

VMWorld 2010 in San Fran again.. Why?



steve31783 5 posts since

Sep 10, 2007

According to this post... <http://www.vmworld.com/blogs/vmworld/2009/08/06/an-update-from-the-vmworld-team>

VMWorld 2010 is scheduled for September 2010 in San Francisco, again.

Why does VMware insist on staying on the West Coast for VMworld? I thought Vegas was at least a step in the right direction (literally). Couldn't the conference alternate from west to east every other year? It would be great to see VMWorld in Boston, New York, Orlando, etc. and would certainly help for us east coast folks who are having difficulty getting travel across the US approved right now.

Just curious if this was ever even considered...

VMWorld 2010 in San Fran again.. Why?



[Eric Nielsen](#) 68 posts since

Sep 10, 2007 1. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 31, 2009 3:57 PM

1. Conference Halls give a rather big discount if you book multiple years.
2. VMware wants to send enough people to operationally support the show.
3. With 2 conferences a year (US & Europe) it makes a bit more sense. California can service US and partsof Asia, while Europe can service some US and parts of the far east. If they do East coast USA, Asia has a 18 hour flight instead of a 12 hour flight.

That's what I understand, but I could be off base and this is just my personal knowledge, not any official VMware answer.

Eric


Web Communities Team

VMware, Inc.



[harbinder](#) 5 posts since

Sep 10, 2007 2. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 7, 2009 7:49 AM

 in response to: [Eric Nielsen](#)

VMworld 2010 (next year) will also be in SF again.. I heard last year at the Vegas show. It is because of \$ and expenses involved.


VMWorld 2010 in San Fran again.. Why?

Also, they really cant find a palce on the east coast that could handle the 12-14000 people.



[steve31783](#) 5 posts since

Sep 10, 2007 3. **Re: VMWorld 2010 in San Fran again.. Why?** Aug 7, 2009 7:53 AM

 in response to: [harbinder](#)


I will agree with the expenses aspect of things, as SF is much closer to VMware hq.

However, I certainly hope your second reasoning isn't true. If MS can hold TechEd (which is easily 4x larger than VMworld) in both Orlando and Boston (which they have in the last 3 years), then you can't possibly tell me that VMware couldn't do the same. In addition, EMC holds their conference in Orlando quite often.



[wilson94t](#) 3 posts since

Sep 10, 2007 4. **Re: VMWorld 2010 in San Fran again.. Why?** Aug 9, 2009 8:59 AM

 in response to: [steve31783](#)

Thank goodness it is in San Francisco and not Orlando. As for Vegas, that can throw red flags to corporations.

VMWorld 2010 in San Fran again.. Why?


I've been to the orlando concerence at TechEd. The weather was so \bad, I'll never opt to go again. If i am going to travel somewhere, I prefer it be the bay area of California.

The range of Boston or Orlando is a huge distance. From that perspective, i don't see why San Francisco is a big deal. The cost of plane fare is hardly different. VMware, stay true to your California roots. If San Franciso keeps the cost of VMware product down, then all the more reason to keep it there in my opinion.



[Eric Nielsen](#) *68 posts since*

Sep 10, 2007 5. **Re: VMWorld 2010 in San Fran again.. Why?** Aug 9, 2009 9:13 AM

 in response to: [wilson94t](#)

There is a another reason as well, I just remembered it, although probably this could apply to Boston.

A lot of folks arrange several visits while out here. HP, Oracle, Apple, Google and many many others are based here, so when you come out to SF, you can visit the HQs of multipel tech vendors. Many CTO's and executives routinely do this when they come to SF. About 30% of VMworld visitors are actually executive folks who try to setup a multi purpose trip and might do VMworld for 1-2 days.

VMWorld 2010 in San Fran again.. Why?

Vegas last year, with the speedway and the environment had to be the "best" show I've ever been to in my entire life. I've probably been to over 50 shows, but going out on the track was just so fun. But Vegas is very expensive and viewed as extravagant when compared to places like SF. I also love Boston and would really enjoy a show there.

