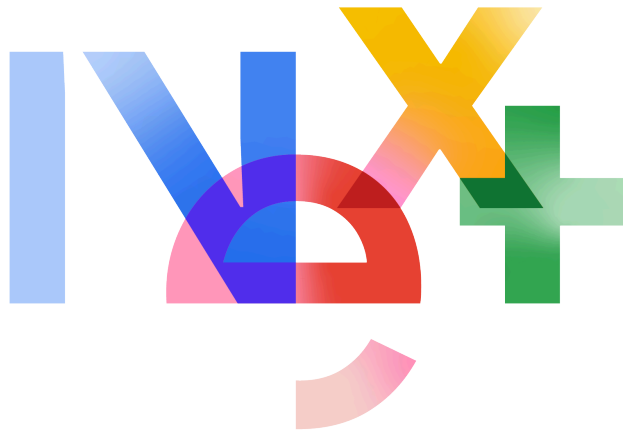


Google Cloud



**Next '24 is our global exhibition
of inspiration, innovation, and
education.**

Know Before You Go

Las Vegas, United States

Apr. 9-11, 2024



Hi,

Welcome to Google Cloud Next '24 in Las Vegas from April 9 to April 11, 2024. You'll learn from thought leaders, understand perspectives from Google Cloud customers and partners, and gain interactive experience in areas like security and cloud operations. You won't want to miss our deep-dive programs on Gen AI — with sessions geared towards helping IT and business leaders, security professionals, and developers tap into this rapidly evolving technology.

The following are some details of this conference. You can organize your trip based on the information below.

Google Cloud Next '24

April 9-11, 2024

Las Vegas, United States

Venue: Mandalay Bay Convention Center, Las Vegas

Event official website: <https://cloud.withgoogle.com/next/>

If you have any further questions or requests regarding this program, please contact your Google Cloud representative.

We look forward to seeing you there.

Google Cloud Team



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Agenda at-a-glance

Key

- Registration
- Lunch
- Keynote
- Evening
- Learning
- Ancillary Programs

Agenda

Monday, April 8

- 7:00 AM - 7:00 PM Registration Open
- 5:00 PM - 7:00 PM Greater China Customer Welcome Reception
- 7:00 PM - 9:00 PM JAPAC Welcome Reception

Tuesday, April 9

- 7:00 AM - 7:00 PM Registration Open
 - 8:30 AM - 7:00 PM Sponsor Expo, Google Showcase, Innovators Hive & Lounges Open
 - 9:00 AM - 10:30 AM Opening Keynote: The new way to cloud
 - 11:00 AM - 6:15 PM Sessions
 - 11:30 PM - 2:30 PM Lunch (Level 1 in Bayside B or on Level 2 in Shoreline)
 - 2:30 PM - 3:30 PM Partner Summit Keynote
 - 5:00 PM - 7:00 PM Expo Happy Hour
-



Wednesday, April 10

7:00 AM - 9:00 PM	Registration Open
8:00 AM - 5:30 PM	Sessions
9:00 AM - 5:30 PM	Sponsor Expo, Google Showcase, Innovators Hive & Lounges Open
10:30 AM - 11:30 AM	Developer Keynote: Fast. Simple. Cutting edge. Pick three.
11:30 AM - 2:30 PM	Lunch (Level 1 in Bayside B or on Level 2 in Shoreline)
3:00 PM - 3:45 PM	DEI Keynote: Innovation with intention
7:00 PM - 9:30 PM	Next '24 Party (Doors Open 6:30 PM)

Thursday, April 11

7:00 AM - 4:00 PM	Registration Open
8:30 AM - 5:00 PM	Sessions
9:00 AM - 4:00 PM	Sponsor Expo, Google Showcase, Innovators Hive & Lounges Open
11:30 AM - 2:30 PM	Lunch (Level 1 in Bayside B or on Level 2 in Shoreline)
5:00 PM	That's a wrap! Show closes

Notice:

- All times are in Las Vegas local time (GMT-7).
- **Large bags, backpacks, or purses are not allowed due to security concerns.** Personal bags may be no larger than approximately 12" X 18" and are subject to search upon entry.
- For information about Partner Summit / Leader's Circle / Executive Track, please contact your Google Cloud representative.



