

MICROSOFT  
**VISUAL STUDIO**  
**LAUNCH**  
conference and expo

MICROSOFT  
**ASP.NET &  
SILVERLIGHT**  
conference and expo

MICROSOFT  
**SQL  
SERVER**  
conference and expo

**APRIL 12-14, 2010 LAS VEGAS, NV**

**Bellagio Hotel and Casino**

Book 3 nights by February 12, 2010 at the Bellagio Hotel and receive \$100 Bellagio certificate.  
Book NOW to get a special rate of \$149 (a limited number of rooms at this rate, so reserve today).

**Celebrate** *the launch of Visual Studio 2010*  
with Microsoft execs and  
colleagues around the world!

Microsoft®  
**Visual Studio**™

- 50+ MICROSOFT AND INDUSTRY EXPERTS
- 100+ IN-DEPTH SESSIONS
- INDUSTRY PARTY
- UNPARALLELED WORKSHOPS
- Dive into the latest products and technology with our no-hype in-depth sessions
- Separate technology myths from reality as you network with the authors whose books and blogs you read
- Learn from Microsoft architects and industry experts
- Build valuable relationships with attendees from around the world
- Obtain relevant technical advice from Microsoft product teams and consultants

**>> REGISTER EARLY**—Take advantage of our Early Bird Special room rate of \$149!

CHECK WEB SITE FOR DESCRIPTIONS OF SESSIONS AND WORKSHOPS

**www.DevConnections.com • 800.438.6720 • 203.400.6121 • Register Early!**

# DON'T MISS THE LAUNCH OF VISUAL STUDIO 2010

Microsoft, *DevConnections Magazine*, and Tech Conferences join forces to bring the launch of Visual Studio 2010 and the latest info about Silverlight 4, plus a celebration of the upcoming release of Microsoft SQL Server code-name "Killimanjaro" to Las Vegas.

**Great reasons for YOU to be at the launch event for Visual Studio 2010 in Las Vegas, April 12-14, 2010!**

- 1 Learn about Visual Studio 2010, ASP.NET and Silverlight 4.** No matter which side of the corporate firewall you develop applications for, you'll learn to develop better desktop and Web applications starting with your attendance at the Visual Studio launch!
- 2 Train with Microsoft architects and world-renowned developers and DBAs** delivering over 100 in-depth sessions geared for your development needs today. Get practical, real-world technical advice that you'll start using as soon as you get back to the office.
- 3 See all the best tools in one place.** Explore new solutions as you meet with established tools vendors, publications, consulting services, and training companies for your business in the expo hall.
- 4 A strong network is an invaluable resource;** build yours with the unparalleled networking opportunities at the Conference. Come prepared to meet and interact with people at other companies and take advantage of their experiences.
- 5 Faster and better time to market.** Get a roadmap for planning the development and deployment of future applications.
- 6 Impress your boss and colleagues.** You'll go back to the office with practical tips and tricks that will make developing applications faster and easier.
- 7 Motivating experience.** You'll leave with new ideas, practical to-do lists, knowledge to create better applications, and examples to inspire the rest of your team. If you're looking to get fired up about new technology, you should come to Las Vegas April 12-14, 2010 at the Bellagio and be part of the launch of Microsoft Visual Studio 2010.
- 8 Cost savings and higher ROI.** Many case studies show that, on average, improving your knowledge base can at least *double* your output.
- 9 Workshops help you dive into key areas** including: Silverlight development, moving from Web Forms to ASP.NET MVC, Windows Azure Platform (cloud computing), Windows Communication Framework, tuning your SQL Server database for high performance, or exploring the BI features coming in SQL Server 2008 R2.
- 10 The setting of Las Vegas itself!** Enjoy the excitement and luxury of one of Las Vegas' premiere hotels. Enjoy some of the best dining in the culinary world, famous Vegas shows, fine shopping, the famous fountains of the Bellagio, the gallery of fine art, the sites and sounds of the Las Vegas strip, and the 24/7 buzz of the casinos.

**If there's ever been a conference that you don't want to miss, this is it! Come to Vegas and be part of this great show!**



## SCHEDULE at a Glance

### SUNDAY, APRIL 11, 2010

9:00am - 4:00 pm Pre-conference Workshops

### MONDAY, APRIL 12, 2010 MICROSOFT LAUNCH DAY

7:00 am - 5:00 pm	Conference Registration
7:00 am - 8:00 am	Continental Breakfast
8:00 am - 9:15 am	Visual Studio Launch Keynote
10:15 am - 12:30 pm	Conference Sessions
12:30 pm - 2:00 pm	Lunch
2:00 pm - 4:45 pm	Conference Sessions
4:45 pm - 6:45 pm	Expo Hall Reception

### TUESDAY, APRIL 13, 2010

7:00 am - 5:00 pm	Conference Registration
7:00 am - 8:00 am	Continental Breakfast
8:00 am - 9:15 am	ASP.NET & Silverlight Keynote
8:00 am - 9:15 am	SQL Server Keynote
10:00 am - 12:45 pm	Conference Sessions
12:45 pm - 2:15 pm	Lunch
2:15 pm - 5:15 pm	Conference Sessions
5:15 pm - 6:15 pm	T-shirt Giveaway (Expo Hall)
6:15 pm - 7:15 pm	Vendor Sessions

### WEDNESDAY, APRIL 14, 2010

7:00 am - 8:00 am	Continental Breakfast
8:00 am - 12:45 pm	Conference Sessions
12:45 pm - 2:15 pm	Lunch
2:00 pm	Cruise Raffle
2:15 pm	Expo Hall Closes
2:15 pm - 3:30 pm	Conference Sessions
4:00 pm - 4:30 pm	Closing Session & Prize Drawing

### THURSDAY, APRIL 15, 2010

9:00 am - 4:00 pm Post-conference Workshops

## Exciting Announcements:

Microsoft keynotes will show you the latest in Visual Studio 2010, SQL Server 2008 R2, .NET Framework 4.0, SharePoint 2010, and the latest Web technologies.



### CRUISE GIVEAWAY

Enter to **WIN!**

Enter the contest in the Expo Hall to **WIN a 1 week Caribbean Cruise for two!**

You must be present in the Expo Hall at the time of the drawing to win.

## KEYNOTES



### SCOTT GUTHRIE

Corporate  
Vice President,  
.NET Developer  
Division

**MICROSOFT**



### QUENTIN CLARK

General Manager  
of the Database  
Engine Group

**MICROSOFT**



### DAVE MENDELN

Senior Director,  
Developer  
Platform and Tools

**MICROSOFT**

## CONFERENCE AND EXPO INCLUDES:

Microsoft Visual Studio Launch Conference and Expo and Microsoft ASP.NET & Silverlight Conference and Expo attendees will receive a 12-month subscription to **DevConnections Magazine**.

**DevConnections**

All Conference & Expo attendees will receive full membership to SSWUG.ORG, the SQL Server Worldwide User's Group Help Center site. The site includes 100s of scripts, discussion boards, articles, reviews, e-mail discussions, and more.



Microsoft SQL Server Conference & Expo attendees will receive a 12-month subscription to **SQL Server Magazine**.



Your Conference & Expo registration includes:

- Three Lunches
- Three Continental Breakfasts
- Reception
- Conference T-Shirt and Bag
- Proceedings Resource CD ... and more

# VISUAL STUDIO MICROSOFT DAY

## **VMS01: ADVANCED DEVELOPMENT PRACTICES—BUILD AUTOMATION AND TEST LAB MANAGEMENT WITH VISUAL STUDIO 2010** MICROSOFT

Successful software projects require regular validation and verification of the code you're writing and early feedback if a defect is found. In this session, you'll learn how you can use the build automation capabilities in Visual Studio Team Foundation Server 2010 to define and execute regularly scheduled builds and continuous integration builds that validate check-ins before committing them to the main repository. You will see how to define a build workflow that validates the code and verifies the software, including build verification tests and architectural compliance validation. We'll also show you how to incorporate the new Visual Studio Team Lab Management 2010 capabilities to enable testing the output of a build in a virtualized test environment, enabling you to more thoroughly verify the software and share the environment in the event of a bug.

## **VMS02: CODE UNDERSTANDING AND SYSTEMS DESIGN WITH VISUAL STUDIO 2010** MICROSOFT

Visual Studio 2010 introduces an entirely new set of architecture tools to aide in both understanding the code you already have and in defining how new systems will be built. In this session, you will discover how you can use new tools like the Architecture Explorer to better understand and digest complex systems before making any changes to them. You will see how graphically modeling the code makes it easier to understand the impact of a potential change. We'll also show you how you can use modeling tools for UML and layer diagramming to describe and communicate the design of a new system—including how these tools can be used to verify the software being developed against its intended architecture.

## **VMS03: IMPROVING DEVELOPER-TESTER COLLABORATION WITH VISUAL STUDIO 2010** MICROSOFT

An effective collaboration between developers and testers is paramount and can make the difference between shipping quality applications on time, or slipping because bugs are found late. In this session, we'll show you how developers and testers benefit from integrated tools throughout the development lifecycle. We'll show you how test case management tools aide in creating and organizing test cases, how IntelliTrace™ can be used to replay application execution history, and how actionable bugs can be created when using the new Microsoft Test and Lab Manager to benefit both developers and testers.

## **VMS04: PROACTIVE PROJECT MANAGEMENT WITH VISUAL STUDIO 2010** MICROSOFT

More and more often project managers are being deeply integrated into development teams, and agile methodologies such as Scrum are taking hold in mainstream development. In this session, we'll explore how project managers can leverage the capabilities of Visual Studio 2010 to manage, communicate, and track work to be done as well as report on project status and key performance indicators through the project lifecycle. We'll demonstrate the new Agile Planning workbooks in Visual Studio 2010, showing you how to take advantage of these tools in your current and future projects.

## **VMS05: SHAREPOINT AND OFFICE DEVELOPMENT WITH VISUAL STUDIO 2010** MICROSOFT

Many customers are turning to SharePoint as a way of meeting changing business needs and managing IT costs and complexity. Visual Studio 2010 provides new support for SharePoint 2010 development, including tooling for Web Parts, Lists, Workflows, Events and more, so you can bring great new customized collaboration tools to your company. This session will also cover building the core information worker assets that SharePoint sites manipulate through custom development on Microsoft Office. By using a platform that is readily familiar to users, developers can dramatically decrease the acquisition times for business applications while providing increased functionality.

## **VMS06: TEAM FOUNDATION SERVER 2010 FOR EVERYONE** MICROSOFT

New for Visual Studio 2010 with an MSDN Subscription is the provision of a Team Foundation Server 2010 license with all levels Professional and above. This brings the enterprise quality team collaboration server to all professional developers. In this session, we'll look at the new options for running Team Foundation Server 2010 on your client or server, and how you can use it to improve your source code management, build, versioning and work item tracking processes. If you or your team is using Visual SourceSafe today, come to this session to see how to improve the level of collaboration so your team can focus on turning ideas into impactful solutions.

## **VMS07: WEB AND CLOUD DEVELOPMENT WITH VISUAL STUDIO 2010** MICROSOFT

What types of applications would you build with instant scalability, automatic management, and a standards-based platform at your fingertips? In this

session, we'll show how Visual Studio 2010 delivers on the vision of building Web and cloud applications through improved designers, simplified deployment, integrated project templates and new debugging experiences. We'll also show you how you can use the IDE to improve your productivity in building unit tests, creating MVC applications and using industry standard functionality like jQuery.

## **VMS08: WINDOWS DEVELOPMENT WITH VISUAL STUDIO 2010** MICROSOFT

Building Windows applications has never been easier than with Visual Studio 2010. In this session, we'll show you how designers and developers benefit from powerful design surfaces and a seamless workflow that enables the creation of compelling rich user experiences for Windows applications. We'll explore the great new tool and platform support in Visual Studio 2010, including multi-touch and "ribbon" UI components and show how that will put you out in front of the Windows 7 wave and make building Windows and Rich Internet Applications easier and faster than ever.

CHECK WEB SITE AS WE CONTINUE  
TO ADD MORE SESSIONS, SPEAKERS  
AND MAKE UPDATES  
[WWW.DEVCONNECTIONS.COM](http://WWW.DEVCONNECTIONS.COM)



**VLV200: .NET ROCKS! LIVE AT THE VISUAL STUDIO 2010 LAUNCH****CARL FRANKLIN AND RICHARD CAMPBELL**

Listen to Carl and Richard talk to industry experts, recorded live at the Microsoft Visual Studio Launch conference and expo. See website for announcement of the guest.

**VWP01: A SIMPLE UI SHELL FOR XAML APPLICATIONS****ROCKFORD LHOTKA**

With every new UI technology it is necessary to find coding patterns that enable user navigation and interaction. In the past we've seen SDI and MDI models, and applications that are modeled after Microsoft Outlook, Microsoft Money and others. And we've seen things like composite UI frameworks, including the Prism framework. In this session, you will learn several basic concepts and techniques you can apply when designing and building Silverlight and WPF applications that enable flexibility in your overall application shell implementation. While building a complete UI framework is no small task, even the simplest applications can benefit from the concepts and techniques covered in this session.