But, I suspect it will be SF for a while to come. Maybe I will post some links for fun things to do while you're here, since I do live here. =)



[Theron Conrey](#) 34 posts since

Sep 10, 2007 6. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 10, 2009 7:47 AM

As long as the event isn't in Vegas. Great city, great venue, great event, **WORST** time convincing the boss it wasn't a boondoggle. Seriously.

It would have been easier to sell "why I need to go to VMworld" if it had been at Disneyworld and it was required to ride roller coasters to travel between sessions.

VMWorld 2010 in San Fran again.. Why?



[Gareth Stone](#) 2 posts since

Dec 5, 2007 7. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 17, 2009 6:17 PM

Whatever the reasoning, I hope it stays on the West Coast. PLEASE.... 😊

There are a number of people who attend this from outside the US. For me (New Zealand based) & next door neighbours from Australia, we already have 12 & 14 hour flights to the west coast. To jump to the East coast cuts alot of people out. Getting bean counter sign off for international travel is hard enough to the West Coast (flights cost us more than the conf ticket).

I'm sure VMWare take into account international travellers - and as mentioned Asia is a large catchment for VMWare (it is a global company after all 😊)

VMWorld 2010 in San Fran again.. Why?



[Gareth Stone](#) 2 posts since

Dec 5, 2007 8. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 17, 2009 6:19 PM

↑ in response to: [Theron Conrey](#)

@ Theron..... LOL when reading your 'boondoggle' comment. You should try convincing a boss you need to fly 1/4 of the way round the world to go to Vegas for a conf ("I promise I'll keep expenses to a min! :-0).



[Benny Hauk](#) 27 posts since

Oct 3, 2007 9. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 19, 2009 11:58 AM

↑ in response to: [steve31783](#)

Yeah, but September is the off-season for the state of Florida because of hurricane season.

Move it to Orlando and you either risk hurricanes, very low attendance because of the threat of hurricanes, or they'd have to move the conference to a different season. Same might be true of Boston... but probably not so much. Either way, the conference price would undoubtedly go way up when they have to factor in the cost of flying... what was it? 1,000 employees? coast-to-coast?

Hey, to that same end, the best time to go to DisneyWorld: September! I went last year and it was great! Lines at the parks were empty. Just get the travel insurance they offer in case a hurricane shows up and grab those kids out of school (what do they really learn the first week back anyway! 😊) Plus Disney offers free dining plans during that season often times to lure people there during that extreme off season.



[Stanj](#) 12 posts since

Sep 10, 2007 10. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 20, 2009 12:31 PM

↑ in response to: [Benny Hauk](#)

VMWorld 2010 in San Fran again.. Why?

I would like to see them move it back a few weeks so I can take the family..

With school started at the end of Aug, can't take the family especailly with my son playing High School sports in the Fall.

Oralce has the IOUG/Collaborate Conference in May in Orlando in alteranting years.



[Dave Sweatt](#) 23 posts since

Sep 16, 2008 11. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 20, 2009 2:23 PM

[↑](#) in response to: [Stanj](#)

Well, usually these types of conferences and such are scheduled for the off tourist seasons because the costs are lower all around for the organizers and attendees as well. As far as Orlando and Vegas, I can't send myself or staff to anything in this type of area because our BOD's will never approve them as they feel the staff sent are going to party and swill free booze with any knowledge transfer a distant 3rd tops. Kinda funny as I don't drink and they know it, but that's my reality and I'm sure others have the same issue to deal with. Not saying it's right, but I can sell SF all day long but Vegas\Orlando\etc are just non-starters


VMWorld 2010 in San Fran again.. Why?

around here and I can't change the boards minds about it. In fact, I was told to NEVER EVER even ask about them, period. Plus, SF is a great town so it's a win/win for me.



[ejward02832](#) 31 posts since

Sep 10, 2007 12. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 26, 2009 11:09 AM

 in response to: [Eric Nielsen](#)

"A lot of folks arrange several visits while out here. HP, Oracle, Apple, Google and many many others are based here, so when you come out to SF, you can visit the HQs of multipel tech vendors. "

You can do that in Boston too. I feel for the international travelers but, it seems like Vmware is neglecting half the country. I know a few people that can't go this year because they can't afford the flight across country.