Registration Reminder

It is recommended that you arrive in Las Vegas on April 8, the day before Google Cloud Next '24 begins, and leave on the evening of April 11 or April 12 (depending on the schedule of the sessions that interests you).

Notice:

- Please bring your passport when picking up the Next '24 badge.
- Please wear your badge all the time in order to access the event.
- Please take care of your badge, there is a \$299 reprint fee if you lose it.

Here are the locations and times for registration:

Harry Reid International Airport, Terminals 1 and 3 Outside of Baggage Claim

Sunday April 7	12:00 PM - 9:00 PM
Monday April 8	8:00 AM - 10:00 PM
Tuesday April 9	6:30 AM - 12:00 PM

Mandalay Bay, Bayside B

Monday April 8	7:00 AM - 7:00 PM
Tuesday April 9	7:00 AM - 7:00 PM
Wed April 10	7:00 AM - 9:00 PM
Thursday April 11	7:00 AM - 4:00 PM

Mandalay Bay Hotel, Registration Lobby

Monday April 8	7:00 AM - 9:00 PM
Tuesday April 9	7:00 AM - 2:00 PM

Luxor Tour Desk

Monday April 8	7:00 AM - 7:00 PM
Tuesday April 9	7:00 AM - 2:00 PM

Session Library

Opening Keynote: The new way to cloud

Speaker: Thomas Kurian, CEO, Google Cloud

Time: Tuesday, April 9 at 9:00am - 10:30am



Thomas Kurian
 CEO
 Google Cloud



Organizations around the world are driving change with innovative solutions, boosting efficiency, empowering employees, engaging customers, and fueling growth. Join Google Cloud CEO Thomas Kurian in our opening keynote, for exclusive insights into breakthroughs in AI and inspiring success stories from customers and partners around the world. Leave equipped to tackle real-world challenges

and build for the transformative AI era.

Technical Keynote: Fast. Simple. Cutting edge. Pick three.

Time: Wednesday, April 10 at 10:30am - 11:30am



Chen Goldberg
 GM & VP of Engineering, Cloud Runtimes
 Google Cloud



Jeanine Banks
 VP & General Manager, Developer X & Head of Developer Relations
 Google



Charity Majors
 Co-Founder and CTO
 honeycomb.io



Josh Long
 Spring Developer Advocate
 Broadcom



Guillermo Rauch
 CEO
 Vercel



Femi Akinde
 Product Manager
 Google Cloud



Brad Calder
 Vice President and GM
 Google Cloud



Chloe Condon
 Senior Developer Relations Engineer
 Google Cloud



Kaslin Fields
 Developer Advocate
 Google Cloud



Steve McGhee
 Reliability Advocate
 Google Cloud



Richard Seroter
 Chief Evangelist at Google Cloud
 Google Cloud



There's a lot involved in building modern software. How can you build something powerful and extensible, without drowning in complexity? Join Google and industry experts for demos and best practices around making modern software development easier with our AI. We'll talk about the bleeding-edge of technology, how you can adopt it, and how Google does it ourselves. This is a talk by developers, for developers, so buckle up.

DEI Keynote: Innovation with Intention

Speaker: Melonie Parker, Chief Diversity Officer, Google

Time: Wednesday, April 10 at 03:00 PM - 03:45 PM



Melonie Parker
 Chief Diversity Officer
 Google



This dynamic session will feature Google's Chief Diversity Officer, Melonie Parker, in conversation with other inspiring leaders to discuss intentional innovation, and other important topics.

