

# ARUBAEDGE BRIEFING PROGRAM



- Exclusive forum for executive briefings, technology roadmap discussions, and brainstorming sessions with highly qualified prospects and customers
- Secure multi-vendor mobility experiences on demonstration bring concepts to life
- Invitation-only membership for select ArubaEdge members
- Sessions are hosted at Aruba's new \$1.5M Silicon Valley Executive Briefing Center
- Members can sponsor their own events for up to 120 guests

## A UNIQUE FORUM

The ArubaEdge Briefing Program is a unique forum in which members join Aruba for executive briefings, technology roadmap discussions, and brainstorming sessions with highly qualified prospects and customers. These sessions afford Partners an opportunity to demonstrate thought-leadership with guests to whom they might not otherwise have access, in a setting that is at once conducive to open discussions and a perfect backdrop for multi-vendor secure mobility experiences.

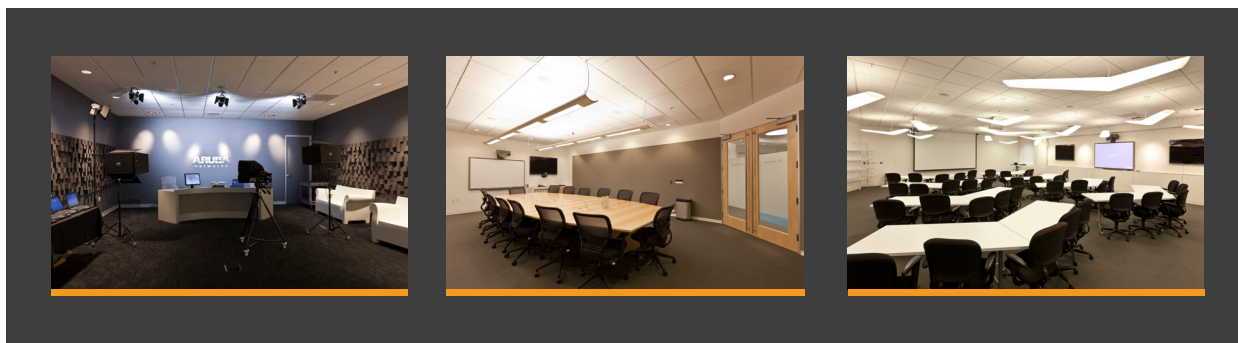
Briefing Program membership is by invitation only, with members drawn from Aruba's ArubaEdge ecosystem. Solution Partners are automatically enrolled. Selection criteria of ArubaEdge Certified Partners that apply include the Partner's commitment to multi-vendor secure mobility, demonstrated thought-leadership, and ability and willingness to enrich the briefing experience.

## ARUBAEDGE BRIEFING PROGRAM

### A Unique Venue

Meetings are held in Aruba's new \$1.5 million Executive Briefing Center (EBC) in the heart of Silicon Valley. The EBC hosts solutions from more than 30 partners, all working interactively with Aruba's infrastructure. Areas within the EBC are organized into mobility experiences, each tailored specifically to a branch office, education, enterprise, healthcare, industrial, retail, or security application. Each experience highlights an underlying technology, the operational benefits it brings, and the value obtained by end users through the applications it enables.

The EBC has facilities for meetings from one to 120 participants. The full-service facility includes four multimedia briefing rooms equipped with video teleconferencing, a theatre seating area, a putting green, and catered food and beverage service. A well-equipped video studio can be used to host executive interviews, film case studies, or stream panel discussions.



### A Unique Opportunity

ArubaEdge Briefing Program members can sponsor their own EBC events for up to 120 guests by simply contacting the EBC Concierge at least three weeks in advance. It's like having your own West Coast briefing center, with all the accoutrements, without having to build and maintain it.

Solution Partners enjoy the EBC conference and video facilities at no cost, translation services at cost, and catering services at a substantial discount. Certified Partners are charged either a flat hourly rate or at cost depending on the service.

### More Information

To obtain additional information about the ArubaEdge Briefing Program please contact us at [arubaedge@arubanetworks.com](mailto:arubaedge@arubanetworks.com).