

Podcast Script: SugarCon 2008

Welcome to this 60 second sugar snippet. My name is Susie Williams. Today we're going to talk about SugarCon 2008, our upcoming conference for customers, partners and developers.

SugarCon will be held from February 6th through the 8th in San Jose, California. We'll be at the Dolce Hayes Mansion, a beautiful historical property located about fifteen minutes south of the San Jose airport.

SugarCon 2008 is packed with three days of presentations and fun events. There are four parallel tracks geared toward different attendees: developers, administrators, users, and partners. Topics on the agenda include:

- The Sugar product roadmap
- Code-level customizations
- Do's and don'ts for successful CRM deployments
- Developer tools and resources
- "Ask the engineers" roundtable discussion
- Open Source APIs: strategies for integration
- Top 10 performance boosts
- 5 powerful workflows
- Sugar for Customer Support
- Sugar Admin black belt skills
- CRM in a mobile world
- Ask the experts: lessons learned from the field

You may attend any session from any track, so check out the agenda and see what interests you!

In addition to the tracks, there are keynote speeches by Sugar's CEO John Roberts, plus special surprise guests. Some of our sponsors will also present informative talks each day. On Wednesday and Thursday in the evening we will have entertainment for you, along with a chance to network with your fellow Sugar enthusiasts.

Registration is \$495 per person, but there are substantial discounts available if you register early. Registration includes all meals and evening entertainment. Lodging is an additional cost, and you can reserve discounted rooms through SugarCRM.

If you want to take a break from all of the action, the facility offers a spa and ample sports facilities on-site, including a fitness center, plus the Los Lagos golf course just three minutes away from the mansion. Attractions such as Monterey Bay, San Francisco, and local vineyards are easy day trips if you are bringing along family members who want to explore the area.

So come join us for three days of education, networking and fun! Visit the SugarCon registration page, located on our sugarcrm.com website, for more information and to sign up for this great event.

And that's your 60 second Sugar snippet. Goodbye!