

# AWS re:Invent

NOV. 26 - NOV. 30, 2018 LAS VEGAS, NV



**AWS** IoT

Interactive attendee guide for  
**IoT Professionals**

# Welcome.

---

Hello All,

We are excited to have you attend our IoT sessions at re:Invent 2018. You'll hear from over 25 customers and partners across multiple industries about how they are using AWS IoT to increase operational efficiency, improve products and services, and strengthen the customer experience.

We hope you get all your questions answered, and have time to join us for the AWS IoT pub crawl at 6pm on Tuesday, Nov. 27 at the ARIA hotel.

Welcome to re:Invent!

**- The AWS IoT Team**



# Table of contents

## Let's get started.

---

This guide is designed to help attendees of AWS re:Invent 2018 plan their experience and identify breakout sessions and events of interest. It is intended to complement the re:Invent app, which will help attendees navigate the conference on-site.

[Click on the links to navigate this guide.](#)

[What to expect in 2018 »](#)

[re:Invent agenda »](#)


[IoT sessions »](#)

[Networking opportunities »](#)

[Keynote overview »](#)

[Event venues and logistics »](#)



 Click to navigate

# What

---

AWS re:Invent is a learning conference hosted by Amazon Web Services (AWS) for the global cloud computing community. The event features keynote announcements, training, and certification opportunities. At the conference, you'll have access to more than 2,000 technical sessions, a partner expo, after-hours events, and so much more.

# When

---

November 26 - November 30, 2018. Onsite registration desk opens on Sunday, November 25, at 1PM.

# Where

---

We are taking over Las Vegas--with events at the ARIA, Vdara, Bellagio, Encore, MGM Grand, Mirage, and The Venetian.

# Who

---

50,000+ attendees, including the AWS IoT team.

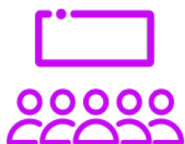
# How

---

Register [here](#), book your travel and hotel [here](#), check out our [justification letter](#) (if you need one), and watch the How to re:Invent videos [here](#).



## What's new in 2018?



Deeper technical content and more hands-on learning opportunities.



A bigger and better Partner Expo.



An expanded campus and 2,000+ breakout sessions.



More unique events: broomball, the Tatonka Challenge, fitness activities, and the re:Play party!

## Resources to get you started

[RE:INVENT HOMEPAGE](#)

[EVENT CATALOG](#)

[FAQ PAGE](#)

[AGENDA](#)

[GETTING AROUND](#)

[RESERVED SEATING & MOBILE APP](#)

[OVERVIEW OF RE:INVENT CONTENT](#)

[BOOKING MEETING SPACE](#)

[Visit here!](#)



# How to re:Invent

Are you ready for re:Invent 2018? We certainly are!

In our new webinar series, **“How to re:Invent,”** you’ll get an introduction to all things re:Invent 2018. Join your hosts, Annie Hancock (Head of Creative & Customer Experiences, AWS) and Jill Fagan (Lead, AWS re:Invent Content) for a tour of the campus, the content, the after-hours events, and all of the ways we are making this year’s event better than ever.



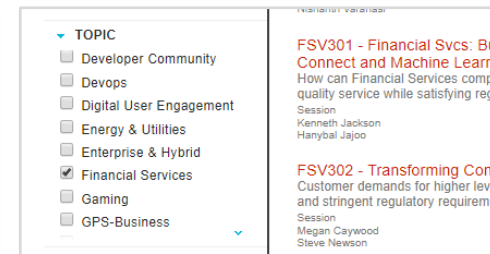
[Watch the full webinar series »](#)

# How to manage your schedule

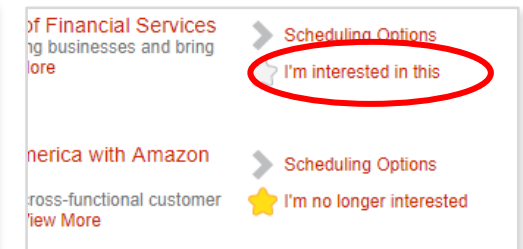
We are pleased to announce **100+ sessions** focused on IoT at re:Invent. We have highlighted them in the following sections and have provided a guide to finding any session of interest in the event catalog and adding it to your schedule.



1. Visit the [event catalog](#) and make sure you are logged in.



2. Scroll down the left-hand navigation bar, find **Topic or Industry**, and check any topics or industries of interest.



3. Tag appealing sessions as “I’m interested in this” or click on the arrow at right to pursue different scheduling options.

