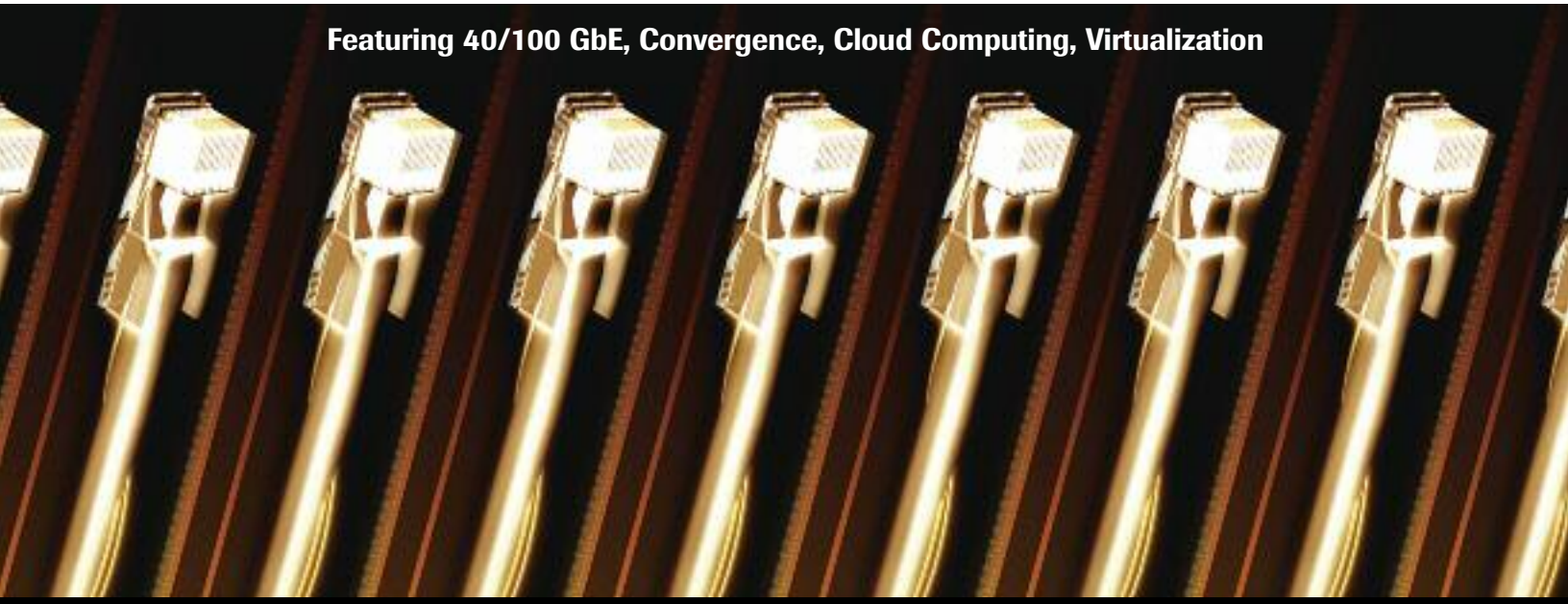
Preview Program

Ethernet Technology Summit

AND EXHIBITION

Featuring 40/100 GbE, Convergence, Cloud Computing, Virtualization



February 21-23, 2012

Doubletree by Hilton
San Jose, California

REGISTER ONLINE
ethernetsummit.com

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Presented by

Conference ConCepts, Inc.

Chairperson's Message

Claudio DeSanti, Cisco Systems

Claudio DeSanti is a Fellow in the Data Center Group at Cisco. His activity is focused on Data Center networking and Cisco's Unified Computing System technologies. He represents Cisco in several National and International Standards Bodies and in industry associations. Claudio is Vice Chairman of the INCITS T11 Technical Committee, Chairperson of several working groups, and editor of several standards. He is co-author of the book I/O Consolidation in the Data Center, *published by Cisco Press. He received many honors and awards, including the INCITS 2010 Service Award and the INCITS 2008 Technical Excellence Award. Claudio holds a PhD in computer engineering from the Scuola Superiore Sant'Anna in Pisa, Italy.*

Ethernet keeps advancing, and the Ethernet Technology Summit continues to be the best place to track what is happening. Since our last event, FCoE went into widespread use, 10GE turned mainstream in the data center, and 40/100GbE products became available.

This year we have added workshops on OpenFlow and network partitioning, plus sessions on unified fabrics, TRILL, and techniques to reduce delay and packet loss. We continue to have the popular workshops on terabit Ethernet and 25 Gbps signaling, and tutorials on 40/100GE and convergence on Ethernet (including FCoE). Other continuing topics include Ethernet and virtualization, Ethernet and cloud computing, plus sessions on market research, security, Carrier Ethernet, and Ethernet's future.

