

# FOCUS<sup>10</sup>

SECURITY CONFERENCE

LAS VEGAS OCTOBER 12 – 14, 2010



THE VENETIAN AND THE PALAZZO  
CONGRESS CENTER

[www.mcafee.com/focus10](http://www.mcafee.com/focus10)

## The Value of FOCUS 10 in Las Vegas *Ten reasons why you have to be there*



### #1 The lowest registration fees in the industry

FOCUS 10 [registration costs](#) are significantly lower than the standard industry event fee—sometimes as little as half the cost. Standard registration is only \$995 (Government – \$875).

### #2 Invest a little, get a lot

For one low registration fee, FOCUS attendees have unlimited access to:

- > [Keynotes](#) from prominent industry leaders, including **President Bill Clinton** and **McAfee CEO & President Dave DeWalt**
- > [70+ breakouts](#) featuring an increased emphasis on technical training: deep dives, customer case studies, and insights from McAfee Labs researchers on emerging threats
- > [CPE credit](#) opportunities
- > [Networking](#) with customers, McAfee product experts, researchers, executives and partners
- > The [Sponsor Expo](#) with 45+ McAfee partners
- > A special Hacking Exposed session, featuring renowned security experts
- > Opportunities to see the [McAfee Labs](#) research team in action
- > [Birds-of-a-Feather sessions](#) for mid-size enterprises, public sector, and others...and much more.

### #3 Learn from other McAfee customers

FOCUS will provide you the unique opportunity to learn directly from other McAfee users. Hear real-world scenarios from McAfee customers and learn how they maintain the highest standards of security while reducing costs, streamlining processes, and driving efficiencies in the daily administration of their networks and systems.

### #4 Networking opportunities

FOCUS will attract security professionals from the world's most successful businesses. You'll meet C-level executives, directors, product developers, and front-line IT staff from every industry and every size enterprise. Connect with colleagues to get a pulse on the industry, identify future opportunities, and benchmark against peers.

### #5 Get technical

Choose from deep dive [technical sessions](#) on email and web protection, intrusion prevention, firewalls, data encryption, data loss prevention, and access controls across endpoints and networks.

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## #6 Hear about the future of security

Connect with key McAfee employees to understand and influence the future direction of products. Learn about product roadmaps and meet with the development teams designing McAfee products in 2011 and beyond. You'll have the opportunity to attend [dozens of sessions led by McAfee Labs researchers](#) and find out what trends and tricks they are seeing on the horizon.

## #7 Maximize your security investment

You can't afford to miss FOCUS. You will get a 10x return from your investment between improving the effective use of the products you already own and the opportunity to hear best practices and strategies from peers and industry experts.

## #8 Incredibly low room rates

We have negotiated with [The Palazzo Resort-Hotel-Casino](#)—one of Las Vegas' premier properties—to offer all FOCUS 10 attendees incredible discounted room rates. For \$159 per night, conference-goers can enjoy a 1-bedroom luxury suite (single or double occupancy). And the government rate is only \$93!

## #9 Easy access, affordable airfare

Being one of the world's most popular tourist destinations, Las Vegas is both an easy and affordable place to get to. McCarran International Airport offers direct flights from over 140 cities.

## #10 We guarantee you'll benefit from FOCUS

We're so confident FOCUS will be a beneficial and rewarding experience for you that we're offering a [money-back guarantee](#). If you attend the conference and do not feel that you received value, we'll refund your registration fee—no questions asked.\*

[REGISTER NOW](#)

\* The FOCUS money back guarantee refund applies only to the conference registration fee. Travel expenses, sponsorship costs, and other fees will not be reimbursed. Offer ends Oct. 31, 2010. Any refund requests made after Oct. 31, 2010 will be deemed invalid.