# Registration

## Registration & Help Desk

**Sunday, November 25: 1:00pm-8:00pm**

The Venetian, MGM, ARIA, Mirage

**Monday, November 26: 6:30am-8:00pm**

The Venetian & ARIA

**Tuesday, November 27: 6:30am-8:00pm**

The Venetian & ARIA

**Wednesday, November 28: 6:30am-8:00pm**

The Venetian & ARIA

**Thursday, November 29: 6:30am-8:00pm**

The Venetian & ARIA

**Friday, November 30: 7:00am-12:00pm**

The Venetian & Mirage

\*Registration is closed on Friday

### HARLEY RIDE

**Sunday, November 25: 12:00pm-5:30pm**

### MIDNIGHT MADNESS

**Sunday, November 25: 10:00pm-1:00am**

# Day 1

## Monday, November 26

### AWS CERTIFIED LOUNGE

7:30am-5:00pm (The Venetian)  
& 4:00pm-7:00pm (ARIA)

### AWS CERTIFICATION EXAMS

7:30am-9:00pm

### HANDS-ON LABS

8:00am-4:00pm

### SPOTLIGHT LABS & BOOTCAMPS

8:00am-5:00pm

### BREAKOUT SESSIONS

10:00am-9:00pm

### MEALS

11:00am-1:00pm

### WELCOME RECEPTION

4:00pm-7:00pm

### EXPO & THE QUAD

4:00pm-7:00pm

### MONDAY NIGHT LIVE

7:30pm-9:00pm

# Day 2

## Tuesday, November 27

### AWS 4K AND 8K RUN

6:00am-8:00am

### MEALS

6:30am-8:30am & 11:00am-1:00pm

### AWS CERTIFIED LOUNGE

7:30am-6:00pm (The Venetian)  
& 8:00am-6:00pm (ARIA)

### AWS CERTIFICATION EXAMS

7:30am - 9:00pm

### HANDS-ON LABS

8:00am-4:00pm

### SPOTLIGHT LABS & BOOTCAMPS

8:00am-5:00pm

### BREAKOUT SESSIONS

8:00am-6:00pm & 7:00-9:00pm

### KEYNOTE, GLOBAL PARTNER SUMMIT

8:30am-10:30am

### EXPO & THE QUAD

8:00am-6:00pm

### PUB CRAWL

6:00pm-8:00pm



## Day 3

Wednesday, November 28

### MEALS

6:30am-8:30am & 11:00am-1:00pm

### AWS CERTIFIED LOUNGE

7:30am-6:00pm (The Venetian)  
& 10:00am-6:00pm (ARIA)

### AWS CERTIFICATION EXAMS

7:30am-6:30pm

### KEYNOTE, ANDY JASSY

8:00am-10:30am

### HANDS-ON LABS

8:00am-4:00pm & 7:00pm-11:00pm

### SPOTLIGHT LABS

8:00am-5:00pm

### BREAKOUT SESSIONS

11:30am-6:00pm & 7:00-9:00pm

### GLOBAL PARTNER SUMMIT KEYNOTE

8:30am-10:30am

### EXPO & THE QUAD

8:00am-6:00pm

### AWS CERTIFIED APPRECIATION RECEPTION

6:00pm-8:00pm

## Day 4

Thursday, November 29

### MEALS

6:30am-8:30am & 11:00am-1:00pm

### AWS CERTIFIED LOUNGE

7:30am-5:00pm (The Venetian)  
& 10:00am-4:00pm (ARIA)

### AWS CERTIFICATION EXAMS

7:30am - 5:00pm

### KEYNOTE, DR. WERNER VOGELS

8:30am-10:30am

### HANDS-ON LABS

8:00am-4:00pm

### SPOTLIGHT LABS

8:00am-5:00pm

### BREAKOUT SESSIONS

11:30am-5:30pm

### EXPO & THE QUAD

4:00pm-7:00pm

### RE:PLAY

8:00pm-12:00am

## Day 5

Friday, November 30

### MEALS

6:30am-8:30am

### AWS CERTIFIED LOUNGE

7:30am - 12:00pm (The Venetian)

### AWS CERTIFICATION EXAMS

7:30am - 12:30pm

### HANDS-ON LABS

8:00am-11:00am

### BREAKOUT SESSIONS

8:00am-12:30pm

[View full agenda online](#) »

# Types of Sessions

## Breakout Session

re:Invent breakout sessions are **lecture style and 60 minutes long**. These sessions will take place throughout the re:Invent campus and cover all topics at all levels (200–400). Sessions are delivered by AWS experts, customers, and partners, and they typically include 10–15 minutes at the end for Q&A.

