

# The IT Lifecycle Expert's Guide to Austin, Texas

## Giddy Up for the Roadshow with these Must-Know Tips to ROCK your networking meetings and enjoy ATX.

1. Book your meetings – **IN ADVANCE** – because in this business, it's **ALL ABOUT RELATIONSHIPS!**
2. Come Hungry – ready to eat and drink your way through the week. Aside from the must-try **BBQ**, Austin is home to a diverse array of **culinary and cocktail creations**.
3. **Check in at the Roadshow early** on Monday, October 20. We'll be in the Moontower Foyer from 2-5pm. Checking in early gives you more time to explore ATX!
4. Set a goal to **meet 10 new people each day** of the Roadshow. This goal is easily accomplished by attending the **Social Hours at 9 am** and the **Evening Receptions**.
5. **Bring throat lozenges** and drink LOTS of water – you'll be talking **A LOT!**
6. **Wear comfortable shoes** – you'll be standing and walking **A LOT!**
7. Get some fresh air on the **Arn and Roy Butler Hike and Bike Trail** along the Colorado River (1 block south from our hotel).
8. Visit with each of the **Table Top Sponsors**, and ask us about becoming a Sponsor at a future Roadshow to **gain maximum exposure** for your brand.
9. Experience the Live Music scene. Austin is known as the **Live Music Capital of the World®**. Find musicians **EVERYWHERE** - at clubs, coffeehouses, bars, taquerias, and on the streets!
10. Laugh 'til you cry at a **Comedy Show**. ATX is also known for hilarious comedy acts, and there are 12 comedy clubs within 1 mile (1.6 km) from our hotel.

