

EXPO ACTIVITIES

ATTENDEE LUNCH

Join your fellow attendees for lunch in the Expo on Tuesday and Wednesday from 11:30am - 1:30pm and enjoy the food truck stations offering a variety of options.

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ARCADE

Challenge your colleagues to a game of foosball or take a trip down memory lane and play a throwback arcade game.

EXPO THEATER

Expand your industry knowledge. Visit the Expo Theater to learn key insights and thought leadership from subject matter experts. (Presentations scheduled on Tuesday and Wednesday.)

GRAFFITI ARTISTS

What's better than cool swag? Personalized cool swag! Watch a graffiti artist customize your tote bag or water bottle for a truly special experience you can take home.

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BOOTH #504



BOOTH #306

MERCEDES-AMG PETRONAS MOTORSPORT F1™ EXPERIENCE

Take a virtual lap around the fast track. Experience how data-driven performance can make the difference between victory and defeat in the highly competitive world of Formula One.

PHOTO BOOTH

Stop by the light painting photo booth for a fun, interactive experience to document your Pure//Accelerate memories and share with your social network!

PURE BASECAMP

Step into the Pure Storage booth to see how the world of data is transforming. Immerse yourself through live demos and engage with strategic partners as you get a close-up experience on various portfolio solutions.

PURE COMMUNITIES

Whether you're already part of a customer community or want to see which one might be right for you, stop by the Pure Communities lounge. Meet community members, leaders, and subject-matter experts from Pure HeroHub, Pure1 Community, FlashCrew, and Pure/Code(). Sign up for the HeroHub onsite experience and compete with peers to win an electric scooter!

PURE EXPERTS

Get direct access to the Pure Storage engineers, technical experts, and leadership. Understand what drives them and how they see the future in building a better world with data.

RC CARS TRACK

Start your (radio-controlled) engines! Take your turn at the Pure//Accelerate RC track and race fellow attendees to the checkered flag for bragging rights.

RECHARGE LOUNGE

We have you covered whether it's your inner battery or smart phone battery that needs charging. Take a break in the lounge.

SOCIAL MEDIA CENTER & PODCAST STUDIO

Stop by and get social. Check out the latest happenings in the social sphere and in our Social Media Center. Peek behind the scenes and watch our Pure Experts, partners, and industry influencers as they record live podcasts.

theCUBE STUDIO

theCUBE is the world's leading live interview show covering enterprise tech, innovation, and the people who imagine, create, and implement the technologies that are changing our world.

NETWORKING EVENTS

Monday

Welcome Reception: Join us for an evening in the Expo to kick off Pure//Accelerate. Gather with friends and colleagues to celebrate the excitement of what is to come with food, drinks, and fun.

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VEEAM

VERITAS™

Whiskey Tasting: Register for an exclusive chance to experience the art of whiskey tasting while discovering its rich origin from a local Austin sommelier. This limited-seating event takes place in the Expo Theater during the Welcome Reception.

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VERITAS™

Tuesday

Artisan Pretzel Bar: Get twisted! Don't miss the the gourmet pretzel bar at the afternoon break. Choose from three specialty pretzels and two dipping sauces.

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 Insight.

BOOTH #S8 - PURE BASECAMP

Hoppy Hour: Sip, sip hooray! Discover the taste of Austin by unwinding with tasty beverages from Texan microbreweries.

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BOOTH #200

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BOOTH #202

Wednesday

Amy's Ice Cream & Toppings Bar: Indulge your afternoon sweet tooth with a scoop of a local favorite handcrafted premium ice cream with your choice of topping.

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BOOTH #202

Appreciation Party: Pure Storage values you and wants to show it! Head to Austin City Limits for an unforgettable evening with Weezer, snacks, drinks, and endless fun.

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