## Workshop

Workshops are **two-hour**, hands-on sessions where you **work in teams** to solve problems using AWS. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other. Each workshop starts with a 10–15-minute lecture by the main speaker, and the rest of the time is spent working as a group. **Come prepared with your laptop** and willingness to learn! AWS will provide credits.

## Builders Session

Builders Sessions are **60-minute small groups sessions** with up to five customers and one AWS expert, who is there to help, answer questions, and provide guidance. You will use your laptop to experiment and build with the AWS expert after a short demonstration. There is **reserved seating** for builders sessions.

## Chalk Talk

Chalk talks are a highly interactive content format with a **smaller audience**. They begin with a 10–15-minute lecture delivered by an AWS expert, followed by a 45–50-minute Q&A session with the audience. The goal is to foster a technical discussion around real-world architecture challenges. **Chalk talks are one hour** and are presented by AWS experts. They have **expert level content**.

## Demo Sessions

Demo sessions feature AWS experts, partners, and customers, presenting **informative demonstrations**. Learn the techniques used to build specific solutions, overcoming technological challenges faced by enterprises and startups alike.

# Index: Services Sessions

---

## Breakouts

- [IOT218-L - Leadership Session: AWS IoT](#)
- [IOT202 - Anatomy of a Successful IoT Project, ft. Pentair](#)
- [IOT204 - AIoT: AI Meets IoT](#)
- [IOT205 - Keep Your IoT Devices Secure](#)
- [IOT207-R - \[REPEAT\] Managing Connected Devices at Scale with AWS IoT Device Management, ft. Hudl](#)
- [IOT207-R1 - \[REPEAT 1\] Managing Connected Devices at Scale with AWS IoT Device Management, ft. Hudl](#)
- [IOT208-R - \[REPEAT\] Amazon FreeRTOS: IoT Operating System for Microcontrollers](#)
- [IOT214 - Machine Learning at the IoT Edge](#)
- [IOT219 - Customer Showcase for AWS IoT Analytics](#)
- [IOT358-R - \[REPEAT\] Operationalizing Your Analysis With IoT Analytics](#)
- [IOT358-R1 - \[REPEAT 1\] Operationalizing Your Analysis With IoT Analytics](#)
- [IOT401 - Implementing Multi-Region AWS IoT, ft. Analog Devices](#)

# Index: Services Sessions

## Chalk Talks

- [IOT304-R - \[REPEAT\] Update Microcontroller Devices Over-the-Air with Amazon FreeRTOS](#)
- [IOT304-R1 - \[REPEAT 1\] Update Microcontroller Devices Over-the-Air with Amazon FreeRTOS](#)
- [IOT315 - Challenges of Embedded IoT Development and How Amazon FreeRTOS is Changing the Scene](#)
- [IOT320 - Deep Dive into New AWS IoT Services Launched in 2018](#)
- [IOT321-R - \[REPEAT\] Managing Security of Large IoT Fleets](#)
- [IOT321-R1 - \[REPEAT 1\] Managing Security of Large IoT Fleets](#)
- [IOT322-R - \[REPEAT\] Machine Learning Inference at the Edge](#)
- [IOT322-R1 - \[REPEAT 1\] Machine Learning Inference at the Edge](#)
- [IOT327-R - \[REPEAT\] Building IoT Analytics](#)
- [IOT3271 - \[REPEAT 1\] Building IoT Analytics](#)
- [IOT338-R - \[REPEAT\] IoT Microcontrollers and Getting Started with Amazon FreeRTOS](#)
- [IOT338-R1 - \[REPEAT 1\] IoT Microcontrollers and Getting Started with Amazon FreeRTOS](#)
- [IOT347-R - \[REPEAT\] Best Practices for AWS IoT Core](#)
- [IOT347-R1 - \[REPEAT 1\] Best Practices for AWS IoT Core](#)
- [IOT349-R - \[REPEAT\] Create a Frictionless, Connected Retail Checkout Experience Inspired by Amazon Go](#)
- [IOT349-R1 - \[REPEAT 1\] Create a Frictionless, Connected Retail Checkout Experience Inspired by Amazon Go](#)
- [IOT356-R - \[REPEAT\] AWS Greengrass & Amazon FreeRTOS: Connectivity & Security at the Edge](#)
- [IOT356-R1 - \[REPEAT 1\] AWS Greengrass & Amazon FreeRTOS: Connectivity & Security at the Edge](#)
- [IOT357-R - \[REPEAT\] AWS IoT - How Low Can You Go](#)
- [IOT357-R1 - \[REPEAT 1\] AWS IoT - How Low Can You Go](#)
- [IOT326-R - \[REPEAT\] The Essentials of AWS IoT Device Management](#)
- [IOT326-R1 - \[REPEAT 1\] The Essentials of AWS IoT Device Management](#)

