space, often spawned at or because of Velocity.”

*It’s exciting that Velocity is helping these siloed groups.*

## What to expect

- Technical, performance minded conference
- “Very operations-centric”
- Convergence of developers, ops, and designers



 [velocityconf.com](http://velocityconf.com)

 @velocityconf @OReillyMedia #velocityconf

## Location

Santa Clara, California  
New York, New York

## Dates

JUNE

SEPT

20-23

19-22

SANTA  
CLARA

NEW YORK

## Cost

(2015 prices)

All access pass **\$2,495**

3-day pass **\$1,995**

2-day pass **\$1,795**

## Who should attend:

Developers, operations specialists, IT Ops staff

# DevOps Enterprise Summit (DOES)

Sam Fell of Electric Cloud called DOES in an interview the conference “for bringing lean, Agile, DevOps and Continuous Delivery practices into large organizations.”

In his review of the 2015 conference, Mirco Hering, APAC lead for DevOps and Agile at Accenture, liked that the event focused more on the work culture challenges of adopting DevOps than on the technical issues. Most talks explored “what good looks like and what it takes to transform the organizational culture,” he wrote in his blog. “Looking forward to make the next steps together and share our stories again next year.”

There are a few areas he would like the conference to go deeper into in 2016, including how to manage vendors and systems integrators.

Damon Edwards, founder and managing partner of DTO Solutions, who is on the conference’s content committee, described it in an interview as a “really a technical and organizational management conference for enterprises looking to transform how they deliver software and services.”

“Part of the big draw is the middle and senior manager attendance from what is a ‘who’s who’ of large enterprises. It gives them a chance to network and compare ideas,” he said.

*For enterprises looking to transform how they deliver software and services.*

## What to expect

- Speakers from many large companies — Target, Bose, HP, Disney, etc.
- “Great community and learning environment”
- Ad hoc discussions with attendees and speakers
- DevOps focus is more culture than tech



 [DevOpsEnterprise.io](http://DevOpsEnterprise.io)

 [#DOES16](https://twitter.com/DOESsummit)

## Location

To be announced

## Dates

To be announced

## Cost

(2014 prices)  
Standard **\$1,250**  
Early bird **\$999**

## Who should attend:

Developers, IT Ops staffers, CxOs, architects



# LISA

The LISA conference positions itself as a vendor-neutral meeting place for the system administration community.

In 2013, David Nalley, a Citrix software manager and self-described “recovering sys admin,” highlighted the training component of LISA as being particularly strong in a conference that hits all the right notes for systems administrators. “LISA is still the best sysadmin conference out there,” he wrote. “If you are a sysadmin the benefits for attending LISA are far larger than just the training program. The hallway track, tech sessions, and the rest of the conference are the best value you can get in sysadmin training in my opinion.”

Organized by Usenix, the Advanced Computing Systems Association, LISA (Large Installation Systems Administration) is focused on the design, building, and maintenance of critical systems.

The 2015 conference zeroed in on the overlap and differences between traditional and modern IT operations and engineering via a program organized around four main topics: Culture, Monitoring & Metrics, SRE & Software Engineering, and Systems & Network Engineering.

*LISA is still the best sysadmin conference out there.*

## What to expect

- “Still the best sysadmin conference out there”
- Heavy training focus



 [usenix.org/conference/lisa16/](https://usenix.org/conference/lisa16/)

 @LISAConference @usenix #LISA16

## Location

Sheraton Boston  
Boston, MA

## Dates

DEC

4-9

## Cost

To be announced in April

## Who should attend:

ITOps, systems admins, systems engineers, network engineers, software architects



# DevOps Days

This conference series is run by volunteers whose target audience is front-line engineers and their managers. A global core team includes such DevOps luminaries as Patrick Debois and Damon Edwards, who assist local organizers with their events worldwide.

“The format is really unique, in that it’s 50% scheduled talks and 50% attendee facilitated group discussion where the topics are voted on the day of,” Edwards said in an interview. “It’s a great event for individual practitioners to learn from each other and a lot of new ideas bubble up from DevOps Days events.”

A 2014 DevOps Days event in Austin kicked off in a unique and colorful way. “Given that it was Cinco de Mayo, and given that it was Austin, as we walked in on the first day we were greeted by a mariachi band,” one attendee wrote in his blog. “Also on the first day we were treated to an opening keynote by Andrew Clay Shafer. Shafer, aka Littleidea, is among other things a DevOps bon vivant and all around muser on concepts and systems big and small.”

Nathan Sowatskey, a full-stack developer and consultant, blogged that “most of what draws people to the event is about what happens in the ‘Open Spaces.’ ... This is all about sharing: sharing your questions, concerns, and experience. It works well. People come to a discussion, potentially worried and confused, and walk away with more knowledge and ideas than they started with, and less worry and confusion.”

*A lot of new ideas bubble up from DevOps Days events.*

## What to expect

- Great variety across events
- Attendees “discuss what they want”
- Ad hoc problem solving



 [devopsdays.org](https://devopsdays.org)

 @devopsdays #DevOpsDays

## Location

Multiple cities mostly in the U.S. and Europe, sometimes in Asia, Africa and Latin America

## Dates

Held throughout the year

## Cost

Varies

## Who should attend:

Developers, testers, operations staff, DevOps enthusiasts



# Gartner IT Operations Strategies & Solutions Summit 2016

The conference starts from the premise that the digital workplace has put many demands and pressure on IT operations staffers in areas such as support and innovation. The program, which isn't yet ready for the 2016 conference, aims to provide "strategic guidance and tactical recommendations" for IT Ops teams to handle this new reality.