Future networks will need simplified management, converged protocols, lower power consumption, and higher speeds. New services continue to appear while bandwidth demand keeps increasing. Ethernet remains at the center of activities in data centers, enterprise networks, clouds, clusters, and many other areas.

The Ethernet Technology Summit will prepare you for today's expansion of Ethernet by providing workshops, tutorials, presentations, panels, expert tables, market research, keynotes, and exhibits. The Summit is for everyone, from those who are just beginning to evaluate new Ethernet applications to experienced Ethernet-savvy technologists. Moreover, it offers a place for Ethernet designers at all experience levels to check out new offerings, share insight, and learn from leaders in the field.

Please join me in trading ideas with colleagues and gaining new perspectives during presentations from leading edge Ethernet companies. Learn about the latest advances in protocols and standards. Hear about new approaches to Ethernet hardware and software. Speak directly to the experts. Ask questions during expert panels and other interactive sessions. Find out what is happening today and learn where Ethernet is heading.

If you want to be successful designing and deploying Ethernet-based systems, creating products for Ethernet networks, or working with Ethernet at any level, don't miss the Third Annual Ethernet Technology Summit. See you there!

Summit Highlights

"The next big thing in the wired Internet world is 40/100G Ethernet. Carriers and data centers looking to expand their core backbone networks have been clamoring for the technology."

Peter Clarke, EE Times
December 2011

Everything Ethernet under one roof.

Ethernet Technology Summit focuses on the latest advances in Ethernet technology, particularly in 40/100 GbE, convergence, cloud computing, and virtualization. It features the latest information from the experts who developed the specifications and designed the current products based on them. The Ethernet Technology Summit will provide attendees with practical information on the current state of Ethernet, the world's most widely used networking technology. This important three-day event will be packed full of tutorials and in-depth sessions, including:

- Workshops on 25 Gbps Signaling, Terabit Ethernet, Network Partitioning, and OpenFlow
- Full-day tutorials on 40/100 GbE and converged Ethernet
- Future of Ethernet Networks
- Chat with the Experts
- Keynote presentations
- Exhibits and demonstrations

2012 Summit Topics

40/100-Gigabit Ethernet

Storage (FCoE, iSCSI)

Data Center Ethernet

Ethernet & Cloud Computing

10-Gigabit Ethernet

Security

Ethernet and Virtualization

Ethernet Chips

Carrier Ethernet

Test Equipment

Software-Based Networking/OpenFlow

Convergence

Network Virtualization

TRILL

Big Data

Intended Audience

- Hardware and software design engineers
- Engineering and technical managers
- Product planners and marketing managers
- Embedded system designers
- Communications systems designers

PRESENTING AND ATTENDING INFORMATION

Lance Leventhal
lance@ethernetsummit.com

SPONSORSHIP AND EXHIBITING INFORMATION

Alan Land
760/212-5718 alan@ethernetsummit.com

Why Participate?

Why Attend?

- Get the latest information on 40/100 GbE, Fibre Channel over Ethernet (FCoE), and data center Ethernet.
- Find out about products that meet the latest specs.
- Ask questions of the experts.
- Get the latest Ethernet market research.
- Hear about technologies for data and telecom centers, including 10 GbE, carrier Ethernet, Ethernet security, TRILL, network virtualization, and OpenFlow.

Why Exhibit?

- Show your products/plans to implement new specifications for Ethernet.
- Meet leading equipment developers.
- Demonstrate your leadership in using Ethernet with converged networks, virtualization, and cloud computing.
- Cut development time and cost, simplify network management and provide more services at a lower price.
- Reach important Silicon Valley customers.

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ethernet alliance

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HyperTransport CONSORTIUM

FCIA FIBRE CHANNEL INDUSTRY ASSOCIATION

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KTC

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CompactPCI Advanced TCA

NEWSWIRE

marketwire

Lodging

Doubletree by Hilton San Jose
2050 Gateway Place
San Jose, California 95110
Tel: 408.453.4000

DoubleTree puts you in the center of it all, less than a half-mile from San Jose International Airport and 45 minutes from San Francisco International Airport.

Amenities include complimentary hi-speed internet access in hotel rooms for Ethernet Technology Summit attendees, complimentary airport shuttle, full service UPS Store, and the largest guest rooms in Silicon Valley. Self-parking is $5 per vehicle per day for attendees.

The special rate for Ethernet Technology Summit attendees is just $189 nightly single or double. If you make your reservations by phone, please mention that you are attending the Summit. You may also register online at www.ethernetsummit.com by clicking the Travel link.