# Index: Services Sessions

---

## Workshops

- [IOT305-R - \[REPEAT\] AWS IoT Core Workshop](#)
- [IOT305-R1 - \[REPEAT 1\] AWS IoT Core Workshop](#)
- [IOT308 - IoT at Scale: Monitor and Manage Devices with AWS IoT Device Management](#)
- [IOT314-R - \[REPEAT\] IoT Analytics Workshop](#)
- [IOT314-R1 - \[REPEAT 1\] IoT Analytics Workshop](#)
- [IOT360 - Monitoring IoT Device Behavior with AWS IoT Device Defender Detect](#)
- [IOT403-R - \[REPEAT\] Building an AWS Greengrass Machine Learning Solution at the Edge](#)
- [IOT403-R1 - \[REPEAT 1\] Building an AWS Greengrass Machine Learning Solution at the Edge](#)
- [IOT405 - Building an AWS IoT-Enabled Drink Dispenser](#)
- [IOT406-R - \[REPEAT\] IoT at the Edge: Introduction to AWS Greengrass](#)
- [IOT406-R1 - \[REPEAT 1\] IoT at the Edge: Introduction to AWS Greengrass](#)

# Index: Services Sessions

## Builders Sessions

- [IOT209-R - \[REPEAT\] Learn to Safely Deploy OTA Updates with AWS IoT Device Management](#)
- [IOT209-R1 - \[REPEAT 1\] Learn to Safely Deploy OTA Updates with AWS IoT Device Management](#)
- [IOT209-R2 - \[REPEAT 2\] Learn to Safely Deploy OTA Updates with AWS IoT Device Management](#)
- [IOT210-R - \[REPEAT\] Manage Your IoT Device Lifecycle with AWS IoT Device Management](#)
- [IOT210-R1 - \[REPEAT 1\] Manage Your IoT Device Lifecycle with AWS IoT Device Management](#)
- [IOT210-R2 - \[REPEAT 2\] Manage Your IoT Device Lifecycle with AWS IoT Device Management](#)
- [IOT211-R - \[REPEAT\] Build an End-To-End IoT Example with AWS IoT Core](#)
- [IOT211-R1 - \[REPEAT 1\] Build an End-To-End IoT Example with AWS IoT Core](#)
- [IOT211-R2 - \[REPEAT 2\] Build an End-To-End IoT Example with AWS IoT Core](#)
- [IOT215-R - \[REPEAT\] Getting Started with AWS Greengrass](#)
- [IOT215-R1 - \[REPEAT 1\] Getting Started with AWS Greengrass](#)
- [IOT215-R2 - \[REPEAT 2\] Getting Started with AWS Greengrass](#)
- [IOT215-R3 - \[REPEAT 3\] Getting Started with AWS Greengrass](#)
- [IOT216-R - \[REPEAT\] Incorporating Facial Recognition into Your IoT Designs](#)
- [IOT216-R1 - \[REPEAT 1\] Incorporating Facial Recognition into Your IoT Designs](#)
- [IOT216-R2 - \[REPEAT 2\] Incorporating Facial Recognition into Your IoT Designs](#)
- [IOT217-R - \[REPEAT\] Get Started on Amazon FreeRTOS](#)
- [IOT217-R1 - \[REPEAT 1\] Get Started on Amazon FreeRTOS](#)
- [IOT217-R2 - \[REPEAT 2\] Get Started on Amazon FreeRTOS](#)
- [IOT217-R3 - \[REPEAT 3\] Get Started on Amazon FreeRTOS](#)
- [IOT309-R - \[REPEAT\] Audit Your Device Fleet with AWS IoT Device Defender](#)
- [IOT309-R1 - \[REPEAT 1\] Audit Your Device Fleet with AWS IoT Device Defender](#)
- [IOT309-R2 - \[REPEAT 2\] Audit Your Device Fleet with AWS IoT Device Defender](#)
- [IOT309-R3 - \[REPEAT 3\] Audit Your Device Fleet with AWS IoT Device Defender](#)
- [IOT310-R - \[REPEAT\] Learn How to Perform OTA Updates on Amazon FreeRTOS](#)
- [IOT310-R - \[REPEAT\] Learn How to Perform OTA Updates on Amazon FreeRTOS](#)
- [IOT310-R1 - \[REPEAT 1\] Learn How to Perform OTA Updates on Amazon FreeRTOS](#)
- [IOT310-R2 - \[REPEAT 2\] Learn How to Perform OTA Updates on Amazon FreeRTOS](#)
- [IOT310-R3 - \[REPEAT 3\] Learn How to Perform OTA Updates on Amazon FreeRTOS](#)
- [IOT311-R - \[REPEAT\] IoT Analytics for Robotics](#)
- [IOT311-R1 - \[REPEAT 1\] IoT Analytics for Robotics](#)
- [IOT311-R2 - \[REPEAT 2\] IoT Analytics for Robotics](#)
- [IOT312-R - \[REPEAT\] Learn the Essentials of Machine Learning Inference with AWS Greengrass](#)
- [IOT312-R1 - \[REPEAT 1\] Learn the Essentials of Machine Learning Inference with AWS Greengrass](#)
- [IOT312-R2 - \[REPEAT 2\] Learn the Essentials of Machine Learning Inference with AWS Greengrass](#)
- [IOT312-R3 - \[REPEAT 3\] Learn the Essentials of Machine Learning Inference with AWS Greengrass](#)
- [IOT313-R - \[REPEAT\] Detect Abnormal Device Behavior with AWS IoT Device Defender](#)
- [IOT313-R1 - \[REPEAT 1\] Detect Abnormal Device Behavior with AWS IoT Device Defender](#)
- [IOT313-R2 - \[REPEAT 2\] Detect Abnormal Device Behavior with AWS IoT Device Defender](#)
- [IOT313-R3 - \[REPEAT 3\] Detect Abnormal Device Behavior with AWS IoT Device Defender](#)
- [IOT404-R - \[REPEAT\] Device Command and Control with AWS Greengrass](#)
- [IOT404-R1 - \[REPEAT 1\] Device Command and Control with AWS Greengrass](#)
- [IOT404-R2 - \[REPEAT 2\] Device Command and Control with AWS Greengrass](#)