Chris Boorman, Automic's CMO, attended this conference for the first time in Berlin in mid-2015 and found it to be "an eye-opener." Gartner analysts delivered an urgent message to IT Ops leaders, telling them they had 24 months to turn their teams into digital enterprises, or else risk becoming mainframe dinosaurs, according to Boorman.

"I came away with a massive feeling of the need for change, agility, and speed," he wrote in his company's blog.

Jay Fry, senior VP of marketing at New Relic, attended the event's 2015 edition in Orlando, Florida and, in addition to hearing about the expected topics related to IT ops challenges in big enterprises, he also heard about issues he wasn't expecting to encounter, such as the desire at large enterprises for cloud computing, but the difficulties most large businesses encounter earn them an average grade of C.

*I came away with a massive feeling of the need for change, agility, and speed.*

## What to expect

- Focus on strategy
- Presentations from Gartner analysts
- Not highly technical



 [gartner.com/events/calendar/io.jsp](http://gartner.com/events/calendar/io.jsp)

 @Gartner\_Events #GartnerITOM

## Location

Gaylord National Resort & Convention Center  
National Harbor, Maryland

## Dates

Held throughout the year

## Cost

Ranges from **\$2,850** to **\$2,225**.  
Group discounts are available.

## Who should attend:

IT ops management, IT infrastructure, QA, network services, etc.

# DEVOPS/ IT OPS

CONFERENCES

## Worthy alternatives

### ChefConf

[chef.io/chefconf/](http://chef.io/chefconf/)

July 11-13 in Austin, Texas



### Puppetconf

[2016.puppetconf.com](http://2016.puppetconf.com)

October 17-21 in San Diego, California



### SaltConf

[saltconf.com/saltconf16-agenda/](http://saltconf.com/saltconf16-agenda/)

April 19-21 in Salt Lake City, Utah



### Jenkins User Conference

[cloudbees.com/company/events/juc/](http://cloudbees.com/company/events/juc/)

no details for 2016 yet



### Microsoft Ignite

[ignite.microsoft.com/](http://ignite.microsoft.com/)

Sept. 26-30 in Atlanta



### IT/Dev Connections

[devconnections.com](http://devconnections.com)

Oct. 10-13 in Las Vegas



### Interop Las Vegas

[interop.com/lasvegas/](http://interop.com/lasvegas/)

May 2-6 in Las Vegas



# SECURITY CONFERENCES

**BEST OF 2016**



# BlackHat USA

First held in 1997, Black Hat has become one of the world's biggest tech conferences, and one that security professionals either must attend or must follow closely from afar. It's the preferred venue for researchers, security experts, vendors and ethical hackers to disclose their latest vulnerability findings, the most dramatic of which become general interest news globally.

For example, the 2014 event featured a researcher who said he had discovered a vulnerability in airplanes that could allow a malicious hacker to disrupt an aircraft's navigation system. In 2015, the conference exposed security gaps in cars that could let cyber criminals remotely disable key functions in moving vehicles, such as brakes.

Black Hat features training sessions, a big expo floor, and A-list presenters and keynote speakers, like at many major tech conferences. But unlike most others, Black Hat requires that attendees keep certain precautions, given that they'll be surrounded by thousands of the world's finest hackers, some of whom will be looking to play pranks, test their latest vulnerability discoveries in a real world setting or, at worst, attempt criminal acts, such as stealing personal, governmental or corporate data.

Sheryl Hermoso was keenly aware of this before heading to her first Black Hat in Las Vegas in 2015. "Leading up to the conference, I read many articles pointing out some 'safety rules,'" she wrote on her company's blog. "These rules are in place for good reason."

*The preferred venue for security experts to disclose their latest vulnerability findings.*

## What to expect

- Large conference
- Exciting revelations about security vulnerabilities
- Thousands of the world's "finest hackers" – be careful!



[blackhat.com](http://blackhat.com)

@BlackHatEvents @ubm #BlackHat #BHUSA

## Location

Mandalay Bay Hotel  
Las Vegas, NV

## Dates

<b>JULY</b>	TO	<b>AUG</b>
<b>30</b>		<b>4</b>

## Cost

2015 prices:  
Early **\$1,795**  
Regular **\$2,195**  
Late **\$2,595**

## Size

- 11,000+ attendees (2015)
- 110+ research-based briefings
- 190+ researchers and speakers
- 70+ training sessions.

## Who should attend:

Security analysts, risk managers, security architects/engineers, penetration testers, security software developers, cryptographers, etc.

RSA<sup>®</sup>Conference

## RSA

One of the world's largest security conferences, RSA celebrates its 25th anniversary in 2016. This year's conference arrives at a moment of uncertainty for EMC's RSA division; EMC is in the process of being acquired by Dell, triggering questions about the future of RSA and consequently of the conference going forward.

Joahna Marie Hipolito of Trend Micro called the 2014 experience "definitely enlightening, especially in terms of the current state of our industry... The question of whether there is a threat or not has been answered long ago, and the name of the game now is threat intelligence – gaining knowledge of threats and using that knowledge to act accordingly," she wrote.

Andreas Baumhof from ThreatMetrix reported a very positive mood at the 2015 event: "The exhibition halls were buzzing with people, VC companies are pouring record amounts of money into new security startups, and IT budgets seem to be increasing for security related spending. These are truly interesting times to be involved in Internet security," he wrote.