Pre-Conference Workshops Tuesday, February 21

Join us for these info-packed workshops. Other Tuesday events include a plenary session on high-speed test equipment, and a wine and cheese reception.

25 Gbps Signaling

Advances in high-speed signaling are essential to meet the needs of server and storage consolidation, video transmission, wireless backhaul, inte-processor communications, and multicore processor architectures. Legacy channels are inadequate to handle the required bandwidth at speeds beyond 10 Gbps. Many problems must be resolved to handle 40/100 GbE and higher-speed versions of PCIe, Fibre Channel, and other interfaces. Issues include the use of pre-emphasis and equalization, multilevel signaling schemes, connectors, cables, circuit board materials, modeling and simulation methods, thermal solutions, and test equipment. Engineers from a variety of specialties, including ASICs, board design, package integration, assembly, and system architecture, must all play a role in meeting the challenges.

Ethernet Technology Summit

Terabit Ethernet

Even though 40 GbE and 100 GbE are just beginning to appear in data centers, it is surely time to start thinking about a new generation. Now that 10GbE has become commonplace, aggregation links will have to provide much higher throughput. A new generation will also be necessary for telecom backbones, cloud computing, wireless backhaul, supercomputing, video networks, and many other applications. We will need new standards, new signaling methods, new test equipment, new cabling and connectors, new power reduction approaches, and many other components and system-level elements. Starting now will mean that initial terabit Ethernet implementations could be available in the 2015-2016 period.

Network Partitioning

sponsored by QLogic

This Workshop is open to all Summit attendees.

Virtualization offers great savings for data centers, reducing the number of servers and adapters required as well as the amount of space, power, and cabling needed. However, it can slow down applications if they contend for adapter ports. Network partitioning allows users to split a 10GbE pipe without any OS changes or CPU overhead. It thus provides simple I/O virtualization. It can also handle different interfaces on one adapter, such as Ethernet, Fibre Channel, and Fibre Channel over Ethernet (FCoE). It thus allows for convergence of data and storage networks on a single backbone.

"The [Ethernet] market is expected to grow from $4.0 billion in 2011 to reach nearly $11.1 billion by 2016."

Robert Rosenberg, Insight Research, September 2011

Keynote Presentations

This year's keynote speakers include some of the industry's most experienced leaders and creative minds.

Keynote 1: Eliminating Network Delay and Packet Loss Without a Clean Slate

Larry Roberts, CEO, Roberts Consulting

The International Telecommunications Union recently approved the Q.3313 protocol, which optimizes response time and throughput and eliminates lost packets. This new protocol provides optimal performance for TCP, eliminating slow start and allowing each flow to jump to the maximum rate feasible after one round trip. It also eliminates network delay and delay jitter, leaving only speed of light delays. Q.3313 permits transfer rates up to 1 Gbps or more. If deployed in an office complex, Q.3313 could greatly reduce file transfer times and provide fractional second interactive access. This presentation will explain the reasons for current network congestion problems and how the new protocol fixes them.

Recognized as one of the four founders of the Internet, Larry Roberts received the National Academy of Engineering Draper Award and the Principe de Asturias Award for the development of the Internet along with Leonard Kleinrock, Robert Kahn, and Vinton Cerf. Currently an independent consultant, he has founded 4 companies; NetExpress, ATM Systems, Caspian Networks, and Anagran. Larry Roberts was the Chief Scientist of the Advanced Research Projects Agency (ARPA) where he designed and built ARPANET, the first packet network and the predecessor of the Internet. While at ARPA, he wrote the first email program and invented the access technique now used for WiFi and wireless. He later founded and ran the first commercial packet network, Telenet (now Sprint), and invented the X.25 protocol which dominated world networking from 1975 to 1990. A member of the National Academy of Engineering, he holds BS, MS, and PhD degrees from MIT.

Keynote 2: TBD

Saar Gillai, VP Advanced Technology Group, HP

Prior to joining HP, Gillai was senior vice president of Worldwide Products and Solutions for 3Com, responsible for defining the company's long-term vision for product lines and solutions. Before joining 3Com, Gillai was Senior Vice President of Product Development and Operations for Enfora, a leading global supplier of intelligent wireless networking solutions. Under Gillai's leadership, Enfora instituted operational discipline to help grow the business profitably and improve its market share. He joined Enfora from Tropos Networks, where he was vice president of Engineering and Product Management. Gillai also spent seven years at Cisco Systems in a variety of leadership positions, including vice president of engineering for the Wireless Networking business unit. He previously worked at Newbridge Networks as well as several start-up companies.

