



Just a quick heads-up on where **DATT Summit 2020** is headed.

DATT Summit 2018 proved to be very successful for our attendees and Learning Lab Demonstrators alike and we (the DATT Team) are extremely grateful to ALL of you who supported the DATT 2018 effort. But truth be told, even before DATT 2018 had concluded, we knew we could do better for DATT 2020.

Having listened to vendor/attendee feedback and comments (complaints – not so much- but thankfully we didn't have many) we knew the biggest mandate for DATT 2020 would be more dedicated time for attendees to visit the Learning Lab Demo floor to interact with lab demonstrators. The current plan for DATT 2020 is to schedule an hour break in between each class session and then we will tempt class attendees to the lab floor with the prospect of finding some quick (free) nourishment and hopefully some constructive conversation with DATT lab demonstrators before attendees head to their next class. To view the current agenda, visit our [schedule-at-a-glance](#).

Yes, classes do keep attendees away from the Demo Lab floor but it's very important to note that DATT's classes/learning tracks are the key component for attendees to secure funding to attend events like DATT Summit. With that said, consider the marketing opportunities that may present themselves when your company and/or your company's technical expert(s) teach a class at DATT 2020. While the DATT team expects classes and learning tracks to be taught with a solid educational emphasis; teaching a class is a great way to impart knowledge and encourage attendees to visit your booth to ask questions and learn more about your products. The DATT team has already received a number of calls from Learning Lab Demonstrators eager to teach classes at DATT 2020!

Smartphone lead retrieval will be back at DATT Summit 2020. The app is expensive (with no additional cost to demonstrators) but we learned the hard way that it's worth the investment for our demonstrators to keep track of their attendees.

And in keeping with our theme of motivating attendees (and everyone else) with food (especially free food), we have also planned a Tuesday (late) afternoon special event on the demo lab floor: "Pizza and Possibilities." We're bringing pizza and beer to the demo lab floor to give everyone a chance to relax, quiet the hunger pangs, and take care of some business.

And back by popular demand: Dinner, Drinks, and Social Networking under the Space Shuttle Atlantis (Wednesday, 5/13/2020). Everyone who missed Atlantis event in 2018 wants to go in 2020 and those who went to Atlantis in 2018 want to go again in 2020. Who are we to argue?

Of course, we will kick off DATT Summit 2020 with our opening reception on Monday evening.

Now – the reality check; DATT Summit is not possible without your support! The DATT team works as hard to run DATT Summit as lean and mean as possible, without compromising quality. Unfortunately, attendee admission fees and booth sales do not cover all the expenses (floor space, exhibition services, food, and beverage) that DATT incurs. Please consider investing some of your precious marketing dollars to partner with DATT Summit 2020. **We can't do it without you!** The DATT team would also appreciate your thoughts, ideas, and suggestions on how we can keep DATT Summit fresh and interesting for attendees and to make DATT Summit a worthy investment for exhibitors.

**DATT Summit 2020** will be May 11-14 at the Rosen Centre Hotel in Orlando, FL. Visit [Sponsorship Opportunities](#) for costs and options. Booth sales will open in late summer; look for more information coming your way. Please contact [glenn@ulyssix.com](mailto:glenn@ulyssix.com) or [christina@ulyssix.com](mailto:christina@ulyssix.com) with questions or thoughts.



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