This is a very large event in terms of attendees, exhibitors, and sessions, which may signal robust growth in the IT security industry. The other side to that coin, of course, is that RSA's "popularity is a function of just how dangerous the threat landscape has become. This reality should sober up the industry after its annual RSA party and subsequent hangover," wrote senior analyst Jon Oltsik.

*RSA's popularity is a function of just how dangerous the threat landscape has become.*

### What to expect

- Very large conference, with big buzz
- Increased Expo hours, session times, labs, and crowdsourced sessions
- New programs such as "birds of a feather" sessions



[rsaconference.com/events/us16/](http://rsaconference.com/events/us16/)

[#RSAConference #RSAC](https://twitter.com/RSAConference)

### Location

Moscone Center  
San Francisco, California

### Dates

FEB

TO

MAR

28

4

### Cost

Varies widely, starting at **\$75** for an early-bird expo pass to **\$2,600** for a full-conference pass bought on site.

### Size

- 33,000+ attendees
- 500+ exhibitors
- 400+ speakers

### Who should attend:

Security professionals

# Gartner Security & Risk Management Summit

Organizers say this year's conference will help attendees with both practices and strategies to reduce their organizations' risks, maintain security programs, and deploy new ones.

Gartner analysts will feature prominently in keynotes, panels, roundtables, how-to workshops, and one-on-one meetings. But end-users will be presenting case studies, and there will be opportunities to network with other attendees during breakfast, lunch, and receptions.

According to John Dickson, principal at software development consultancy Denim Group, the 2014 conference was markedly different from other security conferences.

The audience trended toward CISOs, CSOs, CxOs, VPs, Directors. "This was a sport jackets and slacks crowd, not a jeans and black t-shirt crowd... after all, this is Gartner." Second, the tone of the proceedings was formal, not down in the weeds technical, with a clear link between security issues and business risk.

"Absent, too, was the snarky tone that security researchers direct towards security leadership types in attendance at Black Hat Executive Briefings," he wrote.

*Attendees gain an understanding and perspective provided by the sometimes blunt Gartner analysts.*

## What to expect

- Attended by executives above a certain rank, such as CSO
- Emphasis on the impact of security issues on the business
- Gartner analysts at the center of the discussions, steering the proceedings



 [gartner.com/events/na/security/](http://gartner.com/events/na/security/)

 @Gartner\_Events #GartnerSEC

## Location

Gaylord National Resort & Convention Center,  
National Harbor, Maryland

This conference is also held in several cities outside of the U.S. every year.

## Dates

JUNE

13-16

## Cost

Early Bird price is **\$2,950** (April 15 deadline)  
Standard price is **\$3,150**  
Public Sector price is **\$2,750**  
Group discounts are offered

## Who should attend:

CISOs, CSOs, enterprise IT security pros and executives, CxOs, business continuity and disaster recovery managers, network security managers

# CanSecWest

Writing about their experience at last year's CanSecWest and its Pwn2Own hacking competition, Kaspersky Lab researchers Fabio Assolini and Juan Andres Guerrero concluded that "everything is hackable."

"Yes, once again all major browsers were hacked, but they were not alone! BIOS and UEFI, 4G modems, fingerprints, credentials, virtual machines, and operating systems were among the victim systems successfully hacked," they wrote in Kaspersky Lab's SecureList publication.

They noted that the event draws a very technical audience interested in recent attacks. Demos from presenters reinforced the conclusion "that digital voodoo can turn obscure and seemingly innocuous vulnerabilities into mind-numbingly cunning attacks," they wrote.

Organizers describe CanSecWest as "the world's most advanced conference focusing on applied digital security" and they pride in attracting industry luminaries as speakers and in fostering a relaxed environment for collaboration and networking.

Now in its 17th year, the 3-day, single-track conference features one-hour presentations delivered by experts in a lecture theater setting, focused on sharing best practices and real world experiences and detailing new vulnerabilities, attacks, and defenses.

In addition to the presentations, CanSecWest will feature hands-on Dojo training courses from security instructors.

*Attracting industry luminaries as speakers, fostering a relaxed environment for collaboration.*

## What to expect

- Demos and research on the latest hacks and vulnerabilities
- A relaxed atmosphere intended to foster collaboration and networking
- The availability of training courses



 [cansecwest.com](https://cansecwest.com)

 [@CanSecWest](https://twitter.com/CanSecWest) [#CanSecWest](https://twitter.com/CanSecWest)

## Location

Sheraton Wall Centre  
Vancouver, Canada

 Dates

MAR

16-18

 Cost

From Canadian **\$2,100** to **\$2,450**, depending on when the ticket is bought.

Dojo registration ranges from **\$2,000** to **\$7,500**, depending on how many days are bought and when the tickets are bought

 Who should attend:

Security pros



# SANS 2016

The SANS Institute, founded in 1989, focuses on security research and providing intensive, immersive security training through a variety of conferences, smaller events, and courses that reach about 165,000 security professionals around the world

Its big annual event, SANS 2016, doubles as a conference, with keynote speakers and networking opportunities. SANS pledges that what people learn in its courses and events can be applied immediately in the workplace setting.

The company also holds other big events, including SANSFire in Washington, DC in June, and one for the East Coast and one for the West Coast:

SANS Security East  
(<https://www.sans.org/event/security-east-2016>)  
New Orleans, Louisiana, Jan. 25-30

SANS Security West  
(<https://www.sans.org/event/sans-security-west-2016>)  
San Diego, California, April 29 - May 6

The SANS Institute also offers smaller, shorter events, as well as online training.