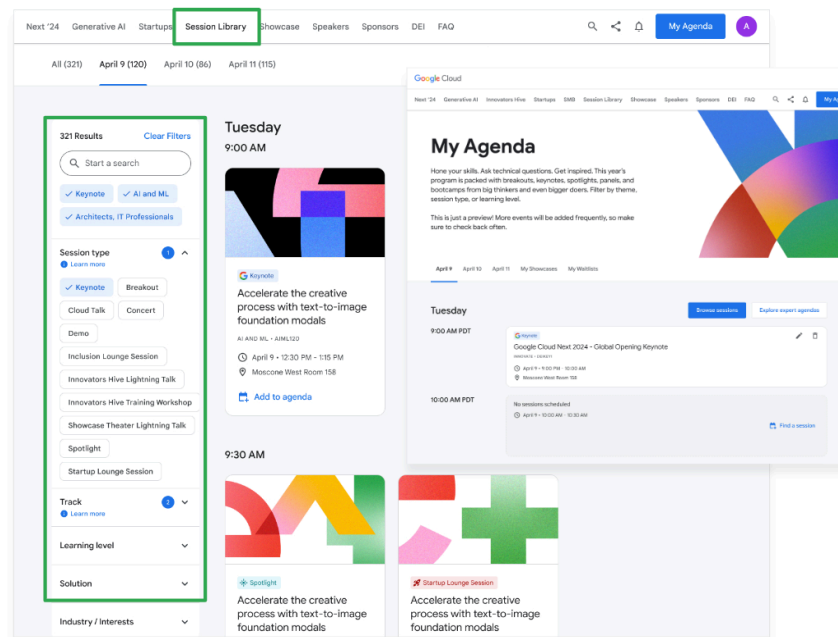
Sessions

The three-day conference features 700+ sessions including Cloud learning, customer case studies, digital transformation, information security and other exciting content.

Sessions will fill up quickly, so please enroll in sessions by adding them to your schedule as soon as possible. Popular sessions will be made available multiple times.

Steps:

- Go to the "Session Library" page on the event website.
- Filter the types of events by the list on the left side of the page.
- Click on "Add to agenda" to create your on-site experience.



**AIML174: Beyond experimentation:
 How gen AI has helped drive tangible business outcomes**



From: APAC-led Customer panel

Time: Wednesday, April 10 at 4:15 PM - 5:00 PM



Karan Bajwa
 Vice President - Asia Pacific,
 Google Cloud



Mohit Saxena
 Co-founder & Group CTO
 Inmobi Group



Gyoung Yoon Yoo
 ML Data Platform Team Leader
 Karrot (Daangn)



Junho Yun
 AI+ML Group Lead
 NEXON



Nicole Zhang
 General Manager of AI Product
 OPPO and OnePlus



Generative AI (Gen AI) is a transformational opportunity for businesses to reshape user experiences. This session explores real-world success stories from leading companies in Consumer Electronics, Mobile, eCommerce, and Gaming sectors. The forum is ideal for business leaders, product managers, and developers to see how Gen AI can drive personalization, knowledge extraction, operational efficiency, and user protection within their own organizations.

Showcase

Step into Showcase, the experiential heart of Next '24, and get hands on with Google Cloud's pioneering generative AI and multi-cloud solutions. This technology playground combines interactive product demos, industry-leading customer stories, and a pinch of AI-powered magic to deliver a transformative and unforgettable Next experience.

- AI Innovation
- Data Cloud
- Modern Infrastructure
- Hardware-verse
- Google Workspace
- Security
- Industry Showcase
- Meet the Experts



Innovators Hive

Innovators Hive is a central hub for developers and practitioners to discover everything that's new and next at Google Cloud. Whether you're attending in-person or online, this is where you can dive into challenges that stretch your knowledge, find the latest learning resources and Innovators program information, and earn digital badges only available to Next '24 registrants.

- Persona Zones
- Community Hub
- Tech Training Zones
- Learning and Certification Booth
- Champions and Certified Lounge
- Sustainability



Greater China Welcome Reception

The Greater China Welcome Reception will be held on the evening of April 8, 2024 at Hazel Coffee & Cocktails, please [click here](#) to register in advance. Google Cloud Greater China team hopes to have a relaxed and enjoyable reception to discuss the latest trends and future directions in Gen AI, data, cloud infrastructure, collaboration, data security, and other areas with all of our customers and partners!

Date: Apr 08, 2024

Time: 17:00 - 19:00 (GMT-7)

Venue: Hazel Coffee & Cocktails (3950 S Las Vegas Blvd, Las Vegas, NV 89119, United States)

Reminder: Please bring the Next '24 badge with you so that your identity can be verified.



