



Hewlett Packard
Enterprise

HPE ASPIRE 2020

Partner Information

HPE ASPIRE 2020 PARTNER PRICING DETAILS WWW.HPEASPIRE.COM



When:

May 17-21, 2020

Where:

Nashville, TN USA

Gaylord Opryland Resort

Early Registration: \$2,795

Through February 21

General Registration: \$2,995

February 22 – March 31

Late Registration: \$3,195

April 1 – April 10

Includes:

- standard hotel room, check-in May 17; check-out on May 21
- access to event sessions
- 3 HPE Tech Pro University exams
- breakfast, lunch and break-time snacks
- attendance at exclusive evening events
- Sponsor Showcase access



PRE EVENT TRAINING – EXCLUSIVE DISCOUNTS FOR HPE ASPIRE ATTENDEES

- This year, we plan to hold VIRTUAL classes in April that you can take to help you pass exams at HPE Aspire 2020 – With no travel required in April
- These classes are discounted by \$2,020 exclusively to those registered for HPE Aspire!
- Only 12 seats available per class
- First come, first served
- For more information or to register at the discounted rate, please contact TechProUniversity@HPE.com

Class Offerings

Building HPE Hybrid IT Solutions, Rev. 19.41

Designing HPE Hybrid IT Solutions, Rev. 19.21

Designing HPE Server Solutions, Rev. 18.11

Implementing HPE Composable Infrastructure Solutions, Rev. 19.21

Using HPE OneView, Rev. 19.41

SAVE \$2,020!!!

Cost:

\$1,730

\$1,730

\$1,730

\$1,730

\$980

Date

4/6 – 4/10

4/13 – 4/17

4/20 – 4/24

4/20 – 4/24

4/27 – 4/30

ABOUT HPE ASPIRE 2020



What is it?

- Over 2,500 Presales professionals gather for three days to learn, connect and grow their technical knowledge of HPE products and solutions
- Access to industry experts, HPE engineers and subject matter experts all in one location



What topics are covered?

- Technical and solutions training on HPE portfolios to become trained across a reference architecture
- Hands on labs, live demos and simulations with opportunity to physically work on the equipment
- HPE Tech Pro University Exam Center



What are some of the benefits?

- Improve success of new roles through enablement activities focused on HPE solution areas
- Partnership with Business Units on product training and NPI's
- Articulate the strategy and vision to customers as the trusted IT advisor
- 3 FREE Certification Exams in the HPE Tech Pro University Exam Center (2 HPE0/HPE6, 1 HPE2)
- Earn Continuous Learning Equivalencies towards Continuous Learning Badges for attending selected sessions

CONTINUOUS LEARNING BADGES

- Per 2020 Tech Pro and Partner Ready Guidelines:
 - An individual who holds a Technical HPE Certification must gain 2 Continuous Learning Badges in order to maintain “Current” status
 - A person must be “Current” in order to:
 - Access the benefits of HPE Tech Pro
 - Have their Technical Certification count towards Partner Ready Specialization requirements
- HPE Aspire 2020 has many sessions that will help you gain Continuous Learning Badges
 - You will be able to earn Continuous Learning Equivalencies towards Continuous Learning Badges for attending selected sessions
 - Session will be marked as “Continuous Learning Eligible” in the Session Scheduler

*** You must have a Smart Phone in order to track your attendance in sessions and be awarded Continuous Learning Equivalencies



WHY ATTEND HPE ASPIRE 2020?

Enablement Savings

- Exclusive \$2,020 discount on certification courses in April in preparation to take Exams
- Early Registration Savings – \$100 less than last year's Registration Fee!
- Access – “HPE SMEs”, “Technology Fellows”, “HPE Executives”, “NPI sneak peaks”, “Hands on Labs”, etc.
- Best In-Class HPE Training

Let's accelerate next for you

- HPE ASPIRE 2020 is Hewlett Packard Enterprise's once a year, largest and most comprehensive technical and solutions knowledge transfer event for the Americas HPE and partner technical communities
- Work and collaborate with your peers, HPE SMEs, Technology Fellows, HPE Executives, and HPE Engineers
- NPI sneak peaks and Hands on Labs
- You will have Direct access to HPE gurus and engineers

Dedicated time for learning

- Personalize your experience and make your agenda your own
- Hundreds of technical break-out sessions to choose from
- The popular HPE Tech Pro University Testing Center is always a must: take advantage of the free exam opportunity, advancing your skills, so you can improve processes and innovate faster!