*Intensive, immersive security training through a variety of conferences, smaller events, and courses.*

## What to expect

- Large conference
- GIAC certification at a reduced rate
- Group discounts



 [sans.org/event/sans-2016/](https://www.sans.org/event/sans-2016/)

 @sansinstitute #SANS2016

## Location

Orlando, Florida

## Dates

MAR

12-21

## Cost

Variable, depending on courses selected. Some cost under **\$1,500**, while others are almost **\$6,000**.

## Who should attend:

IT security pros, CxOs, network and system admins, security managers

# DEFCON

## DefCon 24

If history is any indicator, the 24th edition of this hackfest par excellence will feature recent, scary-as-hell computer system compromises affecting not only PCs and mobile devices, but also multiple other products not usually associated with digital intruders. These include cars – last year’s event featured a Car Hacking–Village baby monitors, rifles, death and birth records, security cameras, super-sophisticated safes, and garage door openers.

Def Con starts as soon as its Black Hat cousin ends in Las Vegas, so they share many topics and audience, but Black Hat’s atmosphere is more polished, corporate, and professional, while Def Con is a wilder, more festive affair.

Asked what attendees could expect at the 2015 event, Def Con founder Jeff Moss said: “It’s just more of everything. Nothing is slowing down [hacking-wise] – there’s just more. ...There’s also a certain amount of chaos: welcome to Def Con,” he told Dark Reading.

As Kim Zetter wrote in Wired after the 2015 conference, typical visitors to Las Vegas often feel like pinball machine metal spheres. But when they’re in town for Def Con, “the dizziness gets amped up tenfold and can be laced with a dose of dark mischief.”

*Black Hat’s atmosphere is more polished and professional, while Def Con is a wilder affair.*

### What to expect

- Attendees should take extreme precautions to avoid getting hacked.
- Large, informal conference, “wilder” than Black Hat
- Surprises from the world of digital intrusion



 [defcon.org](http://defcon.org)

 [#DEFCON](https://twitter.com/_defcon_)

### Location

Las Vegas, Nevada

 Dates

AUG

4-7

 Cost

\$230

 Size

15,000-20,000 attendees

 Who should attend:

Software developers, security administrators, hackers, researchers, government and law enforcement officials



# AppSecUSA

Focused on application security, this conference goes deep into topics such as DevOps, privacy, mobile security, secure development, app assessments, and cloud security. It is organized by the Open Web Application Security Project (OWASP), a non-profit organization with 200 chapters in 100 countries devoted to improving app security from a vendor neutral perspective.

Joe Rozner, a Software Engineer at Prevoty, spoke at the 2015 conference and blogged about the relevance of focusing on application security, as the security focus has shifted away from the perimeter. "As attacks on applications proliferate, it's become abundantly clear that there is a real problem in the software we build. We as modern companies have a lot of applications: legacy applications, applications we don't even have the source to anymore, and applications we're unable to modify due to a lack of resources," he wrote.

This conference brings together the world's "best-known application security practitioners, experts, and hackers," wrote one attendee. The 2015 conference featured "fireside chats," during which experts from companies including Facebook, Twitter, Uber, Salesforce, Chef and Intuit shared their personal insights on app security.

The 2015 conference featured high-profile security experts from Facebook, the Department of Homeland Security, Microsoft, Cisco, Adobe, LinkedIn, FireEye, Wells Fargo, and Salesforce.

*Brings together the world's best-known application security practitioners, experts, and hackers.*

## What to expect

- Highly technical
- Hands-on training
- Strong opinions!



 [2016.appsecusa.org](http://2016.appsecusa.org)

 @appsecusa #appsecusa

## Location

Washington, DC

 Dates

OCT

11-14

 Cost

For the 2015 conference, **\$995** regular admission with a variety of discounts available, including **\$75** tickets for full-time university students.

 Who should attend:

Developers, auditors, risk managers, technologists, and entrepreneurs

# SECURITY CONFERENCES

## Worthy alternatives

### HP Protect 2015

[h71056.www7.hp.com/hp-protect/overview.html](http://h71056.www7.hp.com/hp-protect/overview.html)

September 13-16 in National Harbor, MD



### DerbyCon

[derbycon.com](http://derbycon.com)

No date yet for 2016 conference



### Usenix Security Symposium

[usenix.org/conference/usenixsecurity16/](http://usenix.org/conference/usenixsecurity16/)

Aug. 10-12 in Austin, Texas



### Annual Computer Security Applications Conference

[acsac.org](http://acsac.org)

Dec. 5-9 in Los Angeles



**PERFORMANCE/  
TESTING/  
QA/  
MONITORING**

**CONFERENCES**

**BEST OF 2016**

# Agile Testing Days

“This is just THE conference if you are into agile testing (or just agile or testing). And it’s also much more than a conference. The organizers ... create the perfect setting and the amazing people attending do the rest to create the including atmosphere that is so unique for ATD. Everybody is just so down to earth and willing to both learn and share,” agile tester Göran Kero wrote in his blog after the November 2015 event in Postdam.

That event was called “a mad ride” by a speaker, which provided many new ideas and a “renewed vigour for all things testing and agile.”

Considered one of Europe’s main software testing events, Agile Testing Days will hold its 8th edition Dec. 5-8 in Postdam, Germany for companies interested in gaining an edge through “early, rapid and iterative application releases.” Based on reactions from attendees at previous editions, the conference offers a mix of fun interludes and serious sessions that make the experience both enjoyable and worthwhile.