**VWP02: BUILDING A WPF UI IN VISUAL STUDIO 2010****ROCKFORD LHOTKA**

Visual Studio 2010 provides a powerful XAML designer you can use to build compelling user interfaces for Silverlight and WPF applications. In this session, you will learn about the exciting capabilities of the new designer and how you can use it to perform UI layout and set up data binding. This new designer brings XAML development in close parity to Windows Forms, and really shows the promise and capabilities of the WPF and Silverlight technologies.

**VWP03: BUILDING DATA VISUALIZATION APPLICATIONS WITH WPF & SILVERLIGHT****TIM HUCKABY**

This session will be heavily demo-focused to accentuate how the power of the Windows Presentation Foundation (WPF) and Microsoft Silverlight can be used to visualize data to produce amazing software. WPF is the next-generation presentation sub-system for Windows. Silverlight is a broad reach subset of WPF that runs cross platform in the browser. These two XAML-based developer technologies provide developers and designers with a unified programming model for building rich Windows client and RIA (Rich Internet Application) user experiences that incorporate UI, media, and documents. WPF and Silverlight use vector-based graphics rendering, which results in better graphics and presentation for an application. WPF and Silverlight also have other consistent features such as layout, styling, and data binding, which, when you mix with interactivity, enables scenarios such as interactive data visualiza-

tion. When you put all this together, you have a unified API for various presentation components, such as 2D and 3D documents and declarative programming through XAML, which is a powerful platform for data visualization that can be used to really "light-up" your enterprise and Internet applications. These XAML-based developer technologies are manifested in three major application platforms (Windows Client (WPF), Silverlight and Microsoft Surface) and all will be covered in this session at some level.

**VWP04: GENERATING DYNAMIC UI IN WPF 4.0****BILLY HOLLIS**

Creating user interface elements on the fly is much easier in WPF and Silverlight because they are XAML-based UI technologies. Using LINQ over XML, XAML generation is cleaner and more flexible than earlier dynamic UI options. This capability is invaluable in many applications, including healthcare, educational testing, generic data entry programs, and many other scenarios. This session will lay down a basic framework for dynamic UI, including generation of XAML on the fly and how to do dynamic loading of XAML into a running UI.

**VWP05: INTEGRATING WPF & WCF INTO YOUR OFFICE BUSINESS APPLICATIONS****TIM HUCKABY**

This session will highlight many of the ways that the Windows Presentation Foundation (WPF) and the Windows Communications Foundation (WCF) can be leveraged in Office applications built with Visual Studio 2010 Tools for the Office System (VSTO). Visual Studio 2010 offers an array of new features aimed at a wide range of Office solution types. With Visual Studio 2010, you can build solutions that incorporate the native capabilities of the Office client applications (like Outlook) combined with the sophisticated UI capabilities of WPF that's connected to remote data and services via WCF and use the RAD features of LINQ to manipulate that data. These new technologies provide opportunities for building powerful solutions with functionality that was previously difficult or impossible to achieve. Now that Office has evolved into a true development platform, Office-based solutions are becoming increasingly sophisticated, less document-focused, and more loosely coupled. This session will show you how easy it is to build robust solutions that leverage the latest technologies.

**VWP06: JUMP INTO WPF! ...AND BECOME IMMEDIATELY EFFECTIVE****TIM HUCKABY**

You've seen the beautiful animated user interfaces; you have seen the gratuitous animations; you have seen the 3D. You might not be doing it now, but you will do it eventually. You will be building rich client applications in WPF. It is just a matter of time. This session was designed as an introduction to WPF to

get you over that big learning curve that has frustrated many and well on your way to building great applications in WPF. In this session, you'll learn how to use Visual Studio 2010 to help build WPF applications, of course. But, also in this session, you'll learn a number of tools you will use to build WPF applications. This is a rare place in the .NET stack where VS doesn't do it all. In fact, it doesn't even come close. So, in this session you'll learn a number of tools you will be using like tools from the Expression Suite and some XAML design, syntax and rendering tools.

**VWP07: WHAT'S NEW IN WPF 4.0?****BILLY HOLLIS**

In .NET Framework 4.0, WPF gets some significant new capabilities. Some components and controls that were formerly only available as add-ons, such as the data grid and date picker, are now folded into the Framework. One of the most important is the Visual State Manager, and this session will compare and contrast the VSM to triggers. You'll also see enhancement to data binding and enhancements in XAML 2009, including support for generics, static factory methods, and arguments for constructors. Finally, we'll take a look at enhancements in the visual designer in Visual Studio 2010, including picking styles and resources and data binding improvements.

**VVS01: AGILE DATABASE TECHNIQUES USING VISUAL STUDIO ULTIMATE 2010****RICHARD HUNDHAUSEN**

To many teams, agile database development is a contradiction in terms. Agile practices have not traditionally applied to SQL Server development. By leveraging database projects and the powerful tools found in Visual Studio 2010, database developers can participate in the same agile practices as the rest of the development team: Test Driven Development, Continuous Integration, and refactoring. In this session, we will set up an automated build and deploy environment to enable proper refactoring and testing of our database schema.

**VVS02: BETTER SOFTWARE QUALITY WITH VISUAL STUDIO 2010-END TO END****STEVEN BORG**

Learn how Application Lifecycle Management (ALM) coupled with Visual Studio 2010 tooling can help your organizations build quality into their lifecycle. The great features of Visual Studio 2010 will help you break down organizational walls between your developers and testers, unleashing collaborative effort. In this presentation, you'll see a complete, demo-only, end-to-end demonstration of the new Testing and Test Case Management tools in VS 2010. You'll see a Test Plan being created, environments being configured, and test cases being created and run. You'll see bugs being discovered, filed, reproduced (from historical data!), fixed and verified. You'll see manual test cases being automated and included in the

## VISUAL STUDIO SESSIONS

nightly build to prevent regressions. Finally, you'll see how VS 2010 elevates the information to the rest of the team, including management. Get **better software** with Visual Studio 2010. This presentation is geared towards both non-technical and technical testers, developers, project managers, QA managers, and others interested in improving code quality.

### **VVS03: DEFINING AND MANAGING SOFTWARE REQUIREMENTS WITH VISUAL STUDIO 2010**

**JOEL SEMENIUK**

Visual Studio 2010 provides a number of new features that will help your teams define and manage software requirements. In this session, you will get to experience these new features hands on as well as learn some tips and tricks on how to decompose, visualize, share, and schedule requirements as well as how to connect software requirements to quality processes.

### **VVS04: DESIGN, DON'T DECORATE**

**BILLY HOLLIS**

Putting the advanced capabilities of WPF and Silverlight to full use requires collaboration, experimentation, and iterative prototyping. We'll show you all five sequential prototypes for the acclaimed StaffLynx application (as seen on .NET Rocks TV), and discuss practices that worked and didn't work in real-world advanced UI development. We'll also discuss the role of visual and interactive designers in creating new era user interfaces, and give some tips on how to think about using WPF and Silverlight capabilities to make interfaces feel natural and less stressful to users.

### **VVS05: IMPLEMENTING SCRUM USING TEAM FOUNDATION SERVER 2010**

**RICHARD HUNDHAUSEN**

In 2008, over 80% of agile projects used Scrum. Microsoft uses it internally and so do your competitors. It's time you take a serious look at this framework for managing complex projects. In this session, you will learn how to implement Scrum in Team Foundation Server 2010 using EMC's Scrum for Team System 3.0 process template and best practices. You will learn how the process template takes advantage of the new hierarchical work item capabilities and integrates with Visual Studio Test Elements.

### **VVS06: VISUAL STUDIO 2010 QUALITY TOOLS FOR DEVELOPERS**

**STEVEN BORG**

This session will demonstrate how developers use the Visual Studio 2010 and Team Foundation Server to create high quality code, reliably reproduce and efficiently fix reported bugs, and truly work with the testing team. We'll demonstrate the use of several important tools, such as test impact analysis, IntelliTrace, and other tools that help you understand your code, pinpoint bugs and efficiently fix them.

Let's face it; fixing bugs is both tedious and hard. Visual Studio 2010 provides the tools to both you and the tester to make finding, reproducing and fixing bugs dramatically simpler. This session is geared towards developers, both senior and junior, as well as testers and managers interested in seeing how developers can use Visual Studio 2010 to even more effectively contribute to the final quality of the released code.

### **VVS07: IMPROVING YOUR SOFTWARE DEVELOPMENT PROCESSES WITH VISUAL STUDIO 2010**

**JOEL SEMENIUK**

At the heart of any great software development practice is the ability to change. In this session, you will learn how you can use Visual Studio 2010 to help improve your software development processes; from project management through to software testing. You will also learn how to modify Visual Studio 2010's behaviour to match ongoing change and improvement activities.

### **VVS08: LAB MANAGER—THE ULTIMATE "NO MORE NO REPRO" TOOL**

**STEVEN BORG**

Designing, building and testing code is a hard job. A job made even harder by the fact that most organizations don't have development and test environments that are clean, easily reset and similar to the production environment. Enter virtualization... and Lab Manager. Lab Manager allows you to define, configure and create complete development or test environments as needed. It can coordinate both physical and virtual environments, and comes with an incredibly powerful suite of effective tools that make managing environments simple and cost effective. Attend this presentation to see Lab Manager in action. We'll define a test environment, identify a suite of tests for an application, set up a new automated build, and let the fun begin. The automated build will compile the application, create a clean test environment, deploy the multi-tier application and run a complete set of automated regression tests. In addition, we'll show how a tester discovering a bug during a manual test run can, with the single click of a button, create a snapshot of the entire environment, exactly as it existed when the bug was found. You'll also see a developer, while reproducing that bug, re-initialize the entire environment (at the moment in time the bug was discovered), remote into one of the boxes and track down a difficult to reproduce bug. Lab Manager is powerful. Very powerful. Come see it in action. Then make the call; can your organization handle it? This session is geared towards developers, testers, architects, IT personnel and managers who want to see an in-depth demo of one of the most exciting tools ever added to Visual Studio.

### **VVS09: MODELING AND VISUALIZATION IN VISUAL STUDIO 2010**

**JOEL SEMENIUK**

Software modeling and visualization is extremely important when conveying design and specification information across your entire team. Visual Studio 2010 now includes a wide range of modeling and visualization tools that will help you define, build, and test your software. In this session, you will get to see these features first hand and learn how these new integrated features will help improve your team's ability to produce stunning software.

### **VVS10: TEAM FOUNDATION SERVER 2010—MIGRATE OR INTEGRATE?**

**RICHARD HUNDHAUSEN**

So, Team Foundation Server 2010 is installed in your enterprise. That's great news. Now what? Should you migrate the artifacts from your existing ALM tools and processes, or integrate with them? It's not always an easy decision. While Team Foundation Server 2010 can comfortably replace any of your existing ALM tools, there may be ROI or other political reasons to keep them. In that case, an integration solution might be necessary. In this session, we will look at the latest technology options for migrating-from, or integrating-with, your existing ALM tools. So, if you do happen to be chained to a home-grown defecting tracking system, 3rd-party requirements management system, or an obscure, open-source revision tracking system, come to this session and find out how to put Team Foundation Server in the center of it all.

### **VPD01: APPLYING THE MVVM DESIGN PATTERN**

**ROCKFORD LHOTKA**

The Model-View-ViewModel design pattern is one of the best ways to build a maintainable and testable UI in Silverlight or WPF. The MVVM pattern is emerging as one of the most popular ways to build XAML presentation layers, but as an emerging pattern it can be very confusing and difficult to find ways to gain the pattern's benefits without introducing complexity or unnecessary code into your application. In this session, you will learn how to apply the pattern in ways that minimize code and effort, maximize productivity, and leverage the power of both XAML and MVVM.

### **VWF01: DEVELOPING WF 4 SERVICE APPLICATIONS**

**BRIAN NOYES**

One of the most important capabilities of Windows Workflow Foundation 4 is the ability to write long-running, stateful, persistable workflow services. You

CHECK WEB SITE AS WE CONTINUE TO ADD MORE SESSIONS, SPEAKERS AND MAKE UPDATES

[WWW.DEVCONNECTIONS.COM](http://WWW.DEVCONNECTIONS.COM)

can expose and consume services easily from workflows in WF 4, and can have workflows talk to other workflows as services. This session will walk you through what you need to know to do exactly that.

## WF02: ENCAPSULATE BUSINESS LOGIC IN WINDOWS WORKFLOW FOUNDATION 4 CUSTOM ACTIVITIES

**BRIAN NOYES**

To fully leverage all the power that Windows Workflow Foundation 4 has to offer, you need to be able to encapsulate bits and pieces of your business processes in activities in WF4. In this session, you'll master the activity programming model for WF 4. You'll learn how to create simple activities that invoke a chunk of business logic, how to write custom container activities that invoke and control a set of child activities, and even how to write a concurrent activity that runs in part of the workflow asynchronously.