[Jason Sehlmeier](#) 9 posts since

Sep 10, 2007 13. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 31, 2009 2:06 PM

S.F. isn't bad. The Moscone Center however is terrible for an event like this. Where do the lines begin and end? Why boxed lunches with cold sandwiches.

VMWorld 2010 in San Fran again.. Why?



[Keith Templin](#) 7 posts since

Sep 5, 2008 14. Re: **VMWorld 2010 in San Fran again.. Why?** Aug 31, 2009 2:20 PM

in response to: [ejward02832](#)

I agree the East coast is getting the shaft. When you think of international, ,what about the people comming from London? The have to cross the Atlantic ocean and then the US.

Every year flip West coast to East coast. This way there are more options.

i think it really comes down to VMware wants their local employees to drive to SF to cut down on expenses.


Once again sad that the customer get's the shaft. If this was on the east coast, I could have driven 8 - 10 hours to save on airfare. this would have allowed another employee to attend.



[Jeremiah Dooley](#) 3 posts since

Jun 10, 2008 15. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 4:48 PM

VMWorld 2010 in San Fran again.. Why?


 in response to: [Jason Sehlmeyer](#)

I agree with your comment. If this was a perfectly run, well oiled, outstanding event like it was (in my opinion) in Vegas last year, it wouldn't be as big an issue. But between the more expensive airfare, more expensive hotel, more expensive food and longer travel time between venues, it's just a bad place to have the event.



[dchmax](#) 3 posts since

Sep 10, 2007 16. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 5:25 PM

 in response to: [Jeramiah Dooley](#)

I totally agree. I did hear someone mention that would be the 2011 location.



[Trace McQuaig](#) 4 posts since

Feb 6, 2008 17. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 6:44 PM

 in response to: [dchmax](#)

I would hope they avoid Orlando. I like it in Vegas because the convention centers are so big you can easily get into sessions.

No more cold lunches. VMWorld 2009 has seemed under funded to me. Sessions full, cold food, broken labs. Even the solutions exchange vendors seemed like they didn't put much into it. Magic shows rather than product demo's.

VMWorld 2010 in San Fran again.. Why?

Also what's up with not allowing me to sit or stand in a session unless there is a chair? I paid for the ticket to the event let me get the content.

www.thesystemsnengineer.com



Craig Baltzer 8 posts since

May 18, 2008 18. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 10:38 PM

Certainly a much nicer event in Vegas last year than this year in San Francisco, more room for sessions, better (and cheaper!) hotels, wifi that worked reliability, a cab ride that didn't cost me \$40+ to get from the airport, and just felt like a more professional event.

This year is just awful for the food, worse than last year, and I thought last year was bad in comparison to TechEd. Seriously, just having coffee in the halls in the AM, and cookies and pop in a few of the big rooms in the afternoon doesn't cut it. What about people that are going between the smaller breakout sessions and don't happen to "strike it rich" and hit one of the big "cookie rooms"? Could we not at least get some snacks/fruit and pop/juice/water

VMWorld 2010 in San Fran again.. Why?

out in the halls starting at 10AM or so so we can grab stuff on our way between sessions? I was on the go all day today and would have loved to be able to grab a few snacks between sessions, and as it was I ended up paying \$5.50 for a can of pop and a bag of chips at one of the "shops" in the convention center. Hard to believe but the pop and chips in my hotel minibar are cheaper than that.

Also that boxed lunch business is just bush for a top flight vendor conference...

Don't get me wrong the conference sessions have been great, but the rest of the conference sure leaves room for improvement...



[Richard Caldwell](#) 11 posts since

Jul 25, 2008 19. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 10:23 PM

Muffins and cold sandwiches? Cramped little session rooms that everyone has to cram into? Please. I'll attend virtually or not at all if they don't bring the experience back on par with what we had in Vegas last year. The only issue there was congestion on the escalators.

I keep seeing people talk about how TechEd is so much bigger but every search I've done says 5000 people which is half the size of VMworld.

VMWorld 2010 in San Fran again.. Why?