The conference also features opportunities to learn by doing via DIY experiments and strives to offer a warm, collegial, friendly and fun atmosphere, he said. The company may bring the conference to the U.S. in 2017, but nothing concrete has been decided except for a placeholder website: [www.agiletestingdays.us](http://www.agiletestingdays.us).

Uwe Gelfert, an official at Diaz & Hilterscheid, says the 8th edition of Agile Testing Days in Potsdam/Berlin next year has been planned with the goal of thrilling and electrifying attendees, especially software testers involved in agile projects.

“One of Europe’s main software testing events.”

## What to expect

- One of Europe’s main testing conferences
- “Fun interludes and serious sessions”
- Do it yourself experiments



 [agiletestingdays.com](http://agiletestingdays.com)

 [#AgileTD](https://twitter.com/AgileTD) [@AgileTD](https://twitter.com/AgileTD)

## Location

Potsdam/Berlin, Germany

## Dates

DEC

5-8

## Cost

Price range: €700 – 2700

## Who should attend:

App devs, managers, anyone involved with software testing

P/T/Q/M

STAR WEST  
A TECHWELL EVENT

STAR EAST  
A TECHWELL EVENT

STAR CANADA  
A TECHWELL EVENT

# STAR Software Testing Conferences

These conferences, organized by TechWell, are designed specifically for testing and QA pros. Conferences touch on topics ranging from test management and leadership, software testing techniques, and mobile app testing; to test automation, certifications, QA methodologies, tools, Agile testing, performance testing, exploratory testing, QA careers, and more.

Writing recently on TechBeacon, Gerie Owen, a test architect, called these Star conferences “among the most prestigious QA and testing conferences in North America” and “suitable for junior-level testers as well as seasoned test professionals and test managers.”

According to the TechWell website about the event, these are “the premier conferences for software testing and quality assurance professionals. Come away from a STAR conference ready to put your knowledge to work immediately. Our comprehensive program includes short sessions, half- and full-day tutorials, multi-day in-depth training, and a Leadership Summit.”

*Among the most prestigious QA and testing conferences in North America.*

## What to expect

- Broad range of topics
- Geared to both junior and senior testing professionals



 [techwell.com/software-conferences/star-software-testing-conferences/](https://techwell.com/software-conferences/star-software-testing-conferences/)

 @TechWell #StarEast #StarWest

## Location

Renaissance Orlando at Sea World, Orlando, FL  
Disneyland Hotel, Anaheim, CA  
Hyatt Regency, Toronto, Canada

## Dates

MAY

OCT

OCT

1-6

2-7

23-27

ORLANDO

ANAHEIM

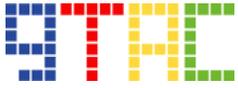
TORONTO

## Cost

Price is currently available only for Star East, and it varies widely, since there are many package options, ranging from under **\$700** for a 1-day Testing & Quality Leadership Summit ticket bought before March 4 (Super Early Bird) to almost **\$3,800** for a 5-day conference pass with 3 days of training classes bought after April 1.

## Who should attend:

Software & test managers, IT directors, QA managers & analysts, Test practitioners & engineers, Development managers, Developers, CTOs



# Google Test Automation Conference

GTAC draws engineers from industry and academia and focuses on the latest technologies and strategies in test automation and test engineering. The 2015 conference in Cambridge, MA featured speakers from many companies besides Google, as well as universities, including Georgia Tech, Intel, LinkedIn, Lockheed Martin, MIT, Splunk, Twitter, and Uber.

Google organizers said 76 percent of 2015 attendees rated the event as “above average,” with particular praise for the venue, the food, and the “breadth and coverage of the talks.”

However, 11 percent expressed frustration with “event communications” and many of the long form comments asked for a more balanced mix of technologies. Mobile was apparently over-represented.

Attendee Alister Scott, a software tester from WordPress.com at Automattic, blogged about the tendency in his field towards complex solutions. “We need to keep asking ourselves: ‘what’s the simplest thing that could possibly work?’ If we have complex systems why do we need complex tests?,” he wrote. “We need to take each large complex problem we work on and break it down till we get something small and manageable and solve that problem. Rinse and repeat.”

*Focuses on the latest technologies and strategies in test automation and test engineering.*

## What to expect

- Diversity in attendees and presenters
- Great food! (based on 2015 survey)
- “For engineers by engineers”
- Dedicated to elevating test engineering as a discipline



 [developers.google.com/google-test-automation-conference/?hl=en](https://developers.google.com/google-test-automation-conference/?hl=en)

 @googletesting #GTAC2015

## Location

Yet to be determined for 2016

## Dates

To be announced

## Cost

Free

## Size

In 2015:  
1,350+ applications  
200 chosen to attend

## Who should attend:

QA and test pros

# Software Test Professionals Conference & Expo

Organizers say this conference, “designed by testers for testers,” is focused on testing management and strategy, to let attendees improve their techniques, get up to speed on the latest tools, discuss trends, improve processes, and better understand the testing industry.

Michał Stryjak, a QA manager at PiLab, attended the 2015 fall conference in Boston and found it insightful regarding industry trends and practices, and it reinforced his company’s approach to testing and QA. “Working in a context-driven testing team is a challenge and forces us to learn a lot of new things in a very fast pace,” he wrote. “Each tester has to be an expert; a craftsman who can select the best tools, utilize many skills or switch methodologies depending on the context.”