Why not present to your company, new insights you have learned from HPE Aspire 2020, keeping yourself “Top of mind” for that next opportunity?



HPE TECH PRO UNIVERSITY EXAM CENTER

- 2 HPE0 or HPE6 Exams and 1 HPE2 Web based Voucher per attendee at no charge
- HPE2 Voucher must be used during the week. Expires Saturday 5/23
- You will receive email communication after HPE Aspire detailing the incremental MDF you can claim based on exam completions. \$200 per exam, \$600 max

HOURS OF OPERATION	
*All times are "Last Entry"	
MONDAY	12 p.m. – 5 p.m.
TUESDAY	8 a.m. – 7 p.m.
WEDNESDAY	8 a.m. – 5 p.m.
THURSDAY	6 a.m. – 12:00 p.m.



2020 SCHEDULE AT A GLANCE

Sunday	Registration begins at 12 p.m.	Welcome Reception 7 p.m. – 9:30 p.m.
Monday	General Session begins at 9 a.m. – 11:30 a.m. Sessions begin at 1:10 p.m. – 6:10 p.m.	HPE Aspire Showcase 7 p.m. – 9:30 p.m.
Tuesday	Sessions begin at 8 a.m. – 6 p.m. HPE Aspire Showcase 8 a.m. – 6 p.m.	Evening: TBD
Wednesday	Sessions begin at 8 a.m. – 6 p.m.	Music Festival 7 p.m. – 10 p.m.
Thursday	Sessions begin at 8 a.m. – 12 p.m.	Shuttles to airport depart 12:30 p.m. – 2:30 p.m.



HPE ASPIRE 2020 – REASONS TO ATTEND!