JAPAC Welcome Reception

Date: Apr 08, 2024

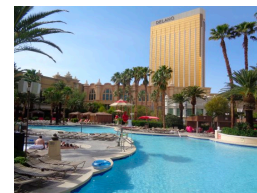
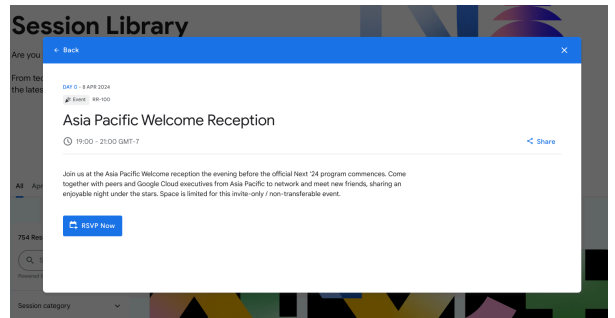
Time: 19:00 - 21:00 (GMT-7)

Venue: Mandalay Bay Beach West Lagoons + Lazy River

Elements:

- Tray passed food
- Beer and Wine bar
- Digital Content on all cabanas and bar screens
- Curated music from overhead system
- Aqua Gymnast / Acrobats
- Self serve photo booths with Next '24 & APAC graphic overlay

Reminder: Space is limited for this invite-only / non-transferable event, so please [RSVP](#) to reserve your place (Google Cloud customers only).



Next '24 Party

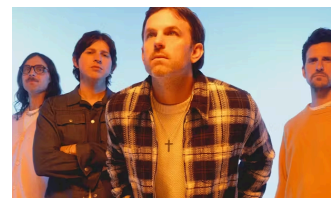
Date: Wednesday, April 10

Time: 19:00 - 21:30 (Doors open at 18:30)

Location: Allegiant Stadium (~10 min walk from conference)

Entertainment:

- Opening Act: DJ Pee.We (Anderson .Paak)
- Headliner: Kings of Leon

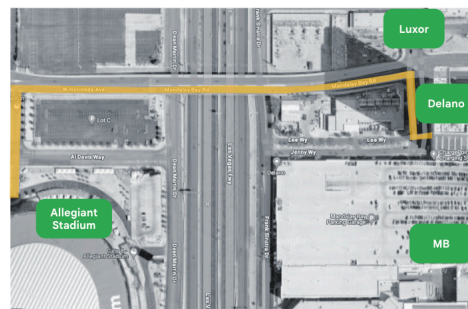
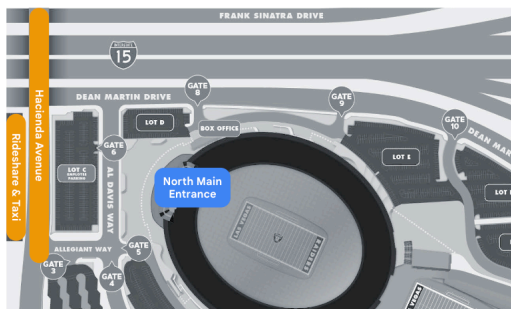


Bag Policy

- Stadium bag policy is different than Next '24
- Bags must be clear and not exceed 12" x 6" x 12"
- Or small clutch bags, 4.5" x 6.5" x 2" are allowed

Route

- Follow signage and Brand Ambassador direction to the Delano Hotel Lobby / Exit
- From the Delano Lobby / Exit getting to Allegiant Stadium is less than a 10 min walk over Hacienda Avenue overpass. The overpass will be closed to traffic, and just for attendees!



Next '24 Mobile App

Download the App

1. Open your phone camera & scan the 'Mobile App Download QR Code' or
2. From your phone, select this Mobile App Download Link - <https://onelink.to/next24> or
3. Open Play Store App for Android or App Store App for iOS and search 'Next '24.' Install & Open



Mobile App Download QR Code

Key Functions of the App

- **Agenda Builder:** You can check the schedule you have booked and organize your time.
- **Quick Access:** Leveraging in-app maps, and offering quick-access QR codes when possible.
- **Location Services:** you'll always know exactly where you are within the vast landscape of Next and will never be late for a session because 'you could not find the session room'.
- **Networking:** Chat online and book a meet up.
-