After returning from the spring event in California in 2013, Matt Heusser from SmartBear concluded that testing is “melding into the overall development experience,” which means the role is being taken up by others in the IT organization—and that’s a good thing.

“Over the next few years, there may be less ‘pure’ testers, but the conference is, if anything, getting stronger, attracting people who contribute to test and quality in other ways,” he blogged. “The test community is not going away; it is getting wider.”

*Attendees improve their techniques, get up to speed on the latest tools, discuss trends, improve processes, and better understand the testing industry.*

## What to expect

- Focus on test management and strategy
- Relatively affordable
- “Hot topics” include agile testing, performance testing, test automation, and more



 [stpcon.com](http://stpcon.com)

 [@SoftwareTestPro](https://twitter.com/SoftwareTestPro) #STPCon

## Location

San Francisco Airport  
Millbrae, CA

 Dates

APR

4-7

 Cost

Ranges from **\$595** to **\$2,095**

 Who should attend:

QA and testing professionals

# Quest

Known to insiders as the “QAI” conference, Quest describes itself as “a premier IT conference, EXPO, and classroom training experience designed by software professionals seeking proven methods and new technologies for quality software. Managers and practitioners in business analysis, project management, software development, QA testing, and process engineering benefit from over 100 opportunities to LEARN, ASSESS, APPLY, and CONNECT.”

Michael Ma said this about the 2015 event: “The support staff is incredibly friendly and the conference is perfectly organized...I just wish I had more time to attend all the different sessions that are offered to attendees of this event that are real career building and enhancing opportunities.”

Another attendee said, “This is my second year attending... It affords me the opportunity to network with people in the testing industry, learn about best practices and industry standards...I love attending these conferences!”

An attendee from Mitre Corporation said, “As a trainer and instructor, I present regularly at the conference and it offers an opportunity to have a two-fold dialogue – to present ideas and trends that I am using in day-to-day work. And it allows those individuals that are attending my sessions to see a practical implementation and be able to take something back to their organizations.”

*A premier IT conference, EXPO, and classroom training experience.*

## What to expect

- Certification prep course and practices exams
- Interactive workgroups
- Career networking and job opportunities



 [qaiquest.org/2016/](http://qaiquest.org/2016/)

 @QAIquest

## Location

The Renaissance Chicago Downtown  
Chicago, Illinois

 Dates

18-22

APR

 Cost

Ranges from **\$595** for one-day Conference and Expo ticket to **\$2,895** for a three-day pass with Manager's Solution Workshop

 Who should attend:

IT directors, testers, quality managers, test team leads



# Monitorama

Focused strictly on software monitoring, Monitorama is narrow in scope, with a single track so that attendees have a cohesive, unified experience, and don't suffer from "choice overload." Conference founder Jason Dixon explains this in a blog post detailing the origins and development of the conference.

And a big effort is made to create an atmosphere of inclusiveness among attendees, all of whom Dixon hopes to make feel welcome. "I know what it feels like to be an outsider at an event where you're not part of the inner circle, and I never want anyone else to feel that way at Monitorama," he wrote.

Matt Simmons, an infrastructure administrator, called Monitorama "the best single-track conference" he's ever been to. "Even if the talks weren't packed with technical how-tos, it was awesome to be exposed to so many new ideas and surrounded by so many people who had their stuff together. I would highly recommend this conference to anyone interested in web or devops or monitoring in general," he wrote in his blog.

Some 2015 attendees found the conference "less pragmatic" than previous ones. Nevertheless, Aaron Bento, a site reliability engineer at New Relic, found the 2014 conference "awesome," in particular that it drew a diverse audience of devs and ops focused on improving the monitoring tools they use. "I was mostly interested in one subject in particular: how others identify and reduce alert fatigue," he wrote. Others have called Monitorama "a great small conference."

*With a single track, attendees have a cohesive, unified experience, and don't suffer from choice overload.*

## What to expect

- "High signal, low noise immersion"
- "Best single-track conference" in monitoring
- Small conference



[monitorama.com](https://monitorama.com)

@Monitorama #monitorama

### Location

Portland, Oregon

Dates

JUNE

27-29

Cost

\$400

Who should attend:

Developers, operations staff, testers, QA pros

# PERFORMANCE/ TESTING/ QA/ MONITORING

CONFERENCES

## Worthy alternatives

### New Relic's FutureStack

[futurestack.io](http://futurestack.io)

No date set yet for 2016 conference

{FUTURE}STACK

### Surge, the Scalability and Performance Conference

[surge.omniti.com/2016/](http://surge.omniti.com/2016/)

Sept. 21-23

surge<sub>16</sub>

### Dynatrace's Perform

[dynatrace.com/en/perform.html](http://dynatrace.com/en/perform.html)

No date set yet for 2016 conference

 dynatrace

### 7th ACM/SPEC International Conference on Performance Engineering

[icpe2016.spec.org](http://icpe2016.spec.org)

March 12-18 in Delft, the Netherlands.

### American Software Testing Qualifications Board conference

[astqb.org/certified-tester-resources/astqb-software-testing-conference/](http://astqb.org/certified-tester-resources/astqb-software-testing-conference/)

No date set yet for 2016 conference

ASTQB

### Mobile Dev + Test

[mobiledevtest.techwell.com](http://mobiledevtest.techwell.com)

April 17 - April 22, 2016 in San Diego, CA

Mobile Dev + Test 

# CLOUD/ INFRASTRUCTURE/ OTHER TECH

CONFERENCES

BEST OF 2016

AWS  
re:Invent

# AWS re:Invent

AWS re:Invent is the Amazon Web Services annual user conference, featuring keynote speeches, training sessions, certification opportunities, technical sessions, an expo floor, and networking activities.