## WF03: UNIT TESTING WORKFLOWS AND WCF SERVICES

**BRIAN NOYES**

In modern .NET applications, a good deal of the complex business logic of your applications lives inside WCF services and in workflows. However, because they have a fairly specialized execution environment, it might not be apparent how to design those workflows and services for testability and how to write the tests. This session will show you how to do both of those things for some common service and workflow scenarios.

## WVC01: DISCOVER A NEW WCF WITH DISCOVERY IN .NET 4.0

**JUVAL LOWY**

Up until WCF 4.0, the service address had to be known in advance to the client. This complicated deployment and run time configuration. In addition, the service had no way of knowing that its port or pipe is available for use in the first place. With WCF 4.0, you can use service address discovery to address both issues. The client can discover at run time the service address, and the service can pick up

any available address on the fly. WCF also offers announcements of the service when its goes on or off line, and scoping the discovered services. Moreover, it turns out that discovery opens the door for new ways of composing applications and new design patterns of distributing information in the system. This session starts by discussing the basic support of discovery in WCF and then presents helper classes that streamline the interaction with discovery both on the client and the service side and the related design patterns, including a framework for a discovery-based publish-subscribe system.

## VSPEC01: EVENING SESSION: MUSIC AND PROGRAMMING—A CURIOUS CONNECTION

**CARL FRANKLIN**

Ever wonder why so many programmers are also musicians? Can learning an instrument or studying music theory actually make you a better programmer? In this session, you'll discover this connection, learn a little about music, and pick up a few .NET tools you can use to tickle both halves of your brain.

## VSPEC02: EVENING SESSION: R/C MADNESS

**JUVAL LOWY AND RICHARD CAMPBELL**

Flying a remote control airplane or helicopter, performing low or high speed aerobatics requires brain circuitry not unlike those of programming. Using a large screen and humor, Juval will teach Richard how to fly, and demonstrate his techniques, from hovering with airplanes to gliding with helicopters.

## VNT01: GAME CHANGERS

**KATHLEEN DOLLARD**

.NET 4.0 is more subtle than the last few versions of .NET in exposing its most exciting features. But don't let this fool you—the .NET 4.0 CLR contains features capable of radically changing your application development. Two big features are the Managed Extensibility Framework (MEF) and the Reactive Framework (Rx). MEF provides open extensibility and allows decoupling between parts of your application while retaining excellent performance. One of the

ways MEF is useful is to build your application, or parts of it, as though they were a set of Lego blocks. The Reactive Framework supplies a push model with similar semantics to LINQ's pull model. One of the ways the Reactive Framework is useful is to create conceptual events from a complex series of physical events such as a series of mouse movements or gestures. MEF and the Reactive Framework can work together to create a simplified, decoupled, and highly flexible event mechanism with minimal intrusion of these features into your code. This session will teach you about MEF, the Reactive Framework, and how to use the two together.

## VNT02: MAKING VISUAL STUDIO 2010 WORK FOR YOU

**KATHLEEN DOLLARD**

Visual Studio 2010 represents the first complete rewrite of Visual Studio since the creation of .NET. It now uses WPF and MEF (Managed Extensibility Framework), making it easy to customize and extend. This session walks through creating an appropriate environment for your style, modifying behavior through new options, and finding, downloading and installing Visual Studio add-ins. You'll see full support for multi-targeting. IntelliSense has more flexibility within code windows, and even helps out when creating markup extensions in XAML. New windows such as the Call Hierarchy and Code Definition windows offer a more sophisticated view of your application code. The session will close by building a simple Visual Studio extension to demonstrate how you can further customize your environment. You'll leave ready to make Visual Studio 2010 effective in your own environment.

## VNT03: WHAT'S NEW IN C# 4.0 AND VISUAL BASIC 10?

**KATHLEEN DOLLARD**

The next version of .NET will bring traditional and dynamic languages into closer alignment. Visual Basic and C# each pick up great features from the other. Both also get dynamic support, interop, and variance. In addition to language features, there are many new BCL features and Visual Studio features



# DevConnections

DevConnections magazine provides comprehensive, independent how-to content on building applications with the Microsoft stack – Visual Studio, .NET framework, Azure, Windows, Windows Server, Office, SharePoint, SQL Server, Mobile, and beyond. It's your one-stop resource for planning, writing, building, and testing code for all your applications and web services.

[www.devproconnections.com/subscribe.aspx](http://www.devproconnections.com/subscribe.aspx)

## VISUAL STUDIO SESSIONS

that extend the way you work with your favorite language. This session will include the new data types-tuples, sorted sets, and a new integer data type. It will also cover code contracts which allow you to specify pre and post conditions for individual methods. This directly alerts you to core issues in your code rather than tracking back from later symptoms. It also documents your intentions for method usage. In recognition that we use different development styles, Visual Studio 2010 now offers support for TDD development. This lets you create tests before you create the fulfilling code. This session introduces new language and supporting features with the major emphasis on how this set of features improves your development experience.

### **VCFO1: INTRODUCING THE .NET SERVICE BUS** **JUVAL LOWY**

The .NET service bus is part of the new Microsoft Cloud Computing Windows Azure initiative, and arguably, it is the most accessible, ready to use, powerful, and needed piece. The service bus allows clients to connect to services across any machine, network, firewall, NAT, routers, load balancers, virtualization, IP and DNS as if they were part of the same local network, and doing all that without compromising on the programming model or security. The service bus also supports callbacks, event publishing, authentication and authorization and doing all that in a WCF-friendly manner. This session will present the service bus programming model, how to configure and administer service bus solutions, working with the dedicated relay bindings including the available communication modes, relying on authentication in the cloud for local services and the various authentication options, and how to provide for end-to-end security through the relay service. You will also see some advanced WCF programming techniques, original helper classes, productivity-enhancing utilities and tools, as well as discussion of design best practices and pitfalls.

### **VCFO2: SECURING REST-BASED WCF SERVICES WITH THE ACCESS CONTROL SERVICE**

**MICHELE LEROUX BUSTAMANTE**

The Access Control Service (ACS), part of Windows Azure platform AppFabric, makes it easy to secure REST-based services using a simple set of standard protocols. In addition to enabling secure calls to REST-based services from any client, the ACS uniquely makes it possible to secure calls from client-side script, and enables federation scenarios with REST-based services. This session will provide a tour of ACS features and demonstrate scenarios where the ACS can be employed to secure REST-based WCF services and other web resources. You'll learn how to configure ACS, learn how to request a token from the ACS, and learn how applications and services can authorize access based on the ACS token.

### **VCFO3: WCF WORKFLOW SERVICES AND WINDOWS SERVER APPFABRIC: A NEW APPROACH TO WCF SERVICE DESIGN**

**MICHELE LEROUX BUSTAMANTE**

The .NET Framework 4 includes interesting new features across almost every platform stack including for WCF and Workflow—bringing with it an improved approach to WCF Workflow Services. Certainly a better performing workflow runtime, improvements to the workflow designer, new activities supporting receiving and sending messages, and new techniques for integrating workflow and WCF all make designing workflow services a better experience. But regardless if you need a complex business process expressed in workflow, there are other compelling reasons to look at building workflow services going forward—and at the top of the list is visibility into the success or failure of service calls in development and production—thanks to Windows Server AppFabric. This session will review the new experience WCF developers will face building services as WCF Workflow Services, discuss and illustrate the benefits of this approach, and highlight limitations including choice of WCF binding and security models for incoming and outgoing calls to services. You'll also get a tour of AppFabric features that may inspire you to design WCF Workflow Services to simplify troubleshooting and monitoring your applications.

### **VDEO1: SERVICE-ORIENTED DEVELOPMENT PROCESS**

**JUVAL LOWY**

When you develop a service-oriented application, it would be naive of you to expect that the only things you will do differently will be limited to design and technology. The development process itself needs to be service-oriented. You cannot “stare into the fire” of WCF without a mature service-oriented development process supporting your effort. This session presents you with a service-oriented development process that you can apply to your WCF-based products to achieve robust applications, manage requirements and ensure faster time to market.

### **OVERVIEW OF MICROSOFT DATA ACCESS GUIDANCE** **MICROSOFT**

Microsoft provides a number of data access technologies for use in building applications. This session walks through many of the questions customers need to answer in order to help drive their data access technology choices for their applications. It also includes a discussion around DAL technologies appropriate for application types (MVC, Webforms, Silverlight, etc.), methodologies (DDD, Model First, Code Oriented), database state & change allowed, and more.

### **DATA SERVICES, RIA SERVICES, WCF SERVICE MODEL, SELF TRACKING ENTITIES.....WONDERING HOW TO CHOOSE THE RIGHT NTIER TECHNOLOGY TO ACCOMPLISH YOUR TASK?**

**MICROSOFT**

Come to this interactive session and learn about the Microsoft technologies that are currently available to aid in the development of NTier systems. This session walks through many of the questions customers need to answer in order to help drive their technology choices while building NTier applications, including how to pick the technology for your project and what the Microsoft technology Roadmap for this space looks like.

### **OVERVIEW OF THE ENTITY FRAMEWORK 4** **MICROSOFT**

Come see how the ADO.NET Entity Framework enables new capabilities to leverage multiple development approaches, for example the use of code-first, model-first, and database-first. Hear how, regardless of the development approach, developers will benefit from the Entity Framework and the deep integration with the rest of the Microsoft .NET Framework 4, such as the Microsoft ASP.NET MVC, Dynamic Data, and Windows Presentation Foundation.

### **OVERVIEW OF WCF (FORMERLY ADO.NET) DATA SERVICES 4** **MICROSOFT**

WCF Data Services (formerly known as ADO.NET Data Services) 4.0 provides developers with a number of new and highly anticipated features. This demo-centric session will walk through the use of these new features such as Web Friendly Feeds, improved Data Binding, Server Driven Paging, Count and Enhanced Blob support.

### **UNDERSTANDING EFFICIENT USER INTERFACE DESIGN**

**MARKUS EGGER**

Check Web site for abstract.

### **A USER INTERFACE GRAPHICS DESIGN LESSON FOR DEVELOPERS**

**MARKUS EGGER**

Check Web site for abstract.

CHECK WEB SITE AS WE CONTINUE TO ADD MORE SESSIONS, SPEAKERS AND MAKE UPDATES

[WWW.DEVCONNECTIONS.COM](http://WWW.DEVCONNECTIONS.COM)

### BUILDING AN ASP.NET 4 WEB FORMS APPLICATION

MICROSOFT

ASP.NET 4 includes a lot of investment in improvements intended to make developing your Web Forms applications a better and smoother experience. Major investments were made in producing semantic markup that's easily styleable, improvements to Dynamic Data and data source controls, etc. Come learn how to leverage these new improvements as we engage in a true app building exercise and build an application start to finish.

### BUILDING A WEB APP WITH ASP.NET MVC 2

MICROSOFT

ASP.NET MVC 2 builds on top of the success of ASP.NET MVC 1.0 by adding Templated helpers, Areas, client validation, and data annotations support. In this session, we'll show these new features as we build a soup-to-nuts ASP.NET MVC application using Visual Studio 2010.

### BUILDING RIAs WITH THE ASP.NET AJAX LIBRARY AND JQUERY

MICROSOFT

JavaScript hasn't had the greatest reputation over the years, but times are changing, and real-world client-side application development is becoming easier and more fun. Come see how ASP.NET AJAX Library and jQuery work together to provide a first-class options for RIA development. You'll learn how Visual Studio 2010 provides a great editing experience for working with JavaScript. You'll learn to love JavaScript, and so will your customers.

### BUILDING STANDARDS-COMPLIANT WEB APPS IN ASP.NET 4 AND VS 2010

MICROSOFT

Come learn how to build standards-compliant Web applications using ASP.NET 4.0 and Visual Studio 2010. Putting it all together, controlling markup from ASP.NET WebForms to simplify integrating designer produced CSS files. This session covers using jQuery to add rich interactivity to WebForms and adding IntelliSense for HTML 5.

### ACS301: USING JQUERY WITH ASP.NET

RICK STRAHL

In this session, you'll learn how to take advantage of jQuery in your ASP.NET applications. Starting with an overview of jQuery client features via many short and fun examples, you'll find out about core features like the power of selectors to select document elements, manipulate these elements with jQuery's wrapped set methods in a browser independent way, how to hook up and handle events easily and generally apply concepts of unobtrusive JavaScript principles to client scripting. The session also covers AJAX interaction between jQuery and the .NET server-side code using several different approaches including sending HTML and JSON data. The session also covers how to avoid user interface duplication by using client-side templating. This session relies heavily on live examples and walk-through.

### ACS302: JQUERY EXTENSIBILITY AND INTEGRATION WITH ASP.NET SERVER CONTROLS

RICK STRAHL

One of the great strengths of the jQuery Javascript framework is its simple, yet powerful extensibility model that has resulted in an explosion of plug-ins available for jQuery. You need it—chances are there's a plug-in for it! In this session, we'll look at a few plug-ins to demonstrate the power of the jQuery plug-in model before diving in and creating our own custom jQuery plug-ins. We'll look at how to create a plug-in from scratch as well as discussing when it makes sense to do so. Once you have a plug-in it can also be useful to integrate it more seamlessly with ASP.NET by creating server controls that coordinate both server-side and jQuery client-side behavior. I'll demonstrate a host of custom components that utilize a combination of client-side jQuery functionality and server-side ASP.NET server controls that provide smooth integration in the user interface development process. This topic focuses on component development both for pure client-side plug-ins and mixed-mode controls.