Keynote 3: TBD

Soni Jiandani, SVP Data Center Group, Cisco Systems

Soni Jiandani is Senior Vice President of Cisco's Data Center Group. In this capacity, she is responsible for the development and implementation of the Cisco-wide strategy for data center access and virtualization solutions. While at Cisco, she has played key roles in creating and executing strategic initiatives and driving product marketing development in the LAN switching arena. She was previously Vice President and General Manager of Cisco's LAN and SAN switching business unit, where she was responsible for the industry leading Catalyst modular switches. Soni holds a BS degree in Computer Science from London University in England.

Keynote 4: Ethernet-Based Data Centers in the Cloud Computing Era

Greg Scherer, Vice President Server and Storage Strategy, Broadcom

For years, the corporate data center has been growing and evolving by increasing the scale and speed of three separate entities to keep up with IT demand, namely:

- Server farms
- Storage networks
- Data networks

Much like the process by which diamonds are created, data centers are being reshaped dramatically through current economics and the need for business agility. This session will explore the following pressures on data center networks:

- The new edge—server and I/O virtualization
- One wire—network and storage convergence
- Fast, flat, and fat fabrics—network virtualization

These architectural advances, which have been heavily influenced by the advent of cloud computing, will forever change the shape of the data center. The common thread that unites and provisions the new data center is Ethernet. We will discuss how faster speeds and flatter and converged networks that are virtualized at every level (server, I/O, and network) form the foundation of the new data center fabric.

Greg Scherer is a technology industry veteran with almost thirty years of experience in engineering and business development. His diverse career includes contributions as both a technical team member and a proven leader in bringing emerging products and technologies to market. Greg holds several patents and remains active in new product development.

continued …

Keynote Presentations *continued*

Keynote 5: The Many Facets of Software Defined Networking

Geng Lin, CTO Networking Business, Dell

Virtualization, cloud computing, and big data applications bring tremendous challenges to today's networking architectures. Software Defined Networking (SDN)—in particular OpenFlow-based architectures—recently emerged as a major paradigm shift to support these challenges. SDN is in its infancy as industry leaders and academia researchers expand and deepen its methodologies, applications, and ecosystem. This session will discuss many facets of SDN, covering both technology and business perspectives.

Dr. Geng Lin is the CTO of Networking Business at Dell, where he has overall responsibility for technology strategy, system architecture, product innovation, and partnership and acquisition of key technologies. Previously, he was the CTO of the IBM Alliance at Cisco Systems, where he was responsible for technology direction, strategy, and solution development of the joint Cisco-IBM solution portfolio worldwide. In his 19 years in the networking industry, he has also served as Vice President of Software Engineering at Netopia (acquired by Motorola), Director of Engineering at Cisco Systems, and Director of Product Strategy at Nortel Networks. Dr. Lin speaks frequently at conferences and industry trade shows. He has served on the editorial board of two research journals in network and systems software, and the advisory board of two books on cloud computing. He has over 40 publications including book chapters, journal and conference papers, and keynote speeches. He received his BSc and MSc degrees from Peking University and his PhD degree from the University of British Columbia, all in computer science.

Keynote 6: TBD

Ken Duda, Founder/CTO/VP Software Engineering, Arista Networks

Network virtualization is a key development in Ethernet network architecture. By decoupling logical topology (as seen by the application or virtual machine) from physical topology (the physical connections between servers and switches), it has a profound impact on network design and usage. Administrators can use it to allow for multipathing, move virtual machines across subnets, stretch virtual LANs between data centers, or provide thousands of secure subnetworks, all without proprietary fabrics or forklift upgrades. This presentation will cover how network virtualization works, what problems it solves, and how equipment vendors and standards bodies are approaching it.

Kenneth Duda is a pioneer in high-performance networking software and lead architect of EOS, a stateful modular operating system for all Arista Networks' products. He is also the co-author of several network virtualization specifications including VXLAN with VMware and NVGRE with Microsoft. From 2005 to 2008, Ken was the Acting President of Arista. Before joining Arista, Ken was CTO at There.com, where he played a lead role in designing a real-time 3-D distributed system that scaled to thousands of simultaneous users. Ken was also the first employee of Granite Systems and led the software development effort for the Catalyst 4000 product line after Cisco acquired Granite. Ken has 3 simultaneous engineering degrees from MIT and holds a PhD in Computer Science from Stanford.

"Equipment manufacturer revenue from 1G, 10G, 40G, and 100G networking ports is forecast by Infonetics to grow to almost $52 billion in 2015."

Infonetics Research, April 2011

Ethernet Technology Summit

Tutorials

These tutorials provide comprehensive, practical information on the current state of Ethernet.