After attending the 2015 conference, Redmonk analyst James Governor wrote that Amazon used re:Invent to emphasize the growth of AWS and “mark its transition into a data and application platform.” He found re:Invent “kind of incredible” due to the collective commitment of attendees during sessions. “Everyone was anxious to learn so pretty much every session was packed.”

The urgency and determination to get as much as possible out of the sessions is a reflection of the frequent release of new services and features at AWS, and the growth in the customer base, according to Governor. “Amazon is a flywheel of new function delivery, and the company’s growing community evidently wants to take advantage of new services as they are delivered. Keeping up with Amazon can be a full time gig,” he wrote.

Others called re:Invent an amazing conference that might actually be longer. Attendees may find too many sessions available in too short a time period, which makes it hard to keep up. IF you’re a first-time attendee, try to have a detailed game plan before arriving at the conference so you can hit the sessions and events you’re most interested in.

*Keeping up with Amazon can be a full time gig.*

## What to expect

- Fast-paced conference, plan well!
- Well-attended, packed sessions
- Dedicated attendees eager to hear AWS announcements



[reinvent.awsevents.com/faq.html](https://reinvent.awsevents.com/faq.html)

[@AWS Reinvent @awscloud #reInvent](#)

## Location

The Venetian  
Las Vegas, NV

**Dates**

**NOV**

TO

**DEC****28****2**

**Cost**

**\$1,299**

**Size**

18,000+ attendees

## Who should attend:

AWS customers, developers and engineers, system administrators, systems architects, and technical decision makers.

# Gartner Catalyst Conference

Featuring more than 50 Gartner analysts, Catalyst promises a “deep dive” into the digital enterprise’s architectural requirements, touching on areas such as mobility strategy and execution, cloud architecture, data analytics, enterprise-scale security and identity, software-defined data centers (SDDC), DevOps, and digital productivity via mobile and cloud.

Gartner has described Catalyst as “technically focused and committed to pragmatic, how-to content” so that attendees go back to their places of work “with a blueprint for project planning and execution.” Attendees are likely to find this conference more technical than others sponsored by Gartner.

Rob Whiteley of Hedvig noted that the 2015 conference was aimed at IT architects and implementers: “This event is always a good reality check on disruptive trends. The goal is not education on the trend, but rather implementation of the trend’s underlying technology,” he wrote, adding that he particularly liked a track devoted to SDDCs.

*This event is always a good reality check on disruptive trends.*

## What to expect

- Roundtables, workshops, and 1:1 conversations with analysts
- MANY technical sessions
- Focus on the technology beneath the trends



 [gartner.com/events/na/catalyst/](http://gartner.com/events/na/catalyst/)

 @Gartner\_Events #GartnerCAT

## Location

Manchester Grand Hyatt San Diego  
San Diego, California

 Dates

AUG

15-18

 Cost

Standard conference price is **\$3,150**. Discounts and special prices are offered.

 Size

1,500 attendees

 Who should attend:

Technical professionals in roles including applications, business intelligence, infrastructure & operations, security & risk



CLOUD/  
INFRA/  
OTHERS

# Hadoop Summit

Now in its 9th year, the Hadoop Summit is hosted by Yahoo and Hortonworks, one of the biggest providers of data management software for Apache Hadoop. At the 2015 conference, almost half of the 165 sessions were led by end users; a customer panel included representatives from Home Depot, Rogers, Symantec, Schlumberger, and Verizon.

James Kobielus, a big data evangelist from IBM, noticed a shift at the 2015 conference, the fourth one he had attended in the past five years: Hadoop is no longer the next big thing in big data analytics; that role is being played by the new Apache Spark big data processing engine.

“The waning of Hadoop’s hip factor didn’t seem to matter to attendees in any way. Enthusiasms were high, business is good, and people are doing exciting work,” he wrote. “Attendees were keenly focused on the content of all the sessions I attended, and there seemed to be very little attrition in attendance from one day to the next.”

The Hadoop Summit serves as an annual gathering places for a deeply technical community. Part of the attraction is the potential for recruiting, professional development, marketing, and more.

Software engineer Josh Walters calls it “a cool conference, with a lot of good talks” where he was able to learn what other companies were using Hadoop for “and the issues that they were discovering and fixing.”

*The annual gathering place for a deeply technical community... recruiting, professional development, marketing, and more.*

## What to expect

- Passion for a technology that remains vital to data analysis
- Half of all sessions led by end users
- Recruiting and professional development opportunities



 [2016.hadoopsummit.org/san-jose/](http://2016.hadoopsummit.org/san-jose/)

 @hadoopsummit @hortonworks  
#HadoopSummitSJ16

## Location

San Jose Convention Center  
San Jose, CA

 Dates

JUNE

28-30

 Cost

To be announced

 Size

4,000+ attendees

 Who should attend:

IT pros working with Hadoop in data analytics, security, app development, architecture

# Hadoop World-StrataConf

Sponsors O'Reilly Media and Cloudera promise that the 2016 event will offer a mix of deep technical immersion and business understanding in finance, media, retail and transportation, and government.

Greg Kirchoff from Blue Data attended the 2015 conference in San Jose noticed that the discussion had moved to a more sophisticated level from previous years. "Rather than questions like 'What is Hive' or 'Give me a quick overview of HDFS', we saw much deeper and complicated questions such as: 'Here are my company's use cases and I need to ...' or 'We have several projects underway, but I am struggling with ...' The collective Hadoop maturity has certainly increased dramatically," he wrote.