Fantastic ratings - 2019 Satisfaction Survey

1

97% - Satisfaction overall

2

98% - Would recommend HPE Aspire to others

3

99.5% - Agreed they had acquired new skills

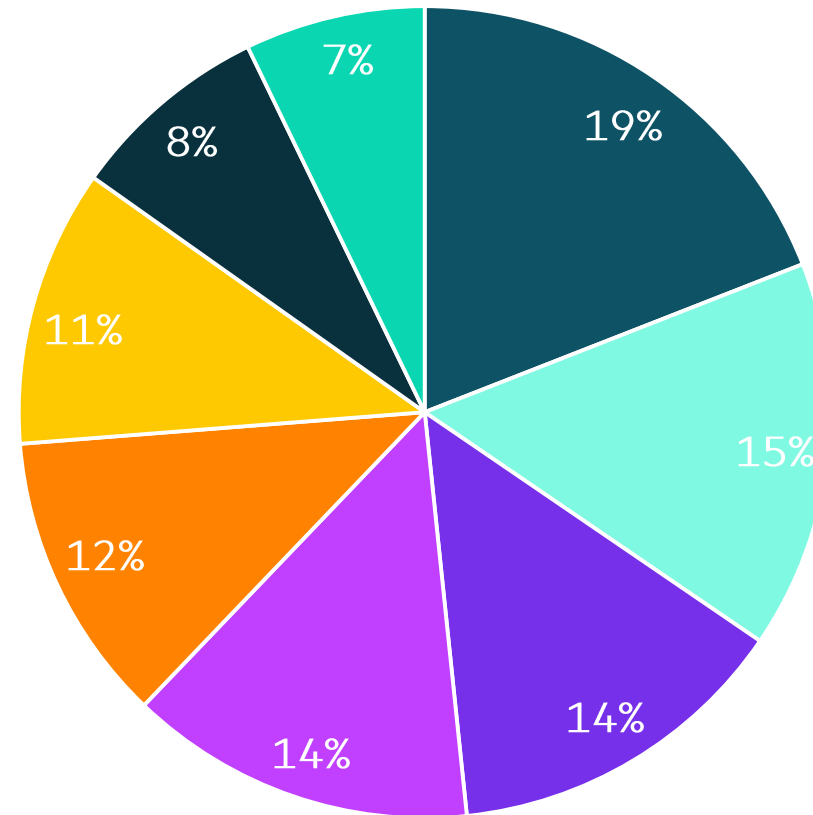


2019 SESSION DETAILS – 2020 SESSIONS WILL BE SIMILARLY SPREAD OUT

350+ Unique Sessions

Session Topics

- AI, IOT, Big Data
- Aruba
- Compute
- Storage
- Hybrid IT
- Composable Infrastructure
- Hybrid Cloud
- Sponsors



HPE ASPIRE 2020 SESSION SUMMARY

Levels

- **Awareness** – Sessions designed to provide Introductory or Awareness level information on Products, Solutions and Services
- **Competency** – “201” level sessions designed to provide deeper technical content or solution positioning
- **Mastery** – “301+” sessions that delve deep into technical content; will typically involve Hands on Labs and Demos
- HPE Aspire is an opportunity for Presales to cross train on various products, solutions and services

Sessions

- Typically ~20 sessions per segment or solution area
- Sessions will focus on technology but also how to position, industry awareness, competitive landscape, and objection handling
- Repeated throughout the week
- Topics covered include Storage, Server, Networking, AI, Big Data, Composable, Converged Systems, Greenlake, Services, Intelligent Edge, and HPE Partner solutions
- ~368 unique sessions at HPE Aspire 2019, most repeated at least once

Labs

- Labs are typically 3 hours
- Demos, simulators, workshops are also options



HPE ASPIRE 2020 VERSUS DISCOVER

	HPE Aspire 2020	HPE Discover 2020
Partner Technical resources attend	✓	✓
Free certification exams in the HPE Tech Pro University Exam Center	3	2
In-depth technical training for 2500 HPE and Partner Architects/SAs	✓	
Sales resources attend		✓
Pre-event heavily discounted Certification classes for attendees	✓	
Free Certification classes before/during the event		✓
Unlimited partner registration		✓
MDF Reimbursable	~85%	100%

The key differentiator is HPE Aspire 2020 is the premier technical training event for HPE Architects and SAs.



PARTNER PRICING AND MDF REIMBURSEMENT DETAILS

HPE Aspire 2020



PARTNER EARLY REGISTRATION PRICES AND MDF REIMBURSEMENT

Through February 21

	0 exams taken	1 exam taken	2 exams taken	3 exams taken
Early Reg. Price - \$2,795				
Standard MDF Reimbursement	\$1,800	\$1,800	\$1,800	\$1,800
Additional Exam Reimbursement	\$0	\$200	\$400	\$600
Total eligible for reimbursement	\$1,800	\$2,000	\$2,200	\$2,400
Partner Responsibility	\$995	\$795	\$595	\$395



PARTNER GENERAL REGISTRATION PRICES AND MDF REIMBURSEMENT

February 22 – March 31

	0 exams taken	1 exam taken	2 exams taken	3 exams taken
Regular Reg. Price - \$2,995				
Standard MDF Reimbursement	\$1,800	\$1,800	\$1,800	\$1,800
Additional Exam Reimbursement	\$0	\$200	\$400	\$600
Total eligible for reimbursement	\$1,800	\$2,000	\$2,200	\$2,400
Partner Responsibility	\$1,195	\$995	\$795	\$595



PARTNER LATE REGISTRATION PRICES AND MDF REIMBURSEMENT

April 1 – April 15

	0 exams taken	1 exam taken	2 exams taken	3 exams taken
Late Reg. Price \$3,195				
Standard MDF Reimbursement	\$1,800	\$1,800	\$1,800	\$1,800
Additional Exam Reimbursement	\$0	\$200	\$400	\$600
Total eligible for reimbursement	\$1,800	\$2,000	\$2,200	\$2,400
Partner Responsibility	\$1,395	\$1,195	\$995	\$795