Tutorial 1-1A/T1-1B: 40/100 GbE is Alive and Well

Wednesday
Morning session (T1-1A) 8:30 - 10:50 am
Afternoon session (T1-1B) 3:10 - 5:30 pm

High bandwidth demanding applications such as virtualization, video, and high-performance computing continue driving networking performance to ever higher levels. The new 40 Gb/s and 100 Gb/s Ethernet technologies will meet these demands in a compatible, technically feasible, and cost-effective manner. This tutorial will examine cabling needs, interconnect, monitoring, encryption, and packet processing. It will focus on standards efforts, the move toward open fabrics, and transition issues. It will discuss approaches that will drive down costs and accelerate changeovers.

Tutorial 2-1A: Ethernet in Data Centers

Wednesday 8:30 - 10:50 am

Data centers keep growing in complexity, bandwidth requirements, and services. Tremendous flexibility, scalability, and throughput are essential to handle virtualization, cloud computing, mobile networks, and other advances. This Workshop will focus on current market patterns, cabling, fabrics, and the emergence of 10GbE as a standard protocol. The emphasis is on the enhancements needed to construct an optimized, flexible data center capable of meeting ever-increasing needs. The road map for Ethernet in the data center will also be considered.

Tutorial 2-1B: Ethernet and Virtualization

Wednesday 3:00 - 5:30 pm

Data Centers are increasingly turning to continuing to utilize virtualization to minimize Total Cost of Ownership (TCO), assure service delivery, and implement modern paradigms such as service oriented architectures (SOA) and cloud computing. However, virtualization efforts often run into architectural or implementation problems with legacy Ethernet technology. For example, Virtual Machines (VMs) running on the same server may want to communicate with each other, but the spanning tree protocol makes this impossible to implement on a single Ethernet adapter. Service providers must implement SLAs for their customers, but they are difficult to provision and monitor. Management of policies for VM network configurations cross IT organizational boundaries between network and server teams. As workloads increase and VM Migration is used to match workloads with resources on a rapid basis, issues with bandwidth allocation and migration time over slow gigabit links become increasingly common.

Tutorial 1-2A: Ethernet and Cloud Computing

Thursday 8:30 - 10:50 am

The cloud offers organizations an opportunity to acquire IT resources as needed. They simply obtain what they need from either a public or private cloud and pay for it as they use it. Meeting the exploding demand for cloud computing will require always on, secure, fast, and low-cost network connectivity. Enhanced Ethernet networks will provide the essential elements of cloud computing architecture. They will have to offer high bandwidth, low latency, zero downtime, scalability (through virtualization), flexibility, and automated policy management. This session will describe the use of Ethernet in the cloud and in delivering services, as well as how it will be managed and monitored.

Tutorials 2-2A/2-2B: Convergence on Ethernet (FCoE)

Thursday
Morning session (2-2A) 8:30 - 10:50 am
Afternoon session (2-2B) 2:00 - 3:20 pm

Most data centers today want to use Ethernet as the primary networking interface for every connectivity need—that is, for storage, high-performance computing, and other functions as well as in standard networking applications. In particular, Fibre Channel over Ethernet (FCoE) is the standard protocol that provides seamless integration between Ethernet and Fibre Channel, thus allowing for successful convergence of storage on Ethernet. This tutorial covers convergence for storage, high-performance computing, and virtualization, with a special attention to FCoE. The afternoon panel includes members representing the entire FCoE ecosystem.

Summit Schedule

(current as of 1/23/12)

OPEN indicates session is open to all Summit attendees. Other sessions are for paid registrants only.

Tuesday, February 21

8:30 - 9:00 am

Registration
Continental Breakfast

9:00 am - 3:00 pm

WORKSHOP: 25 Gbps Signaling

WORKSHOP: Terabit Ethernet

WORKSHOP: Network Partitioning OPEN
Sponsored by QLogic

3:15 - 4:30 pm

PLENARY SESSION: High-Speed Test Equipment OPEN *Sponsored by LeCroy*

4:30 - 5:30 pm

Wine and Cheese Reception OPEN

Wednesday, February 22

8:00 - 8:30 am

Registration
Continental Breakfast

8:30 - 9:40 am

SESSION 1-101: Carrier Issues OPEN

SESSION 2-101: Design and Development Issues OPEN

8:30 - 10:50 am

Emerging Technologies Track
TUTORIAL 1-1A: 40/100 GbE Is Alive and Well, Part 1

Data Centers Track
TUTORIAL 2-1A: Ethernet in Data Centers

9:50 - 10:50 am

SESSION 1-102: Continuing Role of Ethernet in Storage OPEN

SESSION 2-102: Upgrading Networks OPEN

11:00 - 11:30 am

KEYNOTE 1: Reducing Delay and Packet Loss in Ethernet Networks OPEN
Larry Roberts, Roberts Consulting