Michele Nemschoff of MapR also noticed a shift in the overall discourse. "In the early days of Strata conferences, it was all about, 'What is Hadoop? How can I use it? Where do I start?' ... This year, the focus has shifted to learning about how to leverage Hadoop within a broader context. Attendees had more specific questions about the core capabilities of Hadoop."

The event will also be held in London (May 31-June 3), New York City (Sept. 26-29) and Singapore (Dec. 6-8).

*A mix of deep technical immersion and business understanding.*

## What to expect

- Networking opportunities and after hours entertainment
- Technical immersion as well as business understanding
- "Collective Hadoop maturity"



 [conferences.oreilly.com/strata/hadoop-big-data-ca](http://conferences.oreilly.com/strata/hadoop-big-data-ca)

 @strataconf @OReillyMedia #StrataHadoop

## Location

San Jose, California

## Dates

MAR

28-31

## Cost

Conference passes range from **\$2,145** to **\$1,345**, depending on the type of ticket, while training passes are either **\$3,245** or **\$2,095**, and a variety of discounts are available.

## Size

5,000+ attendees  
200 sessions, as well as a "hallway track"

## Who should attend:

Business decision makers, strategists, architects, developers, data scientists, data analysts, CxOs, VCs, entrepreneurs, product managers, marketing pros, researchers

# Cloud Computing Expo

This conference explores “the entire world” of enterprise cloud computing—private, public, and hybrid scenarios, and the latest on topics including IoT, big data, containers, microservices, DevOps, and WebRTC via keynotes, general sessions, breakout sessions, panels and an expo floor.

Writing about the 2015 New York event in Forbes, tech industry analyst and consultant Jason Bloomberg noted that the vendor presence and emphasis on Cloud Expo is significant, compared with other similar conferences, but that this may be a good thing for attendees who go with a plan to evaluate products for a purchase they’ve already decided to make.

“Sys-Con events are known for two things: being blatant vendor-fests and a desperate lack of drinking water. This event lived up to its reputation on both counts,” he wrote.

“Vendor-heavy events are a great place to shop for enterprise tech, after all, as innovative contenders with solid value propositions naturally rise to the top, while the weaker product stories languish at the bottom,” he added.

Explores “the entire world” of enterprise cloud computing—private, public, and hybrid scenarios.

## What to expect

- “Great place to shop for enterprise tech”
- Blatant vendor fest
- Attend with a plan to eval or purchase cloud tech



 [cloudcomputingexpo.com](http://cloudcomputingexpo.com)

 @CloudExpo @SYSCONmedia #CloudExpo

## Location

Javits Center, New York City, NY  
Santa Clara Convention Center, Santa Clara, CA

## Dates

JUNE

NOV

7-9

1-3

NEW YORK

SANTA CLARA

## Cost

Depending on when it’s bought, a Gold Pass, which gives attendees full access to the proceedings, costs anywhere between **\$1,600** and **\$2,500**

## Who should attend:

CEOs, CIOs, CTOs, directors of infrastructure, technology enthusiasts, etc.

# CLOUD/ INFRASTRUCTURE/ OTHER TECH CONFERENCES

## Worthy alternatives

### Oracle OpenWorld

[oracle.com/openworld/](http://oracle.com/openworld/)

No date set yet for 2016 conference



### Salesforce Dreamforce

[salesforce.com/form/dreamforce/prereg/](http://salesforce.com/form/dreamforce/prereg/)

Oct. 4-7 in San Francisco



### IC3 (IT Cloud Computing Conference)

[icee3.com](http://icee3.com)

March 10 in Seattle, WA



### Structure

[structureconf.com](http://structureconf.com)

No date set yet for 2016 conference



### Gartner Data Center, Infrastructure & Operations Management Conference

[gartner.com/events/na/data-center/](http://gartner.com/events/na/data-center/)

Dec. 5-8, 2016 in Las Vegas, NV



# OTHER MAJOR GLOBAL CONFERENCES WORTH ATTENDING

While this guide focuses on conferences within specific categories of relevance to application developers and IT operations professionals, there are a lot of other important conferences, some big in size, name, or both, that we would be remiss to not mention. They don't need much of an introduction nor an explanation. Their fame and scope are well known.

## CES (Consumer Electronics Show)

[cesweb.org](http://cesweb.org)

Jan. 6-9 in Las Vegas



## SXSW (South By Southwest)

[sxsw.com/schedule/](http://sxsw.com/schedule/)

March 11-20 in Austin, Texas



## TechCrunch Disrupt

[techcrunch.com/events/disrupt-sf-2015/event-home/](http://techcrunch.com/events/disrupt-sf-2015/event-home/)

No date set yet for 2016 conference



## Gartner's Symposium/ITxpo

[gartner.com/events/na/orlando-symposium/](http://gartner.com/events/na/orlando-symposium/)

Oct. 16-20 in Orlando, FL



## E3 Expo

[e3expo.com](http://e3expo.com)

June 14-16 in Los Angeles



## Interop Las Vegas

[interop.com/lasvegas/](http://interop.com/lasvegas/)

May 2-6 in Las Vegas



## IFA Berlin

[ifa-berlin.de](http://ifa-berlin.de)

Sept. 2-7 in Berlin, Germany



## Collision

[collisionconf.com](http://collisionconf.com)

April 26-28 in New Orleans, Louisiana