### ACS303: BUILD CLIENT-SIDE USER INTERFACES WITH ASP.NET 4.0 AJAX CLIENT SIDE TEMPLATING AND CONTROLS

RICK STRAHL

Template layout and controls have been popular with developers for creating server-side user interfaces with ASP.NET for years, but sophisticated client-side templating has been amiss from Microsoft's AJAX tools until ASP.NET 4.0. The new client templates introduced with ASP.NET AJAX 4.0 provide a powerful mechanism for declaratively laying out HTML and binding data into this layout using pure client code. Client templates are an effective way to build pure AJAX applications where most or all of the UI is rendered using AJAX.

In this session, you'll learn why templates are so powerful in client-side scripting and see specific examples of how to create templates and bind them with data from various server-side data sources. We also look at some related client technologies like live bindings and Observable objects that simplify working with data on the client side.

### ACS304: BUILDING MASTER/DETAIL VIEWS IN ASP.NET AJAX 4

DINO ESPOSITO

Master/detail views are ideal to render one-to-many relationships, and such relationships are so common in the real world that a Web platform that doesn't provide an ad hoc and effective set of tools for that is kind of lame. ASP.NET Web Forms provides a great support for master/detail scenarios but it can be made AJAX-compliant via partial rendering. In this session, instead, we discover how to leverage new data binding tools in ASP.NET AJAX 4 and jQuery to build effective master/detail views that minimize payloads via AJAX requests and number of roundtrips via local caching.

### ACS305: CLIENT-SIDE DEVELOPMENT USING THE NEW FEATURES OF AJAX 4

RACHEL APPEL

This session will show just how easy ASP.NET AJAX development has become for every Web developer, from using the new rich UI features & controls and also when working with the 'pure' AJAX scripting model. This session explores how ASP.NET AJAX is used today as well as the new ASP.NET AJAX client template and data binding framework, declarative UI, new controls, client data binding, and using AJAX with ADO.NET Data Services.

### ASL301: FIXING RIA BUGS: USABILITY, SECURITY, SEO

CHRISTIAN WENZ

We all love Rich Internet Applications, no matter which technology was used (for instance AJAX, or Silverlight). However, we also hate many of those Rich Internet Applications: their usability suffers from breaking with web fundamentals like browser navigation buttons, they often have security vulnerabilities which are easy to exploit, and they are very hard to be found in search engines. This session will tackle typical issues, introduce countermeasures, and discuss how much effort these extra steps actually require. Demos will focus on ASP.NET AJAX and Silverlight, but the content is technology-agnostic most of the time.

## ASL302: UNDERSTANDING SILVERLIGHT SECURITY

CHRISTIAN WENZ

As with most browser plugins, Silverlight applications run under strict security rules. These rules limit the ability to send and receive data to and from servers, to interact with JavaScript code, to access built-in .NET functionality and to access the local machine the Silverlight application runs on. This session runs through both these limitations and built-in hooks to overcome some of these restrictions. We will also provide best practices on which security settings to use in cases where Silverlight allows us to do so.

## ASL303: USING RIA SERVICES IN SILVERLIGHT APPLICATIONS

DAN WAHLIN

Silverlight and AJAX technologies provide a nice set of features that can be used to build Rich Internet Applications (RIAs) but with the number of data access techniques available it can be difficult to know which one to choose. In this session, Dan Wahlin will discuss Microsoft's RIA Services framework and demonstrate how it can be used to simplify n-tier architectures and provide a consistent way to access, validate and modify data in Silverlight applications.

## ASL304: GET STARTED BUILDING SILVERLIGHT APPLICATIONS

DAN WAHLIN

Interested in learning more about Silverlight but don't know where to start? In this session, Silverlight MVP Dan Wahlin will show you how to create Silverlight applications from scratch using a learn-by-example approach. Topics covered include XAML, controls, styles and templates as well as data binding. Different techniques for accessing data from within a Silverlight application will also be discussed as well as some of the new Silverlight features that allow applications to run out of the browser.

## ASL305: SILVERLIGHT DATA INTEGRATION OPTIONS AND USAGE SCENARIOS

DAN WAHLIN

Silverlight provides several different options for integrating distributed data into applications. In this session, Silverlight MVP Dan Wahlin will discuss different network options available in Silverlight 3 and 4 and explain when and where they should be used. Topics covered include understanding cross-domain policy files (and why you should care about them), integrating with ASMX and WCF services, making REST calls, leveraging XML and JSON serialization techniques, using LINQ to XML plus using sockets.

## ASL306: BUILDING ARCHITECTURALLY SOUND SILVERLIGHT APPLICATIONS

DAN WAHLIN

There are many different architectural patterns that can be used when building applications but choosing the proper pattern can be challenging. While there's no "one size fits all" answer to the question for Silverlight applications, there are recommended best practices that can be followed. In this session, Silverlight MVP Dan Wahlin will discuss the Model-View ViewModel (MVVM) pattern and demonstrate how Silverlight applications can take advantage of it. Topics covered include available MVVM frameworks for Silverlight, building your Model layer and WCF service operations, building a service agent layer, creating ViewModel classes, using an event bus, and binding ViewModel objects to your Silverlight controls. Several tips and tricks learned while building enterprise-level Silverlight applications will be discussed during the session.

## ASL307: WILL IT BLEND?

SHAWN WILDERMUTH

It's easy to assume that the Expression toolset is just for designers. It's even got that cool dark background with a completely non-Windows looking skin. But is that the reality? In this session, I will show developers how Blend can be used to make their jobs quite a bit easier, even without a single ounce of artistic talent.

## ASL308: NINJA DATA BINDING

SHAWN WILDERMUTH

It may be simple to use data binding in Silverlight, but there are a plethora of tips and tricks to make you a deadly assassin of not only displaying but also retrieving data from your users.

## APF201: SEARCH ENGINE OPTIMIZATION 101

CHRISTIAN WENZ

Some spam mails still promise to get you a spot in the first ten results of a search engine—at least if the company behind it has less than eleven customers. This session will debunk some search engine myths and give you relevant information on how you can increase your chances of being found in search engines. We will discuss how search engines find, index and rank websites, identify typical mistakes and best practices, and have a special look at AJAX and Silverlight Rich Internet Applications where some extra effort is needed to make search engines (and yourself) happy.

## APF302: TESTING AND PERFORMANCE TUNING ASP.NET WITH VISUAL STUDIO 2010 TEST EDITION

RICHARD CAMPBELL

The latest version of Visual Studio takes web testing to a new level—you can better analyze and instrument your ASP.NET applications to understand where they are fast, where they are slow and where they are broken. In this session, you'll see Richard take a simple application with serious performance limitations and use Visual Studio to help diagnose the performance problems and find solutions to them. Along the way there's sure to be some bugs introduced that will also have to be diagnosed and repaired. This session digs into the benefits of various forms of caching, understanding the consequence of performance tuning and how to build really real load tests that can let you deploy your ASP.NET applications with confidence.

## AWS301: EXPLORING DESIGN STRATEGIES FOR RIAs AND WCF

MICHELE LEROUX BUSTAMANTE

Rich Internet Application (RIA) technologies make it possible to present data to users in an interesting and interactive manner. Common approaches for building RIAs are to use ASP.NET Web Forms and a long list of AJAX controls, to build MVC-based applications and related AJAX features, and to use Silverlight and XAML. Applications built with the .NET Framework 3.0 and beyond typically rely on WCF to expose data and business functionality. Recent innovations make it very easy to interact with data exposed by REST-based WCF services and ADO.NET Data Services. This yields questions about the best design approach for WCF services, to incorporate a model that will also support other system requirements including the presence of a DMZ, a unified security model across services, the question of SOAP or REST-based service design, and the question of when ADO.NET Data Services are appropriate. This session will explore how to consume WCF services from the various RIA clients showing the client code required to achieve this, demonstrating new features that streamline the process, and discussing possibilities and limitations of various architectural models to support RIAs including security implications.

CHECK WEB SITE AS WE CONTINUE TO ADD MORE SESSIONS, SPEAKERS AND MAKE UPDATES

[WWW.DEVCONNECTIONS.COM](http://WWW.DEVCONNECTIONS.COM)

### ADA301: BUILDING DATA-CENTRIC WEB APPLICATIONS USING ASP.NET 4 DYNAMIC DATA

RACHEL APPEL

If you are tired of the same old ASP.NET Web Forms, GridViews, and ADO.NET data access code that make up your current applications, then you'll want to take a closer look at ASP.NET Dynamic Data. ASP.NET Dynamic Data is Microsoft's new technology that provides a template infrastructure for your application, page and fields based on your application's data model. In this session, you will learn concepts and learn to use application templates to create an ASP.NET dynamic data web application. We'll then create customizations at the application and page levels showing how easy website maintenance is when using ASP.NET Dynamic Data. We'll also cover field-level customizations by supplying data display formats, custom field types, and data validation based on the application's data model, created using the Entity Framework.

### ADA302: A STRATEGIC COMPARISON OF DATA ACCESS TECHNOLOGIES

MICHELE LEROUX BUSTAMANTE

Thanks to recent innovations from Microsoft including LINQ, the Entity Framework and ADO.NET Data Services, choosing a technology for data access architecture has become a subject for debate. Among other things, developers must balance productivity, elegance and performance. Some common questions include: Are data readers and data sets still useful? How should I choose between LINQ and Entity Framework models? Should I design custom entities or use types that follow the database schema? Should I use ADO.NET Data Services to expose my data model or control access via WCF business services? This session will look at data access architecture for each of these technologies, illustrate common practices when employing each, discuss pros and cons, and help you better understand how to choose the right technology for your scenario.

### AMV301: INSIDE ASP.NET MVC HTML HELPERS

DINO ESPOSITO

One of the best-selling points of the ASP.NET MVC framework is that it enables developers to gain total control over the generation of the HTML markup. However, while Web developers loudly demanded more control over HTML, they may not be so happy to handcraft any single HTML element. As the name suggests, HTML helpers just help you to build common blocks of HTML more quickly. In the session, we'll review new helpers introduced with ASP.NET MVC 2 (in particular, templates) and discover how to build custom helpers.

### AMV302: M IS FOR MODEL

SCOTT ALLEN

This session is an in-depth look at building models in ASP.NET MVC applications. We'll talk about the best practices and trade-offs to evaluate when deciding on model objects. We'll look at using popular persistence frameworks and discuss the pros and cons of entities versus data transfer objects as models. By the end of this session, you should have all the information you need to build effective models for an ASP.NET MVC application.

### AMV303: V IS FOR VIEW

SCOTT ALLEN

Attend this session to get an in-depth look at building views for ASP.NET MVC applications. We'll look at master pages, partial views, and the role of HTML helpers. We'll examine and evaluate alternative view engines and demonstrate the best practices for building maintainable views for MVC applications. By the end of this session you'll be ready to implement effective views for your own MVC applications.

### AMV304: ASP.NET MVC FOR DUMMIES

PAUL LITWIN

Are you comfortable creating ASP.NET Web Form applications but even a little curious about what all the fuss is about MVC and test-driven development? In this session, Web Form junkie Paul Litwin will take a critical look at the world of ASP.NET MVC, but not from any expert point of view. Instead, Paul will share his experience as a Web Form developer who decided to take a closer look at this radical new approach to ASP.NET development. Come hear what Paul learned and whether he thinks there's anything good to come out of ASP.NET MVC.

### AMV305: APPLYING SOLID PRINCIPLES TO YOUR ASP.NET MVC 2 APPLICATION

STEVEN SMITH

Do your larger applications suffer from code rot to the point where there are parts of the application that everyone is afraid to touch? Would you characterize your app's architecture as "elegant" or is it a "big ball of mud?" In this session, learn how to apply various OOP best practices such as Robert Martin's SOLID principles to keep code simple and maintainable. The session introduces a simple ASP.NET MVC application which doesn't follow best practices and gradually refactors it as each principle is introduced, resulting in much cleaner, more maintainable code. No prior experience with ASP.NET MVC is expected, and most of the principles discussed apply equally well to non-MVC or even non-web applications as well.

### AMV306: WHAT'S NEW IN ASP.NET MVC 2?

STEVEN SMITH

In this session, Steve will quickly highlight the new features available in ASP.NET MVC 2. ASP.NET MVC offers a new way to develop ASP.NET applications that allows for finer control of the application's behavior and greater separation of concerns within the architecture. ASP.NET MVC 2 builds on this platform by adding several new features, such as Areas, which can be used to break apart a large site into several deployable subsections. Another much-anticipated new feature centers on validation, and the new version includes support for model validation providers which can be used as-is or swapped out with a custom implementation, and client-side validation support using jQuery. The new release also includes templated helpers and strongly typed UI helpers, which can make it much quicker to create views for displaying and capturing data.