11:30 am - Noon

KEYNOTE 2: TBD OPEN
Saar Gillai, HP

Noon - 2:00 pm

Exhibits Open OPEN

2:00 - 2:30 pm

KEYNOTE 3: TBD OPEN
Soni Jiandani, Cisco Systems

2:30 - 3:00 pm

KEYNOTE 4: Ethernet-Based Data Centers in the Cloud Computing Era OPEN
Greg Scherer, Broadcom

3:10 - 4:15 pm

SESSION 1-103: Ethernet Chipsets and Components OPEN

SESSION 2-103: Network Virtualization OPEN

3:10 - 5:30 pm

Emerging Technologies Track
TUTORIAL 1-1B: 40/100GbE Is Alive and Well, Part 2

Data Centers Track
TUTORIAL 2-1B: Ethernet and Virtualization

4:30 - 5:30 pm

SESSION 1-104: Ethernet Security OPEN

SESSION 2-104: TRILL Tutorial OPEN

5:00 - 7:00 pm

All-Industry Reception OPEN

Exhibits Open OPEN

7:00 - 8:30 pm

Beer, Pizza, and Chat with the Experts OPEN
Table Topics: Convergence • Carrier Ethernet 10GbE • 40/100GbE • Ethernet in Data Centers Security • Test Equipment • Cabling/Connectivity Market Research • High-Speed Design Methods Cloud Computing • Virtualization • OpenFlow High-Speed Signaling • Fabrics

Thursday, February 23

8:00 - 8:30 am

Registration
Continental Breakfast

8:30 - 9:45 am

SESSION 1-201: Ethernet Fabrics and Hardware Optimization OPEN

8:30 - 10:50 am

Emerging Technologies Track
TUTORIAL 1-2A: Ethernet and Cloud Computing

Data Centers Track
TUTORIAL 2-2A: Convergence on Ethernet (FCoE)

8:30 am - 5:00 pm

OpenFlow Workshop OPEN
sponsored by Cisco Systems

10:00 - 10:50 am

SESSION 1-202: Accelerating Big Data Through Hadoop over RDMA over Ethernet OPEN

11:00 - 11:30 am

KEYNOTE 5: The Many Facets of Software-Defined Networking OPEN
Geng Lin, Dell

11:30 am - Noon

KEYNOTE 6: TBD OPEN
Ken Duda, Arista Networks

Noon - 2:00 pm

Exhibits Open OPEN

2:00 - 3:20 pm

SESSION 1-203: Market Research OPEN

2:00 - 5:00 pm

Data Centers Track
TUTORIAL 2-2B: FCoE DCB Industry Convergence Momma and Me

3:40 - 5:00 pm

SESSION 1-204: Future of Ethernet Networks OPEN

Our thanks to this year's speakers.

(current as of 1/23/12)

Brice Achkir
Distinguished Engineer, Cisco Systems

Sunil Ahluwalia
Product Line Manager, Intel

Santiago Alvarez
Manager/Technical Marketing, Cisco Network Software and Systems Technology Group

Scott Atchley
HPC Systems Engineer, Oak Ridge National Laboratory

Omar Baldonado
Director of Product Management, Big Switch Networks

Curt Beckmann
Principal Architect, Brocade Communications

John Benninghoff
Technical Marketing Engineer, Cisco Systems

Brian Berg
President, Berg Software Design

Chris Bergey
VP Marketing, Luxtera

Sharon Besser
VP Technologies, NetOptics

Kallol Biswas
CEO, Nucleodyne Systems

Jason Blosil
Product Marketing Manager, NetApp

Jag Bolaria
Senior Analyst, Linley Group

Brad Booth
Distinguished Engineer, Dell

Andras Borros
Senior Director Software Development, SunEdison

Len Bosack
CEO, XKL

Nathan Brookwood
Research Fellow, Insight 64

Tom Burniece
President, Burniece Consulting Services

Jim Cantore
President, JLC Associates

Ron Cates
VP Marketing, PLX Technology

Guru Chahal
Director Product Management, Cisco Systems

Gautam Chanda
Product Manager, Cisco Systems

Peter Christy
Principal, Internet Research Group

Seamus Crehan
President, Crehan Research

David Dale
Director Industry Standards, NetApp

Kamal Dalmia
VP Marketing, Aquantia

Joe Dambach
New Product Development Manager, Molex

John D'Ambrosia
Chief Ethernet Evangelist/Office of the CTO, Dell

Eli Dart
Network Engineer, ESnet (Energy Sciences Network) Network Engineering Group

Claudio DeSanti
Fellow, Server Access and Virtualization Business Unit, Cisco Systems

