



## THE BUSINESS VALUE OF THE HEARTLAND DEVELOPERS CONFERENCE

At HDC, experience a world-class conference opportunity at a fraction of the costs in your own backyard.

Technology has accelerated change in many industries. In the software design and development fields the pace has accelerated with the continued development of virtual infrastructures, interactive digital systems, device specific computing, workflow integrated platforms, mobile computing, and a multitude of platform specific products and systems.

The Heartland Developers Conference arose in the Midwest technology industry to help professionals get the most out of their time and energy, by providing world-class technology presentations and case studies locally, at an affordable price. Because of the constantly changing nature of our field, quality professionals are not only required to stay engaged in their ongoing work, but to also stay up to date on the latest trends, products, and best practices in the market place. Pair these goals with the ever increasing need of all professionals in our field to maintain a healthy network of powerful thinkers and expert technologists, and you can see how HDC is an annual event that no regional software designer/developer should miss.

Many of the industry's leading experts have presented at HDC and several of them have heralded the event as the top independent professional event in the country. In the past HDC has hosted representatives from across the US and around the world accumulating to 48 states and 7 countries. HDC has workshops, keynotes, sessions, and several networking opportunities that create an atmosphere for personal and professional growth.

At the Heartland Developers Conference, attendees will have the opportunity to:

1. Build new collaborative networks and partnerships across disciplines.
2. Learn something new from experts in the field.
3. Find answers to the questions that matter to you.
4. Consider business issues related to the software design and development process.
5. Be exposed to new ideas for making and keeping their technology relevant.

### WHO IS COMING?

Participants for Heartland Developers Conference includes many of the top technology minds in the Midwest including leaders from:

- ★ Large and small business from a variety of industries
- ★ Technology startups
- ★ Training and technology teaching experts
- ★ Platform specific community leaders
- ★ Leading product evangelists
- ★ And people in diverse roles including designers, developers, engineers, architects, project managers, technology executives, futurists, geeks and other technical creators.

### WHAT WILL BE TALKED ABOUT?

- ★ The latest technologies from a variety of popular development platforms.
- ★ Best practices and case studies on execution, process, and integration.
- ★ Shifts happening in the software design/development landscape and how are they changing the creation process
- ★ How technologies like smart phones, net books, and cloud computing are changing the way we build technology in the near term?
- ★ How open source technologies integration with proprietary platforms continue to rise and how you can capitalize
- ★ Effective strategies for traditional developers expanding into new areas of language, architecture, and design?
- ★ How cutting edge development models and systems can work more effectively within the organization
- ★ How to integrate new technology with existing systems?

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