With 14k in Vegas last year I don't think the "people can't go because it's a boondoggle" argument holds much water.



[Jeremiah Dooley](#) 3 posts since

Jun 10, 2008 20. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 10:28 PM

in response to: [Richard Caldwell](#)

As one of the people who tries to determine the value of a conference and must budget for the cost, I don't understand the Vegas argument at all. It's cheaper to get to, cheaper to stay at, it's easier to get from your room to the sessions, you can probably get a direct flight from most every major city...

Is the suggestion that because it's Vegas people will be too busy gambling to attend sessions? Because that (to me) isn't a Vegas issue, it's an employee issue!

Please bring back Vegas. They understand event planning, and they are world-class in delivering that level of service. From food to events to crowd management, that's what they are best at. No offense to the Moscone, but it's not in the same league.



[Craig Baltzer](#) 8 posts since

May 18, 2008 21. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 10:37 PM

in response to: [Richard Caldwell](#)

MS split TechEd into two conferences that run back-to-back in 2008, one for developers, and another for IT-Pros, and I heard 6000 for the development part, not sure for the IT Pro part. Back in 2007 it was > 10000 attendees with everything all together...

VMWorld 2010 in San Fran again.. Why?

In any case Viva Las Vegas!



[cscanlon](#) 2 posts since


Sep 10, 2007 22. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 1, 2009 10:46 PM

I can understand the cost savings in being so close to headquarters, but this year is almost as bad as 2007. Vegas last year ran very well in comparison, and they actually had hot meals every time. The lines are better managed this year compared to '07, but from the food to the alumni lounge, a lot has been disappointing. Bring back Vegas.



[steve31783](#) 5 posts since

Sep 10, 2007 23. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 2, 2009 5:55 AM

 in response to: [cscanlon](#)

Thanks everyone for putting in your opinion.. reading these responses has been good.

Haring all the stuff about this years conference so far is making me feel a little less worse about not being able to attend. I went to both 2007 and 2008, and remember the problems 2007 had. Vegas was certainly a step in the right directions as I said, and I think its a shame next year is back in San Fran.


I undersand they need to send a lot of employees, but If VMware wants to hold the pemier virtual conference in the US, they need to step up and leave home once in a while 😊



[steve31783](#) 5 posts since

VMWorld 2010 in San Fran again.. Why?

Sep 10, 2007 24. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 2, 2009 5:58 AM

 in response to: [cscanlon](#)

Thanks everyone for putting in your opinion.. reading these responses has been good.


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I undersand they need to send a lot of employees, but If VMware wants to hold the pemier virtual conference in the US, they need to step up and leave home once in a while 😊



[ejward02832](#) 31 posts since

Sep 10, 2007 25. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 2, 2009 6:46 AM

 in response to: [steve31783](#)


There's cookies? Really? I've yet to see one. I have also not seen a bottle of water. Come on, theres only so much soda you can drink. They ran out of food on Monday. I was looking for the instructor lead labs (Which were at the MArriott this year). I had to speak to 3 different people before I found someone that told me that.

VMWorld 2010 in San Fran again.. Why?



[Jason Hicks](#) 4 posts since

Sep 10, 2007 26. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 2, 2009 7:51 AM

 in response to: [steve31783](#)

steve31783 wrote:

Thanks everyone for putting in your opinion.. reading these responses has been good.

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I undersand they need to send a lot of employees, but If VMware wants to hold the pemier virtual conference in the US, they need to step up and leave home once in a while 😊

+1

I attended both 2007 & 2008. I have a hard time selling San Fran vs Vegas. SF flight, hotel, food expenses are far higher than LV. I was lucky in '07, as VMware picked up the full hotel fare for speakers. I couldn't justify even asking to attend SF this year.

VMWorld 2010 in San Fran again.. Why?

Sorry to hear many attendees' experience isn't so hot this year. Sounds like a lot of the same complaints from '07 @ Moscone. If VMworld is back to SF next year and they don't cutoff attendance at something reasonable, I won't bother again. Not going to travel all the way across the country for a hassle.