### ARP301: CREATING CHARTS WITH THE MICROSOFT CHART CONTROL

PAUL LITWIN

Microsoft released a free charting control with .NET 3.5 SP1. This chart control, which can be used from both ASP.NET and Windows Forms applications has a number of advanced capabilities for producing flexible and informative charts. The control is based on the same charting package that's part of SQL Server 2008 Reporting Services, but unlike the Reporting Services charts, this control can be programmatically manipulated at runtime. In this session, you will learn how to get started with the Microsoft Chart Control to create visually compelling charts from within your ASP.NET applications.

### AWF301: RENDERING SEMANTIC MARKUP WITH WEB FORMS 4

RACHEL APPEL

ASP.NET Web Forms has long been the principal way to create ASP.NET applications. However, it's not without some obstacles, particularly in the areas of rendering finely tuned and highly controlled markup. By using the features of ASP.NET 4 you can easily determine and guide the output created by ASP.NET server controls as you see fit. In this session, Rachel will walk you through creating and controlling the HTML markup that you, the developer, really want to render. You'll see how to control ViewState, ClientIDs (for use with JavaScript, jQuery or AJAX), and page metadata. The session will then focus on web forms routing and crafting SEO friendly URLs so you can achieve the perfect output for your application.

## AWF302: IMPROVING TESTABILITY IN ASP.NET WEB FORMS WITH MVP

DINO ESPOSITO

ASP.NET Web Forms is not exactly an environment that makes it easy to automate testing. Most of the time, you need to resort to ad hoc tools specifically architected to speed up testing of ASP.NET Web Forms pages while making it cost effective. With a bit of refactoring, however, you can redesign the structure of individual pages to match the guidelines of the Model-View-Presenter pattern. This gives you an immediate benefit in terms of increased capabilities to test the code behind your pages through popular testing tools. At the same time, it improves the design of pages adding more separation of concerns. Being view-focused, the MVP pattern is not necessarily a pattern that applies to the application as a whole but can be instead applied piecemeal to a few related pages at a time. In this session, you'll see an end-to-end MVP solution that improves the design of a sample Web Forms page.

## AWF303: WHAT'S NEW FOR WEB FORMS IN VISUAL STUDIO 2010?

PAUL LITWIN

MVC, Silverlight, and AJAX have been getting most of the attention of late in the ASP.NET world, but what about ASP.NET Web Forms. Is it still moving forward? You bet! In this session, you will learn about the enhancements to ASP.NET that will be useful to the Web Form developer. These include a cleaner web.config file, control over ClientId values, SEO enhancements, improved snippet support, URL routing for Web Forms, view state improvements, CSS improvements, several control updates, and a new shortcut for embedding HTML encoded expressions in HTML.

## AWF304: PRAGMATIC ASP.NET TIPS, TRICKS, AND TOOLS

STEVEN SMITH

Every experienced ASP.NET developer has picked up a few cool tricks or useful tools that they put to use on every new project after they've learned them. This session draws upon the experience of many successful ASP.NET developers and distills this knowledge into a collection of tips and tricks you can start using in your work today. Some of the topics covered in this session include error handling, tracing, caching, base page classes, site layout and architecture, and data access best practices. You'll learn about highly reusable Http Modules and Handlers and a few code routines you may want to add to your personal library.

## ASL309: BUILDING BEHAVIORS FOR SILVERLIGHT 4

SHAWN WILDERMUTH

The ability to attach verbs to objects in Silverlight 4 represents a powerful extension to the data bound model. In this session, Shawn will build a Behavior using managed code then and show how it works in Blend 3 and XAML.

## ASL310: VALIDATING DATA IN SILVERLIGHT

SHAWN WILDERMUTH

Validating data in data bound forms is a requirement for almost every application. In Silverlight 4, this is exacerbated by the fact that the data objects are usually a network request away. In this session, Shawn will show you how to use and share the validation attributes and validators to verify your own code in the browser.

## ASP.NET FUTURES

MICROSOFT

ASP.NET has evolved a lot in the last few years with the addition of ASP.NET MVC and Dynamic Data, as well as the continuous improvement of WebForms

and ASP.NET AJAX. With ASP.NET 4 and ASP.NET MVC 2 now released, what's next? This session will provide a roadmap and include demos of future directions the team is exploring, including investments in simplicity for building Web applications.

## DEPLOYMENT IN THE ENTERPRISE

MICROSOFT

- Team Build
- Team Test
- Staging databases
- Workflow customization
- TSDATA
- Parameterization
- Web.config transformation

## AWP301: BUILDING AN END-TO-END SOLUTION THAT REACHES 3 SCREENS USING THE MICROSOFT STACK

LAURENCE MORONEY

In this two-part session, Laurence will cover building a full solution, showing how the value of using .NET on the Microsoft Web Platform allows you to touch every tier in a multi-tier architecture. You'll see how to build a full solution (a lightweight application for managing your children's school grades), from soup to nuts using the same, consistent, technology stack.

You'll see how to architect the solution from the database, through the data retrieval and aggregation, through business logic, through a web front end. Then you'll see the value of different client types, and how each type can be built on the .NET stack. First is the "Lightweight Web" where, using ASP.NET MVC you'll learn to build a standards-compliant, rich interface that runs in the browser. Second, for a richer experience, you'll see how Silverlight can be delivered from this architecture. Third, for the best possible experience, you'll look at how the Windows 7 desktop can be leveraged for a super rich UI that includes integration with popular application suites such as MS Office.

## JOIN US AT OUR NETWORKING LUNCHEON



KATHLEEN DOLLARD



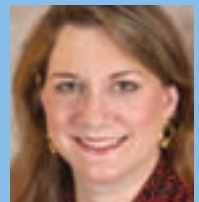
RACHEL APPEL



MICHELE LEROUX BUSTAMANTE



KIMBERLY L. TRIPP



STACIA MISNER

## Women in Technology Networking Luncheon

**SIGN UP @ CONFERENCE REGISTRATION DESK**

### INTRODUCING MASTER DATA SERVICES IN SQL SERVER 2008 R2 MICROSOFT

Master Data Services is a component of SQL Server 2008 R2 that will enable you to improve the quality of key data assets such as products, customers, locations, accounts, cost centers and many others. Come learn how MDS can serve a wide range of analytic (dimension management) and operational (master data management) scenarios. This session will cover product architecture and include an extensive demonstration.

### LARGE SCALE DATA WAREHOUSES WITH MICROSOFT SQL SERVER 2008 R2 PARALLEL DATA WAREHOUSE MICROSOFT

This session provides an overview of the new Data Warehousing capabilities in SQL Server 2008 R2 Parallel Data Warehouse Edition. This new edition implements a Massively Parallel Processing (MPP) architecture on top of the robust scale-up capabilities of SQL Server to enable massive scale-out, into the tens and hundreds of terabytes, for the same low TCO that SQL Server delivers. In collaboration with several hardware partners, SQL Server Parallel Data Warehouse will provide an appliance-like solution that lets customers customize the system to conform to their existing hardware environment.

### SQL SERVER CONSOLIDATION PRESCRIPTIVE GUIDANCE MICROSOFT

This session will focus on helping to choose between using virtualization, instance, or database as a SQL Server consolidation strategy. We will highlight the key areas to consider, features that are available (in SQL Server 2008 and R2) for each approach as well as provide some of the important differentiators for helping to make a decision. We will provide decision trees to help guide administrators through the process and also provide case studies and customer scenarios.

### BUILDING AND MANAGING APPLICATIONS WITH SQL AZURE AND WINDOWS AZURE MICROSOFT

Are you looking to reduce the costs of building and maintaining enterprise applications? Do you want to extend the reach of your applications across multiple devices, locations, and partners? SQL Azure and Windows Azure provide you a friction free, highly scalable platform for building applications. The scale and reach of the cloud lights up a new class of application scenarios. Come see how easy it is to consume SQL Azure from within Windows Azure.

### ADVANCED MICROSOFT SQL SERVER 2008 R2 STREAMINSIGHT MICROSOFT

Microsoft SQL Server 2008 R2 StreamInsight is a new platform for building rich data processing over real-time event streams. Come to this session to get a detailed walkthrough of the three major components of StreamInsight: input and output adapter SDK, the StreamInsight engine runtime, and the semantics of the continuous standing queries hosted in the StreamInsight engine. Examine best practices for performance and scalability, and hear a few case studies of real-world StreamInsight implementations and the lessons learned from them.

### DEVELOPING WITH SQL SERVER SPATIAL: FLAT MAPS TO ROUND EARTH MICROSOFT

With the advent of GPS devices, spatial data is becoming increasingly more central to data processing and everyday applications. This session provides an overview for the Microsoft SQL Server 2008 spatial types and methods, focusing on some common pitfalls and differences between the flat map type geometry and round earth type geography. This session is geared towards programmers with some spatial background, but is applicable for the spatially novice audience as well.

### DATA TIER APPLICATIONS IN VISUAL STUDIO 2010 MICROSOFT

Come explore the new enhancements in SQL Server 2008 R2, known as Application and Multi-Server Management, which enable a more efficient way to develop, deploy, and manage data-tier applications and instances. See how a new single unit of deployment for database applications is integrated with Microsoft Visual Studio and helps enable developers to more quickly write higher quality database applications, author deployment policies based on the needs of their applications, and hand off a single package to database administrators. Also, learn how improvements combine a first-class Transact-SQL IDE with a new Visual Studio 2010 project template known as .DACPAC (Database Application Component) to produce a comprehensive model of the objects, policies, and runtime resources required by a data-tier application.

### PUTTING IT ALL TOGETHER—BUILDING APPLICATIONS THAT SCALE FROM ON-PREMISES TO THE CLOUD MICROSOFT

SQL Server, uniquely, has an architecture that scales from mobile devices, to enterprise class RDBMS, to the largest data warehouses, to flexible cloud solutions. This presents some challenges, but for the savvy developer, some great opportunities, especially when you consider that SQL Server has a unified development and management environment across these platforms. In this session, we'll look at how you can build applications that work on all platforms, and how you can quickly and easily change your deployment model to suit your changing business requirements.



## HIGH AVAILABILITY AND DISASTER RECOVERY FOR MISSION CRITICAL APPLICATIONS - BEST PRACTICES AND RECOMMENDATIONS MICROSOFT

Mission critical applications require careful planning to achieve maximum uptime. Various factors like availability SLAs for RPO (Recovery Point Objective) and RTO (Recovery Time Objective), log generation rates, latency, storage environment, virtualization, etc., contribute towards building the availability strategy. Come to this session to learn about how you can develop the right HADR solution for your environment. We will share the best practices and real life customer deployment experiences to reinforce key points. Technologies that we will cover include Failover Clustering, Database Mirroring, Log Shipping, Transactional Replication & Hyper-V.

## PLANNING A COMPLETE BI INFRASTRUCTURE FOR YOUR BUSINESS MICROSOFT

Business Intelligence can cover a wide range of topics, from data integration and data quality, through enterprise analytics, to dashboards and end-user tools. This session aims to help the IT professional charged with "bringing BI to the busi-

ness." We'll survey the business and technical issues to be addressed, and we'll equip you with a simple, but effective methodology for approaching BI problems. You'll return to your data center with a much better understanding of BIs benefits, but also a surer grasp of where and how to start implementing a solution effectively.

## DEVELOPING RICH REPORTING SOLUTIONS WITH MICROSOFT SQL SERVER 2008 R2 MICROSOFT

Did you always want to be the hero and build professional looking reports in a few clicks? Do you need to empower your users to build their own reports? Do you need to light up your applications with interactive reports? This session will walk you through the latest improvements of SSRS 2008 R2 by showing you how to build reports with Maps, Data bars, Sparklines, and indicators with a few mouse clicks by simply using the new Report part gallery. This session will also demo the new report manager, report viewer and new integration with SharePoint 2010.

## MANAGING POWERPIVOT FOR IT (PREVIOUSLY PROJECT GEMINI) MICROSOFT

Abstract: This session focuses on the role of IT Pros in the Managed Self-Service BI environment consisting of PowerPivot for Excel and SharePoint. We will show how to setup a new SharePoint farm with PowerPivot from scratch, and also show how you can add PowerPivot into your existing SharePoint installation. We will also demonstrate the tools and services available to IT Pros for managing the PowerPivot environment, including the Management Dashboard.

# SharePointPro CONNECTIONS

Don't miss the *SharePointPro Connections* Premier Issue – March 2010!

Hone your skills with SharePoint tips and tricks, product reviews, and solutions you'll find in the all new *SharePointPro Connections* magazine. Sign-up today and you'll get a print subscription (4 issues) FREE!