Chris DiMinico
President, MC Communications

Ed Doe
Director Product Management, Broadcom

Dan Dove
Senior Director Technology, Applied Micro

Ajay Dubey
Member Technical Staff System Architecture, Altera

Ken Duda
Founder/CTO/VP SW Engineering, Arista Networks

Donald Eastlake
Principal Engineer, Huawei

Rich Fetik
President, Data Confidential

Lou Frenzel
Communications Technology Editor, Electronic Design Magazine

Joe Gervais
Senior Director of Product Marketing, Emulex

Saar Gillai
VP Advanced Technology Group/CTO HP Networking, Hewlett-Packard

Joel Goergen
Distinguished Engineer, Cisco Systems

Simon Gordon
Senior Product Line Manager, Juniper Networks

Sudeep Goswami
Senior Product Manager, Cisco Systems

Isabelle Guis
VP Outbound Marketing, Big Switch Networks

Jim Harrison
West Coast Editor, Electronic Products

Henry He
Product Manager, Ixia

Trevor Hiatt
Applications Manager, IDT

Michael Howard
Principal Analyst and Co-Founder, Infonetics Research

David Howson
President, Zayo Bandwidth

Jon Hudson
Global Solutions Architect, Brocade

Lisa Huff
Principal Analyst, Discerning Analytics

Joseph Hui
Professor Electrical Engineering, Dept of ECE

Nicholas Ilyadis
VP/CTO Infrastructure and Networking Group, Broadcom

Kevin Jablonski
VP Global Marketing, VSS Monitoring

Osman Javed
Senior Product Marketing Manager, Cadence Design Systems

Skip Jones
Director Planning and Technology, QLogic

Peter Kao
Sr Director Carrier Business Development, IP Infusion

Tom Kean
Managing Director, Algotronix

Robert Keys
Chief Architect/Optical, BTI Systems

Christos Kolias
Research Scientist, Orange Silicon Valley

Sridhar Krishnamurthy
Strategic Marketing Manager Communications Business Unit, Altera

Marty Lans
Senior Dir Data Ctr Mktg, Extreme Networks

Geng Lin
CTO Networking Business, Dell

Chris Loberg
Senior Technical Marketing Manager, Tektronix

Tim Lustig
Director of Corporate Marketing, QLogic

Chris Lyon
Executive Director, FCIA

Burhan Masood
Senior Manager Product Marketing, Broadcom

Kelly Masood
CTO, Intilop

Craig Matsumoto
Managing Editor, Light Reading

Stan McClellan
Chief Architect, Systems and Solutions, Znyx Networks

Scott McMorrow
President, Teraspeed Consulting Group

Mike McNamara
Senior Manager of Solutions Marketing, NetApp

Greg McSorley
Technical Business Development Manager, Amphenol Interconnect Products

Shehzad Merchant
VP Technology, Extreme Networks

J. Michel Metz
Product Manager, Cisco Systems

David Meyer
Distinguished Engineer, Cisco Systems

John Mitchell
Marketing Director, Intersil

James Mueller
VP Technology Development, LeCroy

Sergis Mushell
Principal Research Analyst, Gartner

Pompey Nagra
Product Marketing Manager, Qlogic

Shaji Nathen
Director Product Management, IP Infusion

Jay Neer
Strategic Standards Manager, Molex

Landon Curt Noll
Technical Leader, Cisco Systems

Sandy Orlando
VP Marketing, IP Infusion

Joe Pelissier
Technical Leader, Cisco Systems

Robert Przykucki
Director Product Management, Coraid

Babu Puttagunta
Storage Networking Technologist, Hewlett-Packard

Yaxuan Qi
Research Staff, Yunshan Networks

Renato Recio
Distinguished Engineer/IBM Data Center Networking CTO, IBM

Mike Resso
Signal Integrity Specialist, Agilent Technologies

Larry Roberts
President, Roberts Consulting

Saman Sadr
Senior Manager Analog Design, Snowbush IP

Mauricio Sanchez
Chief Security Architect, HP Networking

Ralph Santitoro
Director of Carrier Ethernet Market Development, Fujitsu Network Communications

Ed Sayre
CTO, North East Systems Associates

Greg Scherer
VP Server and Storage Strategy, Broadcom

Kipp Schoen
VP Marketing, Picosecond Pulse Labs

Chauncey Schwartz
Senior Alliance Manager, QLogic

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Manager, UNH-IOL

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Senior Director Market Development, Mellanox Technologies

Steven Shalita
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Viswa Sharma
President, PsiMast