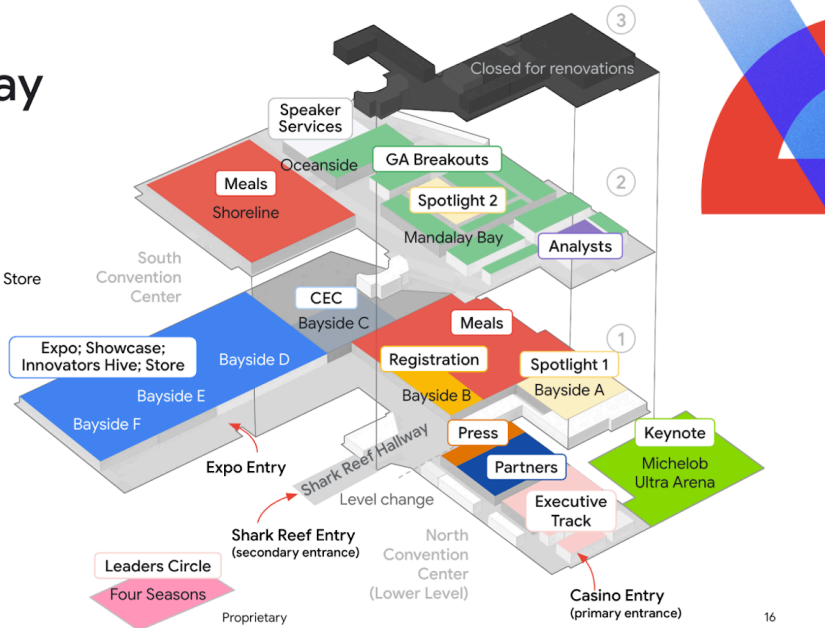


Maps

Mandalay Bay Campus

Key

- Analysts
- CEC
- Expo; Showcase; Innovators Hive; Store
- GA Breakouts
- Keynote
- Executive Track
- Meals
- Partners
- Press
- Registration
- Spotlight
- Leaders Circle



Google Cloud Next '24

Level 1

Level 2

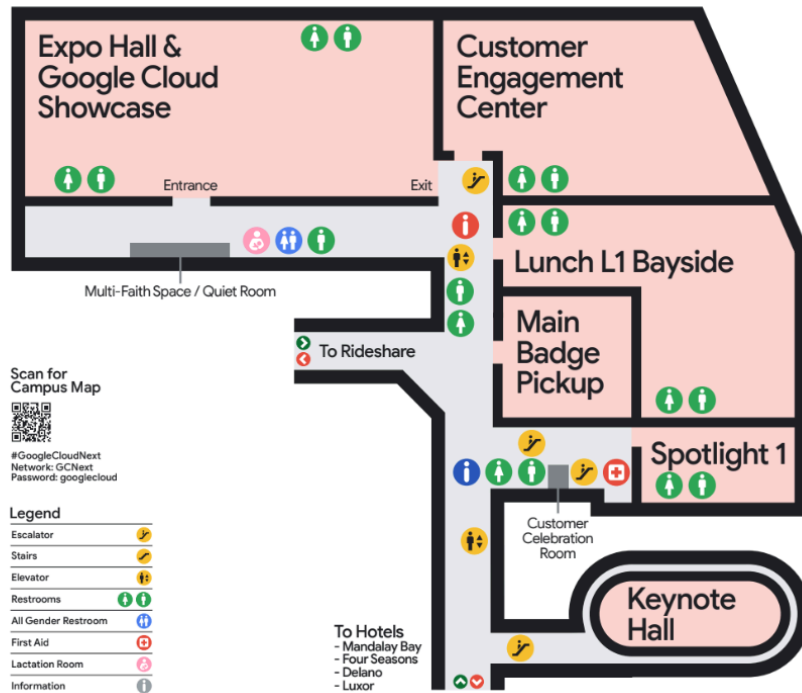
- Spotlight 2
- Breakouts
- Lunch L2 Shoreline
- Luminary Activations
 - Accenture, Capgemini, Cognizant, Deloitte, Palo Alto Networks
- Analyst Summit
- Speaker Services