Upcoming articles include:

- Migrating to SharePoint 2010
- Using SharePoint with Visual Studio
- Getting more out of SharePoint



Limited number of free print subscriptions available so **ACT NOW!**

<http://www.sharepointproconnections.com/subscribe.aspx>

**SDB401: COLLECTING AND ANALYZING FILE AND WAIT STATISTICS****ANDREW KELLY**

Since SQL Server 2000 we have had the ability to collect statistics on two key areas in terms of performance directly from within SQL Server. More specifically these are the File & Wait statistics and the information that can be gleaned from these has increased dramatically with each new release. SQL Server 2008 currently has over 480 events so far. This session will show you how to efficiently capture and analyze the information provided by a set of DMVs in SQL Server 2005 and SQL Server 2008. This knowledge will dramatically decrease the amount of time spent looking for bottlenecks in your system.

**SDB302: SAY NO TO MAINTENANCE PLANS****ANDREW KELLY**

The built-in Maintenance Plans are OK to get up and running in a hurry but they are far from ideal. There are inherent limitations with the implementation and in the event there is a problem, troubleshooting can be almost impossible. This session will cover in detail a set of stored procedures that you can use to create your own custom maintenance jobs. You will have the flexibility to modify them to suit your every need far easier than the Maintenance Plans ever could. And since these utilize pure T-SQL they are easy to maintain and far easier to troubleshoot than the "black boxed" built-in maintenance plans. Creating your own custom jobs is fast and as a result you will have a much better understanding of what is being done by each task putting you in a better position to effectively troubleshoot any problems that may arise.

**SDB303: AUTOMATING AND ANALYZING WITH SQL TRACE AND RML UTILITIES****ANDREW KELLY**

SQL Profiler is a terrific tool that many of us use on a regular basis. But there are some inherent limitations and potential performance implications that everyone should be well aware of. Analyzing data directly thru Profiler can be difficult as well when dealing with large amounts of data and events. The solution is to use the built-in capabili-

ty of SQL Trace along with the RML utilities from MS PSS to analyze the information you really need. This session will cover all of these aspects in detail along with sample code that you can use to get started immediately with your quest to seek out the worst offending statements in your system.

**SDB304: SQL SERVER CONFIGURATION BEST PRACTICES****ANDREW KELLY**

There is simply no substitute for proper planning when it comes to deploying and configuring a SQL Server instance. Do you know what options you should change or set when installing or configuring a SQL Server instance? If not, you are certainly not alone. This session will cover the best practices for the key areas regarding the configuration of the SQL Server instance and the underlying server. Keeping these best practices in mind will give you a head start on ensuring your database will be scalable and perform at its best.

**SDB305: LEVERAGING CENTRALIZED MANAGEMENT SERVERS IN SQL SERVER 2008****KIMBERLY L. TRIPP**

SQL Server 2008 has a variety of features that aid in supporting multiple servers—from Centralized Management Servers to Multi-server Script Execution to Policy-based Management and Performance Data Collection. Attend this session and see how you can easily execute scripts on multiple servers, create policies that verify (and possibly set) your most critical database settings with only a few clicks. And, much of this can be done against your existing and earlier versions of SQL Server (limitations and restrictions will be covered). Finally, collecting performance data from SQL Server 2008 servers and storing this data in a management data warehouse lets you better analyze trends and tune the most expensive queries through interactive click-through reports (the reports are similar to Performance Dashboard). The combination of all of these options means that your SQL Server 2008 servers have the most capabilities, but even having a SQL Server 2008 management server to help manage your existing (2000/2005) servers is a must. This session will be demo-packed and filled with practical solutions!

**SDB306: DBA MYTHBUSTERS****PAUL S. RANDAL**

It's amazing how many myths and misconceptions have sprung up and persisted over the years about SQL Server—after 10 years helping people out on forums, newsgroups, and customer engagements, Paul has heard it all. Are there really non-logged operations? Can interrupting shrinks or rebuilds cause corruption? Can you override the server's MAXDOP setting? Will the server always do a table-scan to get a row count? These are just a few of many, many myths that Paul will debunk in this fast-paced session about how SQL Server operates and should be managed and maintained.

**SDB307: UNDERSTANDING LOGGING AND RECOVERY IN SQL SERVER****PAUL S. RANDAL**

Some of the most misunderstood parts of SQL Server are its logging and recovery mechanisms. The fact that the transaction log exists and can cause problems if not managed correctly seems to confound many DBAs. Why is it possible for the transaction log to grow unbounded? Why does it sometimes take so long for the database to come online after a system crash? Why can't logging be turned off completely? Why can't I recover my database properly? Just what is the transaction log and why is it there? In this in-depth session, Paul will unravel the mysteries of the transaction log—it's architecture and behavior under different recovery models—as well as how logging and recovery work in SQL Server. This is essential knowledge you need for understanding how backup, restore, log-shipping, database mirroring, and other technologies work.

**SDB308: BUILDING THE RIGHT BACKUP STRATEGY****PAUL S. RANDAL**

In many situations, database backups are critical for recovering from a disaster, but there are lots of misconceptions about how backups work and what a good backup strategy is. The purpose of taking backups is, of course, to be able to restore them at some point—but that can sometimes be easier said than done, depending on what you want to be able



to restore. In this in-depth session, Paul will explain how the three most common types of backups work and how they can be combined into an effective backup strategy. Paul will also cover how restore works, the three recovery options for restoring a backup, and a variety of useful examples. You don't want to find out that your backups are unusable when disaster strikes—this session provides the knowledge you need to make sure you can recover. (It is recommended that you attend the Logging and Recovery session before this one.)

## **SDB309: FOLLOW THE RABBIT: Q&A PAUL S. RANDAL & KIMBERLY L. TRIPP**

Now a conference staple, Kimberly and Paul come loaded with slides and highlights from all of their sessions of the conference. If you don't ask questions, they'll start adding to the content discussed previously by diving deeper and tying in discussions they've had in breaks, after their sessions and with your questions. This is really YOUR time to ask questions! This session seems unfocused but is often not only informative but highly interactive and fun.

## **SDB310: STANDARDIZE, CONSOLIDATE, AND VIRTUALIZE YOUR SQL SERVER INFRASTRUCTURE** ROSS MISTRY

As organizations use ever increasing numbers of applications to manage business processes, provide new services, and gain an insight into business performance, the number of SQL Server systems that are required to support those applications has grown significantly. This typically leads to a proliferation of SQL Server systems, instances and databases within an organization's infrastructure. However with the advances in hardware and SQL Server technologies, SQL Server systems can significantly handle greater workloads compared to the past. Therefore, it is now possible to consolidate SQL Server databases onto a fewer physical servers, which results in better utilization, reduced hardware and support costs. This session will outline strategies of how to consolidate SQL Server systems and databases on fewer servers. In addition, it will also focus on how to plan for consolidation and outline challenges DBAs may face.

## **SDB311: IMPLEMENTING A SQL SERVER 2008 FAILOVER CLUSTER WITH WINDOWS SERVER 2008** ROSS MISTRY

So your boss has given you the marching orders to build a new failover cluster with SQL Server 2008 on Windows Server 2008. The challenge—where do I start? What edition of SQL Server 2008 should I use? What edition of Windows Server 2008 should I use? Do I need shared storage? If so, how should I carve up the LUNs? Does SQL Server support active/active failover clustering? What is the differ-

ence between single instance and multiple failover instance configurations? Does SQL Server support stretch clustering? As you can see, there are numerous items which need to be correctly addressed. This session will provide you with the knowledge to successfully plan and implement a SQL Server 2008 failover cluster on Windows Server 2008. Tips, tricks and best practices will be covered.

## **SDB312: ACHIEVING SQL SERVER HIGH AVAILABILITY WITH HYPER-V R2 AND LIVE MIGRATION** ROSS MISTRY

Virtualization is a major part of today's data centers. The operating efficiencies offered by virtualization allow organizations to dramatically reduce operational effort and power consumption. This session will cover best practices and strategies associated with running SQL Server 2008 on Hyper-V specifically with Windows Server 2008 R2. Moreover, you will understand how to leverage the new features and functionality associated with Windows Server 2008 R2 in order to virtualize SQL Server while also achieving high availability and disaster recovery from a single solution.

## **SDV301: A DATABASE DEVELOPER AND DBA PERSPECTIVE—LINQ TO SQL AND ENTITY FRAMEWORK VS. STORED PROCEDURES** BOB BEAUCHEMIN

This session covers the performance implications of using two new Microsoft data access frameworks. I'll look at the good, the bad, and the ugly aspects of code generation with the frameworks using SQL Profiler, plan cache monitoring, and query plans. I'll cover what the frameworks bring to the table when compared to using T-SQL stored procedures or using dynamic SQL and the obvious benefits to the application programmer. T-SQL code generation enhancements in .NET 4.0 versions of Entity Framework and LINQ to SQL will also be explored.

## **SDV302: VISUALIZING AND EXTENDING SQL SERVER SPATIAL DATA: MAPS, REPORTS, AND ANALYSIS** BOB BEAUCHEMIN

SQL Server 2008 R2 (Kilimanjaro release) will put spatial data support (including Bing Maps support) inside SQL Server Reporting Services, extending the data type's usefulness to include maps and direct integration. And the spatial data types are even supported in the MapPoint application through a custom add-in. I'll also show how to use SQL Server Spatial Data with Bing Maps directly, walking through a simple code example of how it's done. Finally, I'll show how you can write your own extensions to the spatial library with examples.

## **SDV303: MODELING AND IMPLEMENTING HIERARCHIES WITH SQL SERVER** BOB BEAUCHEMIN

This session looks at support in SQL Server for hierarchical data, comparing and contrasting the methods of maintenance and query. I'll focus on SQL Server 2008's new hierarchyID data type, with a look at performance and ease-of-use compared with the adjacency model, nested set model, and XML storage and query.

## **SDV304: COMPLEX EVENT PROCESSING WITH STREAMINSIGHT** BOB BEAUCHEMIN

While typical relational database applications are query-driven, event-driven applications have become increasingly important. Event-driven applications are characterized by high event data rates, standing queries, and millisecond latency requirements requiring the data to be queried (and possibly summarized) while it's in-flight. These requirements are shared by various scenarios across verticals such as manufacturing, oil and gas, power utilities, financial services as well as IT and data center monitoring. Microsoft's StreamInsight product (now in CTP) uses an event provider model to produce, process, and consume streams of data. A LINQ query provider gives you the ability to query and morph data streams in-flight.

## **SDV305: EXPLORING SQL SERVER AZURE DATABASE AND DATA TIER APPLICATIONS** BOB BEAUCHEMIN

Although SQL Server Azure database applications (database in the cloud) and Data Tier Applications (an application management feature in SQL Server 2008 R2) are totally different features, they are both implementations of non-traditional ways to manage applications. The set of SQL Server functionality that each one offers is amazingly similar. This session will show how to take a "traditional" application in a SQL Server database and either deploy it to the cloud or deploy it as a DAC application for local consumption and easier application deployment mobility.

## **SDV306: DEBUGGING T-SQL: POWER TOOLS AND BEST PRACTICES** DON KIELY

Management Studio in SQL Server 2005 and 2008 is built on Visual Studio, which means that there are a ton of debugging tools built into Management Studio. You've probably at least played with stepping through code, checking cur-

CHECK WEB SITE AS WE CONTINUE  
TO ADD MORE SESSIONS,  
SPEAKERS AND MAKE UPDATES  
[WWW.DEVCONNECTIONS.COM](http://WWW.DEVCONNECTIONS.COM)

rent values of local variables, and other basic techniques. But there is Oh, so much more! This session will explore some of the more powerful debugging techniques available in Management Studio so that you can start on your way to being a debugging ninja. We'll also cover some best practices for eradicating the little pests from your T-SQL code, as well as some tips and tricks to make your debugging sessions more effective.

**SDV307: ENCRYPTION 2.0: SQL SERVER 2008 TAKES IT FURTHER**  
DON KIELY

Data encryption was introduced in SQL Server 2005 as a great feature for protecting your most sensitive data. Microsoft did a fine job with Encryption 1.0, and it only gets better in SQL Server 2008. Probably the best new feature for some scenarios is Transparent Data Encryption, which encrypts complete database and log files. But when that is overkill, you can encrypt only the specific data that needs protection. Another great new feature is external key management. During this session, we'll explore the encryption options presented in SQL Server 2008 and see how they can add a nearly impenetrable layer of protection to your data, as well as look at where there could be chinks in the armor.

**SDV308: MASTERING MANAGEMENT STUDIO FOR OPTIMAL PRODUCTIVITY**  
DON KIELY

There's a good chance that you use Management Studio most days, whether you are a DBA or a developer. It makes a lot of routine tasks easy, such as writing queries, setting up security, and doing quick or detailed checks on a server's health. But how well do you really know it? Have you customized it to better suit the way you work? Do you know how to incrementally search script files? Do you know how to fix corruptions in its settings files? Are you able to display cute cat pictures in it? In this session we'll explore many of Management Studio's hidden and lesser known features that can make you much more productive when working with SQL Server, and make it a more fun environment to work in.