Personally, I much prefer SF as a destination. But its hard to argue with the convenience of Las Vegas.

BTW - where are all the big / cool announcements? I can virtually hear the crickets chirping out in the cloud...



[Nick Fritsch](#) 4 posts since

Jun 30, 2008 27. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 2, 2009 8:27 AM

Couldn't make it to VMworld this year due to budget constraints. Last year was my first VMworld and I was impressed. Lots of room, I got every session I wanted and even changed some last minute. All the labs worked. Food was great. I'm kind of thinking now that I'm not missing much this year and I was able to save about 4k by not going.

VMWorld 2010 in San Fran again.. Why?


I agree with the poster who said if you're worried about employees gambling instead of going to sessions if the show is in Vegas, that's definitely an employee problem, not a VMware or VMworld problem. If you don't trust your employees to go to the sessions and get the most they can out of the conference, then you probably shouldn't send them to the conference, or even worse, should they even be working for you if you can't trust them?

Bring back Vegas!!!



[Chris Jones](#) 1 posts since

Jul 2, 2008 28. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 3, 2009 4:30 PM

 in response to: [Keith Templin](#)

I'm honestly disappointed with the facilities and location of the event.

Last year was my first VMWorld event and it was a very positive experience.

- Sessions were easily accessible.
- Staff handling the events were generally polite and understanding.
- Snacks and drinks were provided between sessions
- Plenty of easily accessible hotel choices
- Plenty of places to eat
- Generally a clean atmosphere

VMWorld 2010 in San Fran again.. Why?

This year I feel like a lot was missing.

I only saw drinks provided once and actually witnessed staff chasing people away telling them the drinks were "for the next session only".

I never once saw any snacks other than the long lines at the concession stands.

I heard there were not enough box lunches for many people.

The VMWorld party seemed very poorly organized. Very long lines for very poor food.... crackers and cold cuts? Drink tables were constantly out of drinks. Nothing like standing in a long line only to have the choice between oduols and the ice water that drinks were sitting in. There was very little to actually do... I saw a handful of ping pong tables... 2-3? and a handful of pool tables 2-3. There were a handful of blow up items on the grass... and a handful of video game consoles.... all for 12,000 people?

As far as the atmosphere of the surrounding area... honestly I don't think a day has gone by that I haven't been begged for money or harassed by some poor soul. I've even been threatened several times all within a block or so of the conference.

VMWorld 2010 in San Fran again.. Why?

I guess I just enjoyed my trip to Vegas a lot more than my trip here this year.



[sthimonier](#) 1 posts since

Aug 22, 2008 29. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 3, 2009 9:34 PM

👤 in response to: [Chris Jones](#)

We had a good time and really enjoyed our experience here in SF. But daily parking at the Marriott (where they had the labs) for \$60 a night is outrageous. The closest other parking was still \$32 a night! The good thing is, we've heard that it would be back in Vegas next year, where the abundance and quality of food and refreshments were irreproachable (last year), and which makes the whole experience much better when you're constantly running between sessions and need to refuel. And I have to agree with previous posts that it was fairly difficult to find bottled water... But we still had a good time overall. Not that I don't like SF, because it's truly an awesome place to visit; but as far as the actual facilities are concerned (as well as the logistics and ease of navigation), it's just not as good as Vegas for the purpose of the VMworld events.



[iglooweb](#) 1 posts since

Sep 10, 2007 30. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 3, 2009 9:41 PM


A complete disappointment to the facilities, food, and structure. VMWare has to get their act together. I will not return to San Francisco next year if they decide to have it here.



[Jason Langdon](#) 68 posts since

VMWorld 2010 in San Fran again.. Why?

Sep 24, 2007 31. **Re: VMWorld 2010 in San Fran again.. Why?** Sep 4, 2009 4:49 AM

 in response to: [iglooweb](#)

Why not take VMworld 2010 out of the US altogether? There has to be some place in Montreal, Toronto, or Vancouver that can hold a convernece of this size.