Level 1

- Main Badge Pickup
- Keynote Hall
- Customer Engagement Center
- Expo Hall & Google Cloud Showcase
 - Innovators Hive
 - Startup Lounge
 - Inclusion Lounge
 - Cloud Talk Theater 1
 - Cloud Talk Theater 2
 - Expo Hall Breakout Room 1
 - Expo Hall Breakout Room 2
 - Expo Hall Breakout Room 3
 - Expo Hall Breakout Room 4
 - Expo Hall Meeting Rooms
 - Expo Hall Meetup 1
 - Expo Hall Meetup 2
- Spotlight 1
- Lunch L1 Bayside
- Customer Celebration Room
- Multi-Faith Space / Quiet Room

Lower Level

- Executive Track
- Partner Summit
- Press Summit



Level 2

Level 2

- Spotlight 2
- Breakouts
- Lunch L2 Shoreline
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Lower Level

- Executive Track
- Partner Summit
- Press Summit

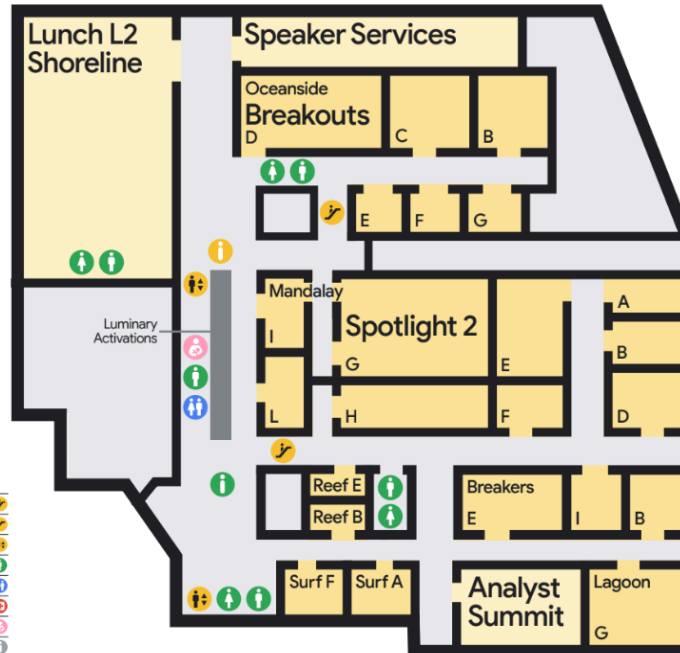
Scan for Campus Map



#GoogleCloudNext
 Network: GCNext
 Password: googlecloud

Legend

- Escalator
- Stairs
- Elevator
- Restrooms
- All Gender Restroom
- First Aid
- Lactation Room
- Information



Lower Level

Level 2

- Spotlight 2
- Breakouts
- Lunch L2 Shoreline
- Luminary Activations
- Accenture, Capgemini, Cognizant, Deloitte, Palo Alto Networks
- Analyst Summit
- Speaker Services

Level 1

- Main Badge Pickup
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Lower Level

- Executive Track
- Partner Summit
- Press Summit

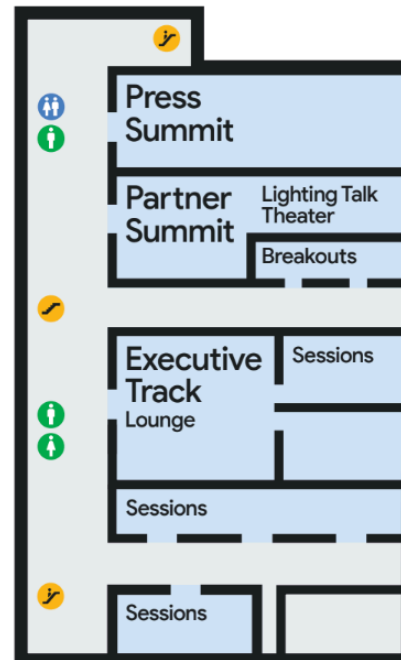
Scan for Campus Map



#GoogleCloudNext
 Network: GCNext
 Password: googlecloud

Legend

- Escalator
- Stairs
- Elevator
- Restrooms
- All Gender Restroom
- First Aid
- Lactation Room
- Information



Showcase and Innovators Hive



Extra Information

Emergency Numbers

- Country code: 001
- Bandit, Fire, Emergency: 911

Security Issue

- Do not carry large amounts of cash when traveling in the United States. Use credit cards or checks whenever possible.
- If you are going to rent a car for traveling, please carry important items with you and do not leave valuables in the car.
- Take care of your belongings and double-check that you have not left any items or money behind before checking out of the hotel.
- Do not talk to strangers when you go out, and it is better not to go out alone, especially at night.
- When you are robbed, do not forcefully resist in case the robber has a gun. You should look for an opportunity to call 911 or go to the nearest police station.