Siddharth Sheth
VP Marketing, Inphi

Steve Singer
Director Systems Engineering, AuthenTec

Jon Sreekanth
CTO, Accolade Technology

James Sun
CEO, Centec Networks

Sassan Tabatabaei
Director Strategic Applications, SiTime

Page Tagizad
Director Product Marketing, Broadcom

Mallik Tatipamula
Head Packet Technologies Research, Ericsson Packet Networks

Jean-Pierre Thibault
Senior IC Designer/Architect, Elliptic Technologies

Bruce Tolley
VP Solutions Marketing, Solaflare

Horst Truestedt
President, TrueFocus

Dan Tuchler
VP Product Management, IBM

Manoj Wadekar
Fellow/Chief Technologist, QLogic Host Solutions Group

Bob Wagner
Product Development Manager, Panduit

Chip Webb
CTO, Anue Systems

Alan Weckel
Senior Director, Dell'Oro Group

Steve Wilson
Director Technology/Standards, Brocade Communications

Frank Yang
Technical Marketing Manager, CommScope

Zhiping Yang
Independent Consultant

Deniz Yasar
Channel Systems Engineer, QLogic

Hongwen Zhang
CEO, Wedge Networks

Registration Form

Name	Title	
Company / Organization		
Address		
City	State / Province	Zip / Postal Code
Country	Email	
Phone	Fax	

Demographics *Please circle appropriate numbers*

Type of company
1. Ethernet hardware/software supplier
2. Ethernet solution provider/consultancy/ integrator
3. Ethernet technology user (equipment maker)
4. Carrier/data center end user (equipment system user)
5. Other: _____

Size of company
6. 5,000 +
7. 100 to 4,999
8. Less than 100

Job level
9. Executive
10. Manager
11. Staff
12. Other:_____

Purchasing authority
13. Approve
14. Recommend/specify
15. None

Primary job function
16. Corporate management
17. Engineering
18. Software/systems development
19. IT/IS/telecom management
20. Marketing/sales/PR
21. Other:_____

Are you an end user?
22. Yes
23. No

Product interests
24. Adapters
25. Cabling
26. Chips
27. Components
28. Connectors
29. Fabric/interconnect
30. Optics
31. Software
32. Switches
33. Test equipment

Technology interests
34. 40/100 GbE
35. 10 GbE
36. Ethernet in data centers
37. Carrier Ethernet
38. Fibre Channel over Ethernet (FCoE)
39. Storage over Ethernet
40. Cloud Computing
41. Virtualization
42. TRILL
43. OpenFlow

Ethernet buying plans
44. Plan to buy within a year
45. Looking for products on a longer time scale
46. Seeking general information

Allocated for purchases
47. Over $1 million
48. $100,000 - $1 million
49. Under $100,000
50. Uncertain of amount
51. Not purchasing

Registration

	Pre-Registration	On Site
☐ **Pre-Summit Workshops & Full Summit (Tues-Wed-Thurs)**	$ 995	$ 1495
Best Value - Includes 3 days! Includes workshops, tutorials, all open sessions; panel discussions; exhibits; luncheons; receptions; refreshment breaks; access to conference proceedings posted online post conference; handouts and prize drawings.		
Tuesday Pre-Summit Workshops These workshops occur simultaneously—please pick one.		
☐ 25 Gbps Signaling	295	495
☐ Terabit Ethernet	295	495
☐ Network Partitioning *sponsored by QLogic*	0	0
☐ **Two-Day Summit (Wed-Thu)**	795	1095
Includes tutorials, all open sessions, panel discussions, exhibits, luncheons, receptions, refreshment breaks, access to conference proceedings posted online post event, handouts and prize drawings.		
☐ **One-Day Technical Program** ☐ **Wednesday** ☐ **Thursday**	495	695
Includes access to all events on the day selected.		
☐ **Exhibits and Open Sessions Only**	0	50
Includes 1 lunch ticket, receptions, beer & pizza session, Open Sessions, & keynotes.		
☐ **Press Analyst (credentialed)**	0	0
Please note: Your registration submission will be reviewed and if necessary you will be contacted for verification of your credentials		
☐ **Speaker, Non-Exhibitor/Sponsor**	295	1095

Payment Information

☐ **Check Enclosed** *(make payable to **Conference ConCepts** in US dollars)*

Charge to: ☐ **Visa** ☐ **MasterCard** ☐ **American Express** Card Number _____

Expiration Date _____

Name on Card _____ Signature (required) _____

Cancellation & Substitution Policy: Registration may be canceled without penalty by written notification received on or before 01/16/12. A $200 cancellation fee will apply to written notifications received 01/17/12—02/17/12. No refunds after 02/17/12. Substitutions may be made until 02/17/12 without penalty with written confirmation and approval by the original registrant.

FAX completed Registration Form to: 401/765-6677 (pay by credit card)
or MAIL (with check) to: ExpoTrac, PO Box 1280, Woonsocket, RI 02895
or register online: www.ethernetsummit.com