[josefLadams](#) 1 posts since

Sep 10, 2007 32. **Re: VMWorld 2010 in San Fran again.. Why?** Sep 4, 2009 9:45 AM

I don't have a problem with it being in SF. I can completely understand the venue and its proximity to the campus. Cost is also a factor. The Moscone is just fine for this event, but the party was not really all that great. Not enough food, and drink. Definitely not like the Vegas Party. That is by far the best out of the 4 that i have been too. The Treasure Island party was #2.



[Ben Littleton](#) 1 posts since


Aug 21, 2009 33. **Re: VMWorld 2010 in San Fran again.. Why?** Sep 4, 2009 10:52 AM

I will never attend another one. My first was my last. I found muffins in a class on my first day which was a good thing since they ran out of lunches that day. I was going to go to a lab on the second day and the folks working the coffee wouldn't let me have any because they said no one could have coffee until 9:15. I was in there at 9:10. I wanted to go get in line. No breakfast this day. Found only coffee the third day nor snacks. Ran out of beer everynight seems like. An who was the idiot that wanted to put ping-pong tables outside in the windy city. This whole event was terrible.



[Matt Kopf](#) 4 posts since

May 14, 2009 34. **Re: VMWorld 2010 in San Fran again.. Why?** Sep 4, 2009 9:07 PM

 in response to: [Ben Littleton](#)

Wow, Ben. This was my second VMworld event and while it was NOT as good as the one in Las Vagas I would hope that

VMWorld 2010 in San Fran again.. Why?

you would attend again as long as it was not in San Francisco.

I didn't like San Francisco and I will not blame people for not wanting to come back there.
The city felt dirty run down and

I really didn't feel that safe on the streets after dark or even before dark really.

BUT, I enjoy VMworld. I enjoy learning more and the people that attend. I just dont link the venue.


Matt

VMWorld 2010 in San Fran again.. Why?



[Richard Caldwell](#) 11 posts since

Jul 25, 2008 35. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 5, 2009 1:55 PM

 in response to: [Matt Kopf](#)

Matt_Kopf wrote:

I really didn't feel that safe on the streets after dark or even before dark really.

Hey, it added some excitement to the week! 😊 I saw a guy get tackled by the police on the street for inappropriately grabbing a lady (neither associated with the event). I took the BART from the airport and I got to see the part of San Francisco you never see on TV. I definitely wasn't going to take the BART for my late night trip back to the airport.

I was honestly surprised. I know every big city has its problem areas but three of the four nights I was out I saw police making arrests within a block of the event. I've never encountered that during multiple trips to Vegas.



[Matt Kopf](#) 4 posts since

VMWorld 2010 in San Fran again.. Why?

May 14, 2009 36. Re: VMWorld 2010 in San Fran again.. Why? Sep 7, 2009 9:52 AM

👤 in response to: [Richard Caldwell](#)

[I've never encountered that during multiple trips to Vegas.](#)

Ahhh So true, so true!



[Jason Sehlmeyer](#) 9 posts since

Sep 10, 2007 37. Re: VMWorld 2010 in San Fran again.. Why? Sep 8, 2009 7:55 AM

👤 in response to: [Matt Kopf](#)

Matt,

Where are you located? I could understand your fear of walking out at night if you were from podunk, Iowa. If you thought SF was bad, don't ever go to Cleveland, Cincinnati, Toledo, Columbus, Pittsburgh, Detroit, Indy, etc.

We walked outside between the hours of 12am and 5am multiple times throughout the week and not only was I surprised at how clean the streets were, but the homeless were sleeping (hidden from plain view) and there were no thugs. I felt completely safe walking the streets.

Last time VMworld was at Moscone I thought it was a bad venue, and nothing this year changed my thoughts on that. Whomever stated there wasn't enough food or beer for the party must have been standing outside at Yerba Buena. Inside where the real party was at, I waited in line for 30 seconds tops to get a beer and had maybe 2 people lined up at the food in front of me before I picked up my fork and napkin.

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The party, I thought, was good. Foreigner was amazing. Much better than the claustrophobic fest held on T.I. the last time.

Food for lunches was mediocre at best. Snacks between sessions was non-existent. Keynotes left much to be desired.