Medical Emergencies

- It is recommended that you purchase travel insurance in advance and may carry a small amount of essential medicine.
- Do not bring medicines containing prohibited or restricted ingredients into the United States. For emergency medical needs, call 911.

Arrival

- It is recommended that you bring your invitation letter with you just in case.
- Please note that you cannot bring any meat product into the United States.



Consulate General of the People's Republic of China in San Francisco

- There is no Chinese Embassy or Consulate in Las Vegas. If you need, you can contact the Consulate General of the People's Republic of China in San Francisco.
- Address: 1450 Laguna Street, San Francisco, CA 94115
- TEL: 1 - 415 - 6091789

Useful Websites & Apps

- <https://www.lasvegas.com/> Here you'll find a collection of information on what to eat, drink and have fun in Las Vegas, as well as tours around the area, making it easy to book flights, hotels, Shows & Events, tours and more before you go.
- <https://www.yelp.com/> or **Yelp App**. Here you can check the restaurant's location, opening hours, and whether you can dine-in, take-out, or pack up.
- <https://www.google.com/maps/> or **Google Maps App**. Walking, driving and public transportation routes can be planned here. Enter the name of the store directly into the search box and the closest branch will be displayed.

Telephone & Network

- It is recommended that you check with your telecom operators that you can use the data roaming on your cell phone in the United States.
- The major telecom operators in the United States are AT&T, T-Mobile, Verizon, and Spirit. If you need to purchase a SIM card, you will need to go to the store. To top up, you can use a credit card or a top-up card which can be bought in the supermarket.
- The Visitor Information Center offers free Internet access. Starbucks, McDonald's, and hotel lobbies generally have free Wi-Fi, and in-room Internet access in hotels may charge an additional fee.

Climate & Clothing

- The timezone of Las Vegas is GMT-7. The time difference between Las Vegas and China is -15 hours.
- Las Vegas has a desert climate with a big difference between morning and evening temperatures, with average temperatures in April ranging from 10°C to 25°C degrees celsius. Please check the weather forecast and pack appropriate clothing before traveling. Due to the dry climate, please make sure you bring moisturizers, lip balms and other related products.
- Please wear comfortable shoes to walk around in the venue when participating in the conference. Most attendees will be in business casual wear.

Electronic Device

- The voltage in the United States is 110-120V at 60HZ. Please check the plugs of your electronics, you may need to bring a converter.
- It is recommended that you bring a mobile power supply to keep your electronic devices in good condition. You can also bring headphones for cell phones and mobile electronic devices in case.

Hotel

- Most hotels do not provide kettles and some hotels have an additional fee for drinking hot water.
- Some hotels do not provide toothbrushes, toothpaste and slippers, so it is recommended that you prepare them in advance.

Tax & Tipping

- The excise tax in Las Vegas is 8.1%, and there may be an additional hotel tax charged at the hotel (different hotels may charge different rates and include different items).
- Tips at restaurants (except takeout and fast food restaurants): approximately 15% of total consumption.
- Tips at the hotel: 5 dollars per staff member who helps you with your luggage.
- Tips for cabs: approximately 15% of the fare.

Drive

- When driving in the United States, be careful to give way to pedestrians and do not honk your horn randomly while driving.
- Prohibition of drunk driving. The speed limit on local highways is 65 mph, please don't exceed it.
- If you see a police car behind you with flashing lights, stop the car in the emergency lane and wait for the police to handle it. Do not get out of your car.

Shopping

- The stores in Las Vegas offer a wide range of famous brands and an excellent shopping environment. Although the excise tax exceeds the average for cities in the United States, it can still be considered as a quality place to shop.
 - Fashion Show Mall
 - www.thefashionshow.com
 - Address: 3200 Las Vegas Blvd S, NV
 - Las Vegas Premium Outlets-North
 - www.premiumoutlets.com
 - Address: 875 South Grand Central Parkway Las Vegas, NV