**SDV309: EXPLORING SQL SERVER 2005 AND 2008 SECURITY**  
DON KIELY

There are few corporate assets as valuable in the information age as data. Enterprises spend billions to collect and generate it, slice and dice it in every conceivable way to mine marketplace intelligence from it, and replicate and back it up using elaborate, redundant schemes. Yet it is all too common to slack on security. Sure, SQL Server 2005 and 2008 are designed to be "secure by default," but once you add databases and start letting users and their applications access the

server you have already poked holes in the security. SQL Server comes with plenty of features that let you secure data, but it can be hard to get a handle on the right ones to use in your environment. During this session, we'll explore myriad security features in SQL Server and how to put them to use in applications.

**SDV310: SQL SERVER COVERING: CONCEPTS, CONCERNS, AND COSTS**  
KIMBERLY L. TRIPP

Using indexes to "cover a query" is one of the more important tuning strategies possible in SQL Server. So much so that many of the best indexing performance features target specifically this-covering. We'll look at indexed views (added/improved in SQL Server 7.0 and 2000), INCLUDE (added in SQL Server 2005) and filtered indexes (added in SQL Server 2008). In this session, we'll discuss the pros and cons of covering, and the different strategies possible to achieve it—as well as when it's a good idea to consider covering and when it's a must!

**SDV311: STATISTICS: ARE THEY REALLY IMPORTANT?**  
KIMBERLY L. TRIPP

SQL Server uses a cost-based optimizer which means that each query/batch submitted is evaluated in a variety of ways to determine the execution plan. If a query needs to process 10 rows the plan might be quite different than a query that must process millions of rows... but how does SQL Server know how many rows to process if all it knows is your query? The answer is statistics. Statistics are the basis of estimation for selectivity and join density—they are the most important piece of information that the optimizer has to help it do a better job. So, how do you make sure that your statistics are good, accurate, and up-to-date? Where are these stored? What do they look like? Are there cases where statistics just aren't good enough? How do you deal with these situations? Come to this session and find out!

**SDV212: GUIDS: A GIFT OR A GREMLIN?**  
KIMBERLY L. TRIPP

Since the invention of the GUID (April 1, 1995) my life as a DBA and "tuner" has been busy. I've seen databases designed with GUID keys run fairly well with small workloads completely fall over and fail because they just cannot scale. And, I know why GUIDs are chosen—it simplifies the handling of parent/child rows in your batches so you can reduce round-trips or avoid dealing with identity values. And, yes, sometimes it's even for distributed databases and/or security that GUIDs are chosen. I'm not entirely against ever using a GUID but overusing and abusing GUIDs just has to be stopped! Please, please, please—database developers—come to this session so I can give you bet-

ter solutions and explanations on how to deal with your parent/child rows, round-trips and clustering keys!

**SBI301: INTEGRATING REPORTING SERVICES WITH APPLICATION SECURITY**  
BRIAN LARSON

In many cases, we need the Reporting Services report server or a Reporting Services report to enforce some security restrictions. This requires the report server and the report to know the user's identity. This session will explore techniques for passing credentials from a custom application to a Reporting Services report server. Both the use of standard Windows Integrated security and a custom security extension will be examined.

**SBI202: TUPLES, SETS AND MEMBERS: UNDERSTANDING THE BASICS OF MDX**  
BRIAN LARSON

You may be comfortable using the Reporting Services graphical MDX query designer, but to truly unlock the power of Analysis Services you need to be able to code your own MDX queries. The hardest part of this process can be understanding the basics. This session will provide a solid understanding of what makes up MDX queries and will give you the tools and confidence you need to create your own custom queries.

**SBI303: THINKING OUTSIDE THE TABLIX: CREATIVE USES OF REPORTING SERVICES**  
BRIAN LARSON

Reporting Services is a powerful tool for creating business charts and reports. That power can also be harnessed for a number of non-traditional uses as well. These include menuing, capturing user input, generating mail merge documents, and more. This session will expand your horizons; allowing you to use Reporting Services in new and creative ways.

**SBI304: COMBINING DISPARATE DATA IN AN SSRS REPORT**  
BRIAN LARSON

One of the limitations of Reporting Services is the inability to relate data from two disparate data sources within a report. This session explores various techniques for overcoming this limitation. When security restrictions or other constraints make linked servers an impossibility, these approaches allow you to combine data from multiple sources and provide your users with the analysis they require.

CHECK WEB SITE AS WE CONTINUE  
TO ADD MORE SESSIONS,  
SPEAKERS AND MAKE UPDATES  
[WWW.DEVCONNECTIONS.COM](http://WWW.DEVCONNECTIONS.COM)

## **SBI205: GEMINI: DELIVERING SELF-SERVE BI** **CRAIG UTLEY**

If you are always looking for better ways to deliver value to the business as part of a BI project, make sure you examine the capabilities of Gemini. Using existing data and tools, users now have the ability to analyze vast quantities of data without first designing dimensions and measure groups. Users can explore the data and optionally share their analysis with others. See how Gemini opens the power of Analysis Services to non-technical users while still allowing the IT organization to administer and secure the data.

## **SBI206: ANALYSIS SERVICES 2008 END-TO-END** **CRAIG UTLEY**

Are you interested in designing, building, and deploying an Analysis Services database that follows best practices and best delivers value to your organization? This session goes through the process of optimizing cube creation through the proper design of dimensions, measure groups, aggregations, calculations, perspectives, security, and more. The areas of source code control, deployment, promotion from test to production, processing efficiency, and other areas will be discussed. Craig Utley has experience designing, implementing, and troubleshooting Analysis Services databases at dozens of companies worldwide through his more than 11 years of experience with the Microsoft BI stack. Far from a theoretical discussion, this session will present real-world lessons learned about what works in production environments. By attending this session, you will learn the proper design and implementation of your Analysis Services databases, allowing you to avoid common pitfalls while delivering the maximum value to your clients.

## **SBI407: ADD IT UP: ANALYSIS SERVICES AGGREGATIONS** **CRAIG UTLEY**

Are you looking to maximize the performance of your Analysis Services queries? This session

explains what aggregations are and how they work. You'll learn how to create aggregations, tune the aggregations based on actual usage, and design custom aggregations when necessary. You'll discover the benefits and pitfalls of flexible aggregations, when to use rigid aggregations, and the meaning of lazy aggregation processing. You'll dive into queries to see if aggregations are being used and learn when aggregations aren't useful. If you thought aggregation design began and ended with the aggregation wizard, you owe it to yourself (and your cubes) to attend this session.

## **SBI408: AVOID SLOW SSAS QUERIES: MDX QUERY TROUBLESHOOTING** **CRAIG UTLEY**

Do you have SSAS queries that you feel should be faster? Multidimensional Expressions, or MDX, is the language used to work with Analysis Services. Similar to SQL for the relational engine, MDX is a language for queries and DDL statements on multidimensional cubes in Analysis Services. Troubleshooting slow MDX queries is often challenging because the level of support provided by the tools and the Analysis Services engine is not as mature as that found in the relational engine. This session covers the methods for examining slow queries using the SQL Profiler and Performance Monitor to determine the need for aggregations, caching problems, memory constraints, and so forth. Best practices for optimizing MDX will be examined, and various server properties will be discussed as necessary to help correct query issues. Attendees will leave armed with a practical approach to locating bottlenecks and strategies for speeding up queries.

## **SBI409: DEMYSTIFYING ANALYSIS SERVICES STORED PROCEDURES** **STACIA MISNER**

Analysis Services stored procedures are nothing like the stored procedures you create for your SQL Server databases. Not much is written about this feature, so you might wonder whether you need to bother with them at all. Put simply, you can simplify your MDX queries, combine cube data with

relational data, or personalize calculations for specific users—just to name a few possibilities with a little C# (or VB) code and MDX. Come to this session to learn some practical ways you can take advantage of Analysis Services stored procedures.

## **SBI210: EXPLORING THE NEW REPORTING SERVICES** **STACIA MISNER**

Reporting Services comes with lots of new features in Kilimanjaro, including the Shared Component Library, map controls, data feeds, lookup functions, and other enhancements. In this session, you'll learn the tips and tricks necessary to use these features to full advantage in your report development projects.

## **SBI211: WHAT'S DAX?** **STACIA MISNER**

Sure, that Gemini application looks pretty in the demo, but its real beauty lies in the power of the calculations that give meaning to raw data. DAX is the new expression language that provides this power—taking familiar Excel functions to new levels, adding new functions to perform tasks never before possible in Excel, and allowing you to add a business logic without knowing a thing about dimensions and measures. In this session, you'll learn how best to get started with DAX so that you can take full advantage of Gemini's power.

## **SBI212: DATA, DATA, WHO OWNS THE DATA?** **STACIA MISNER**

The SQL Server code-name "Kilimanjaro" release includes a new feature, called Master Data Services, to support master data management (MDM). You might be wondering, "If I'm already cleansing and conforming heterogenous data in my centralized data warehouse, why do I need Master Data Services?" Or conversely, "If I implement Master Data Services, do I really need a data warehouse?" Come to this session to learn the answers to these questions and how to use Master Data Services to integrate MDM into your data warehouse architecture.



## VISUAL STUDIO WORKSHOPS

SUNDAY, APRIL 11, 2010 9AM - 4PM

**VPR01: EVERY CLASS AS A SERVICE—WCF AS THE NEW .NET**  
JUVAL LOWY

Contrary to common wisdom, service-orientation is not just for high-end applications. Every application should be service-oriented, and Windows Communication Framework (WCF) is the .NET runtime for developing, deploying and consuming service-oriented applications. But what is service-orientation really about? What does it mean for mere developers? Is there substance behind the hype? In this comprehensive one-day workshop, Juval will first demystify service-orientation, and introduce the basic motivation for service-oriented applications and their operating principal and concepts. In that light, Juval will then describe what WCF is and how it is designed, and demonstrate its advantages over traditional .NET programming. You will see that WCF is more than just the next generation platform for building connected systems. In many respects, WCF is the next development platform for Windows applications, providing system features that are presently crafted by hand on top of .NET and Windows. With WCF, every class automatically benefits from these system features, from security to transactions to tracing and logging and much more. To maximize the use of these off-the-shelf plumbing aspects you should push the service boundary down into your system, but taken to its ultimate conclusion—should every class be a WCF service? And what about performance? This workshop will next demonstrate the power and productivity of WCF, contrasting WCF used granularly on every class with classic .NET in terms of performance, throughput and scalability, and will substantiate the provocative claim that every class can and should be a service. Don't miss on this unique opportunity to understand SOA and WCF from Juval Lowy who has been part of the strategic design effort for WCF from the beginning, and who offers a profound insight on the methodology, the technology and its application.

SUNDAY, APRIL 11, 2010 9AM - 4PM

**VPR02: ESSENTIAL BUSINESS DESKTOP PROGRAMMING WITH .NET**  
PAUL D. SHERIFF

Are you constantly struggling to keep up with all the new technologies coming out from Microsoft? Are you finding that you are avoiding conferences because you do not understand the sessions being presented? If you wish to learn the basics of some of the new desktop technologies then this workshop is for you. The intent of this workshop is to prepare you for the sessions at the Visual Studio Launch conference. If you are fairly new to .NET, or have been doing desktop or Web development with .NET for awhile and you wish to learn the essential elements behind the new technologies like WPF, WCF and Unit Testing, you will find them here. In this one day, you will be exposed step-by-step to each of these technologies so you will feel comfortable moving on with more advanced topics. The following topics will be covered in this workshop:

- The essential OOP concepts you must know to be productive with .NET
- How, When and Why to use WCF
- Learn WPF from the ground up
- Data access methods for WPF
- Architecting for Unit Testing

*Prerequisites: You have some basic knowledge of .NET.*

## ASP.NET WORKSHOP

SUNDAY, APRIL 11, 2010 9AM - 4PM

**APR01: SILVERLIGHT 4 DEVELOPMENT WORKSHOP**  
DAN WAHLIN

Silverlight 4 provides a powerful framework that can be used to build Rich Internet Applications (RIAs) that look and feel much like a desktop application yet are deployed like traditional web applications. In this full-day workshop, Silverlight MVP Dan Wahlin will walk you through different features and tools that can be used to build Silverlight applications. Topics covered include XAML fundamentals, using layout and data entry controls, data binding, retrieving data from remote services, animations, out-of-browser options, printing, MVVM architecture concepts and more. If you're looking to jump-start your Silverlight development projects, this is the workshop for you!

## SQL SERVER WORKSHOPS

SUNDAY, APRIL 11, 2010 9AM - 4PM

**SPR301: DO YOU FEEL THE NEED FOR SPEED? TUNING FOR HIGH PERFORMANCE**  
KIMBERLY L. TRIPP AND PAUL S. RANDAL

Whether you're designing from the ground up or tuning a third-party application, this workshop will show you ways to tune even if you can't change the code or schema. We'll cover designing for performance, indexing for performance, and maintaining performance. These areas sound very generic but we'll show you the top things you can put into production straight away to give you the biggest bang for your buck. Topics will include effective table design, vertical and horizontal partitioning, data type best practices, clustering key choice, nonclustered index strategies, fragmentation analysis, index and statistics maintenance, and more!