[ejward02832](#) 31 posts since

Sep 10, 2007 38. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 8, 2009 8:03 AM


 in response to: [Jason Sehlmeier](#)

Was it me or were there a lot more sales pitches disguised as sessions this year? I sat through one where it was "Here is everything that can go wrong in your VMware environment....". Sitting there thinking "Yes, I know that. How do you fix it?" Only to be met at the end with "Hey, we have software that helps fix all these headaches". Or one session that was supposed to show different solutions for VDI in remote offices. They only showed one solution really. The other two were just juggling around the pieces. All focusing on the hardware that they wanted you to buy.



[wilson94t](#) 3 posts since

Sep 10, 2007 39. Re: **VMWorld 2010 in San Fran again.. Why?** Sep 15, 2009 9:04 PM

 in response to: [ejward02832](#)

I'm pleased to see it is in SF!! I would not be able to go if it was in Vegas. Furthermore, I much prefer to spend a couple extra days in SF as compared to Vegas anyway.

VMWorld 2010 in San Fran again.. Why?

The food wasn't so great this year, but I believe that a 3rd party vendor (HP, Dell, Whatever) did not sponsor it. usually that's what happens. VMware should have just told us to expect box lunch type offerings and for those of us who prefer something else, we could have planned accordingly. VMware: Expectation is the name of the game for customer satisfaction.

As for the sales pitches, certainly there were some. I didn't go to those. Feel free to walk out if it's a sales pitch and go to another session. Many of the sessions have space for you even if you did not sign up.



[Mick Russom](#) 2 posts since

Jul 9, 2010 40. **Re: VMWorld 2010 in San Fran again.. Why?** Sep 1, 2010 7:51 AM

I hope it never moves from SF.

The West coast has - specifically the Bay Area is home to HP, Oracle (BEA, Peoplesoft, Siebel, Sun), a Microsoft Office, an Intel office, AMD, Apple, Cisco, Google, ebay, Yahoo, Synnex, Supermicro, Netapp, Sandisk, EA, Nvidia, Juniper, Intuit, LSI, Adaptec, Equinix, Xilinx, Atheros, Bluecoat, Tivo, Erricson is big here, Brocade (Foundry), FortiNet, Rackable (SGI), Sonicwall and a bunch of military contractor sites as well (Lockheed, BEA, etc).

The quality of the show in SF is way higher than in Boston and NY, and especially Vegas, Vegas lowers the quality the most due to a large number of people getting the company to send them for purposes other than to learn new tech.


VMWorld 2010 in San Fran again.. Why?

I would like to see it held maybe in Texas since there is growth there, but it should stay in San Francisco as the networking, quality of attendees is high and it saves the presenting companies a lot of money being local and more top engineering resources can come to the show.



[ejward02832](#) 31 posts since

Sep 10, 2007 41. **Re: VMWorld 2010 in San Fran again.. Why?** Sep 1, 2010 8:06 AM

 in response to: [Mick Russom](#)


How can you say the quality of the show is better than in Boston or NY when it has never been there? Microsoft has held very successful Tech-Ed's in Boston with a lot more people. And everything fits in a single building. EMC has had EMC world there too.

And wait the quality of attendees is higher in SF? What does that even mean?



[Mick Russom](#) 2 posts since

Jul 9, 2010 42. **Re: VMWorld 2010 in San Fran again.. Why?** Sep 1, 2010 10:47 PM

 in response to: [ejward02832](#)

I'm from bean-town and conventions there suck. Badly.

I've also lived in NYC as well, and the costs of attending Javitz-hosted events is ridiculous.

SF has world class dining, a much better concentration of tech companies, weather that simply destroys anything the trash in the East Coast can put out, FAR better traffic patterns, and it seems the level of intelligence on the show floors is much higher. So much for MIT and Harvard.

Anyways, I drastically prefer SF to anything in NYC and Boston as I've lived in both, and was born in greater boston, you need to learn to come out of that shell.

The only other acceptable place for tech conventions is Texas. All other cities are suck weather, bad for conventions overpriced and bad opportunities for job seekers.

VMWorld 2010 in San Fran again.. Why?