SUNDAY, APRIL 11, 2010 9AM - 4PM

**SPR302: A 360-DEGREE VIEW OF SQL SERVER 2008 R2 BUSINESS INTELLIGENCE**  
STACIA MISNER

In this session, we'll take a holistic look at the BI features in the latest version of SQL Server by reviewing the architecture requirements, exploring the implications for existing BI applications, and introducing new capabilities that support the transformation of data into business insight. We'll discuss the scalable data warehousing capabilities supported by "Madison", master data management with Master Data Services, and complex event processing with StreamInsight. We'll also explore the new self-service reporting and analysis features in Reporting Services and Gemini. Of course, you'll see demonstrations of the new features in this session, but you'll also have a chance to ask lots of questions and to get a look "under the hood" to better understand what you'll need to do to get the R2 BI features up and running properly. You'll also learn how to prepare your data environment to leverage these features and how best to manage the user experience.

**NOTE:** LUNCH IS INCLUDED WITH FULL DAY WORKSHOPS • THE COST OF A WORKSHOP IS IN ADDITION TO THE REGULAR CONFERENCE FEE

April 12-14 2010 | Las Vegas, NV | 19

## POST-CONFERENCE WORKSHOPS

### VISUAL STUDIO WORKSHOPS

THURSDAY, APRIL 15, 2010 9AM - 4PM

#### **VPS01: AZURE TOP TO BOTTOM**

MICHELE LEROUX BUSTAMANTE

The Windows Azure platform is Microsoft's cloud computing initiative supplying an operating system in the cloud—hosted in Microsoft data centers—in addition to data storage and other infrastructure and application services. It provides businesses with on-demand hosting, storage and management features in fashion with utility computing. This workshop will explore the cloud computing offerings from Microsoft including Windows Azure, SQL Azure, and the Windows Azure platform AppFabric. You'll learn how Windows Azure can help businesses scale operations in the cloud, and how developers can build and deploy applications and services to the cloud with familiar development tools. You'll learn about storage options offered by Windows Azure and how that compares to SQL Azure; and how to employ the Service Bus and Access Control Service (part of AppFabric). This workshop will focus on practical reasons for applications to leverage each of these cloud offerings and dive deeper into many of the core services with demonstrations. At the end of this workshop, you will understand the lifecycle for building, deploying and securing applications in the cloud.

THURSDAY, APRIL 15, 2010 9AM - 4PM

#### **VPS02: REAL-WORLD DEVELOPMENT IN SILVERLIGHT AND WPF —BEYOND THE BASICS**

BILLY HOLLIS

Do your Silverlight and WPF interfaces look like decorated versions of older technologies? Are you ready to really start taking advantage of advanced user interface technologies for greater productivity, lower training costs, and more satisfied users? Then come learn how to effectively use animation, transforms, styles, control templates, color, advanced layout options, and other capabilities to design and build impressive user interfaces in Silverlight and WPF. In the second half of the workshop, you'll see demonstration and analysis of a complete Silverlight Web site like the one at [www.slmasters.net](http://www.slmasters.net) that performs page navigation, animation of new pages, and contains other advanced features. Plus, you'll walk away with that code as a starting point for your own efforts. If you're ready to learn and apply real-world lessons for advanced user interface development, this is the workshop for you.



### SQL SERVER WORKSHOP

THURSDAY, APRIL 15, 2010 9AM - 4PM

#### **SPS301: WRITING SQL SERVER DATABASE APPLICATIONS AND STORED PROCEDURES FOR BEST PERFORMANCE**

BOB BEAUCHEMIN

In a database-centric application, whether the application performs well is usually highly dependent on whether the database code performs well. At the same time, we're moving from traditional data access techniques like ODBC and ADO.NET to database code generation and object-relational mapping layers such as the ADO.NET Entity Framework. This gives application developers a choice of putting database code in stored procedures, using SQL code in applications, or using LINQ and having your SQL generated for you.

In this one-day workshop, we'll cover how knowing how the SQL query processor, plan caching, and parameter processing works can vastly change your application's database performance. You have control of this performance no matter how you choose to access SQL Server and we'll cover performance issues both inside and outside the server. Some of the topics we'll cover include:

- Does using LINQ relieve the developer of database performance responsibility?
- Does writing stored procedures guarantee good performance? And are all stored procedures equally good performance-wise?
- Are stored procedures always faster than dynamic SQL?
- Is SQLCLR a good way to write stored procedures?

We'll cover this with real-world examples illustrating methods to improve database code performance regardless of how the data access layer is structured.

**NOTE:** LUNCH IS INCLUDED WITH FULL DAY WORKSHOPS • THE COST OF A WORKSHOP IS IN ADDITION TO THE REGULAR CONFERENCE FEE

A UNIQUE OPPORTUNITY TO GET YOUR TECHNOLOGY AND TRAINING FROM MICROSOFT AND INDUSTRY EXPERTS!



**SCOTT ALLEN**  
PLURALSIGHT



**RACHEL APPEL**  
SOFTWARE CONSULTANT



**BOB BEAUCHEMIN**  
SOLSKILLS.COM



**STEVEN BORG**  
NORTHWEST CADENCE



**MICHELE LEROUX  
BUSTAMANTE**  
IDESIGN INC.



**RICHARD CAMPBELL**  
STRANGELOOP NETWORKS  
.NET ROCKS!



**QUENTIN CLARK**  
MICROSOFT



**KATHLEEN  
DOLLARD**  
APPVENTURE



**DINO ESPOSITO**  
IDESIGN INC.



**CARL FRANKLIN**  
FRANKLINS.NET  
.NET ROCKS!



**SCOTT GUTHRIE**  
MICROSOFT



**BILLY HOLLIS**  
AUTHOR



**TIM HUCKABY**  
INTERKNOWLOGY



**RICHARD  
HUNDHAUSEN**  
ACCENTENT, INC.



**ANDREW KELLY**  
SOLID QUALITY MENTORS



**DON KIELY**  
CONSULTANT



**BRIAN LARSON**  
SUPERIOR  
CONSULTING  
SERVICES, LLC



**ROCKFORD LHOTKA**  
MAGENIC



**PAUL LITWIN**  
DEEP TRAINING



**JUVAL LOWY**  
IDESIGN, INC.



**DAVE MENDELN**  
MICROSOFT



**STACIA MISNER**  
DATA INSPIRATIONS



**ROSS MISTRY**  
CONVERGENT COMPUTING



**BRIAN NOYES**  
IDESIGN, INC.



**PAUL S. RANDAL**  
SOLSKILLS.COM



**JOE SEMENIUK**  
IMAGINET RESOURCES CORP



**DOUG SEVEN**  
MICROSOFT



**PAUL D. SHERIFF**  
PDSA, INC.



**STEVE SMITH**  
ASPALLIANCE.COM



**RICK STRAHL**  
WEST WIND  
TECHNOLOGIES



**KIMBERLY L. TRIPP**  
SOLSKILLS.COM



**CRAIG UTLEY**  
SOLID QUALITY  
MENTORS



**DAN WAHLIN**  
WAHLIN CONSULTING



**CHRISTIAN WENZ**  
HAUSER WENZ  
PARTNERSCHAFTSGES



**SHAWN  
WILDERMUTH**  
AGILITRAIN

*And many more... Check our Web site as we continue to update it with speaker pictures and bios!*

## HOTEL INFORMATION



## Join us!

### Bellagio Resort & Casino, Las Vegas, NV

Grant yourself the luxury of discovery time as you explore the dramatic features which distinguish this exquisite Las Vegas resort from every other destination in the world. From dancing fountains to a breathtaking Conservatory & Botanical Gardens to serenity-splashed Pools & Courtyards, plus a refreshing addition to your entertainment options, the world famous Fountains of Bellagio were destined to romance your senses. Take in a complimentary Las Vegas show of water, music and light thoughtfully interwoven to mesmerize its admirers.

#### HOTEL ACCOMMODATIONS BELLAGIO RESORT & CASINO

3600 Las Vegas Boulevard South, Las Vegas, NV 89119

Bellagio Resort & Casino is the conference site and host hotel.

This is where all sessions and activities are held.

We have secured a discounted conference rate of \$149 per night plus tax (12%). Rate is based on single or double occupancy and based on availability. Hotel requires a one night room and tax deposit at time of reservation. (Credit card will be charged by the hotel). Hotel cancellation policy: Must cancel at least 72 hours prior to arrival date.

Space is limited so reserve your room early by registering online or by calling the conference hotline at 800-438-6720 or 203-400-6121. All reservations must be guaranteed with a major credit card to confirm room. A deposit of the first night room and tax will be charged. Cancellations must be received by the hotel 72 hours prior to the confirmed arrival date to receive refund of deposit

#### AIRLINE

Please call Pericas Travel at 203-562-6668 for airline reservations.

#### CAR RENTAL

Hertz is offering auto rental discounts to attendees. See Web site for details.

#### ATTIRE

The recommended dress for the conference is casual and comfortable. Please bring along a sweater or jacket, as the ballrooms can get cool with the hotel's air conditioning.

#### SPONSORSHIP/EXHIBIT INFORMATION

For sponsorship information, contact Rod Dunlap

480-917-3527 phone • E-mail [rod@devconnections.com](mailto:rod@devconnections.com)

See Web site for more details. [www.DevConnections.com](http://www.DevConnections.com)

#### TAX DEDUCTION

Your attendance to the conference may be tax deductible.

Visit [www.irs.ustreas.gov](http://www.irs.ustreas.gov). Look for topic 513 - Educational Expenses. You may be able to deduct the conference fee if you undertake to (1) maintain or improve skills required in your present job; (2) fulfill an employment condition mandated by your employer to keep your salary, status, or job.

#### GROUP DISCOUNT

Register individuals from one company at the same time and receive a group discount.

1-3 registrants	\$1,595 per person
Additional registrants after the 3rd (4th, 5th, 6th...)	\$1,395 per person (\$200 off each)

Call 800-438-6720 to take advantage of group discount pricing.

**Notes & Policies:** The Conference Producers reserve the right to cancel the conference by refunding the registration fee. Producers can substitute speakers and topics and cancel sessions without notice or obligation. Updates will be posted on our Web site at [www.DevConnections.com](http://www.DevConnections.com). Tape recording, photography is not allowed at any session. Conference producers will be taking candid pictures of events and reserve the right to reproduce. By attending this conference you agree to this policy. You may transfer this registration to a colleague by notifying us before the start of the event. Please inform us if you have any special needs or dietary restrictions when you register. The conference registration includes the following subscriptions. This is not an additional expense and subtraction from prices listed is not permissible. SQL Server Conference registration includes a one-year (12 issues) print subscription to *SQL Server Magazine* for SQL Server Conference attendees only. Current subscribers will have an additional 12-months added to their subscription. Subscriptions outside of the United States will be served in digital; \$12.50 of the funds will be allocated toward a subscription to *SQL Server Magazine* (\$49.95 value). Visual Studio Launch Conference and Expo & ASP.NET Conference registration includes a one-year (12 issues) print subscription to *DevConnections Magazine* for Visual Studio Launch Conference and Expo & ASP.NET conference attendees only. Current subscribers will have an additional 12-months added to their subscription. Subscriptions outside of the United States will be served in digital; \$12.50 of the funds will be allocated toward a subscription to *DevConnections Magazine* (\$34.99 value).

**Registration & Cancellation Policy:** Registrations are not confirmed until payment is received. Cancellations before February 22, 2010 must be received in writing and will be refunded minus a \$100 processing fee. After February 22, 2010 cancellations and no shows are liable for full registration; it can be transferred to the next Conference within 12 months or to another person. Microsoft, Microsoft .NET, ASP.NET, Visual Studio.NET, Microsoft SQL Server, Exchange and Windows are either trademarks or registered trademarks of Microsoft Corporation. All other trademarks are property of their owners.



**Penton Media**

c/o Tech Conferences, Inc.  
731 Main Street, Suite C-3  
Monroe, CT 06468

Mailroom: If addressee is no longer here,  
please route to MIS Manager or Training Director

PRST STD  
US POSTAGE  
PAID  
PERMIT 21  
CCP&DF

POWERED BY MICROSOFT AND DEVCONNECTIONS MAGAZINE

MICROSOFT  
**VISUAL STUDIO**  
LAUNCH  
conference and expo

MICROSOFT  
**ASP.NET &  
SILVERLIGHT**  
conference and expo

MICROSOFT  
**SQL  
SERVER**  
conference and expo

**APRIL 12-14, 2010 LAS VEGAS, NV**  
Bellagio Hotel and Casino

Book 3 nights by February 12, 2010 at the Bellagio Hotel and receive \$100 Bellagio certificate.  
Book NOW to get a special rate of \$149 (a limited number of rooms at this rate, so reserve today).

**Celebrate** *the launch of Visual Studio 2010*  
with Microsoft execs and  
colleagues around the world!



**>> REGISTER EARLY**—Take advantage of our Early Bird Special room rate of \$149!

CHECK WEB SITE FOR DESCRIPTIONS OF SESSIONS AND WORKSHOPS

**www.DevConnections.com • 800.438.6720 • 203.400.6121 • Register Early!**