# Index: Industrial Sessions

---

## Breakout Sessions

- [IOT220-R - \[REPEAT\] How Fender is Automating Its Manufacturing Operations with AWS](#)
- [IOT220-R1 - \[REPEAT 1\] How Fender is Automating Its Manufacturing Operations with AWS](#)
- [IOT303-R - \[REPEAT\] Industrial IoT: Connecting Existing Machines to Tomorrow's IoT, ft. Deutsche Bahn](#)
- [IOT303-R1 - \[REPEAT 1\] Industrial IoT: Connecting Existing Machines to Tomorrow's IoT, ft. Deutsche Bahn](#)

## Workshops

- [IOT402-R - \[REPEAT\] Serverless Industry 4.0 & AI: Drive Business Insights from Machine Data](#)
- [IOT402-R1 - \[REPEAT 1\] Serverless Industry 4.0 & AI: Drive Business Insights from Machine Data](#)

## Chalk Talks

- [IOT342-R - \[REPEAT\] Industrial IoT Applications: Making the Connection and Extracting Value](#)
- [IOT342-R1 - \[REPEAT 1\] Industrial IoT Applications: Making the Connection and Extracting Value](#)
- [IOT342-R2 - \[REPEAT 2\] Industrial IoT Applications: Making the Connection and Extracting Value](#)

# Index: Connected Home Sessions

## Breakout Sessions

- [IOT302-R - \[REPEAT\] Alexa and AWS IoT, ft. VIZIO](#)
- [IOT302-R1 - \[REPEAT 1\] Alexa and AWS IoT, ft. VIZIO](#)
- [IOT306-R - \[REPEAT\] Building IoT Applications for a Smart Home, ft. Vestel](#)
- [IOT306-R1 - \[REPEAT 1\] Building IoT Applications for a Smart Home, ft. Vestel](#)

## Builders Sessions

- [IOT339-R - \[REPEAT\] IoT Analytics in the Connected Home](#)
- [IOT339-R1 - \[REPEAT 1\] IoT Analytics in the Connected Home](#)
- [IOT339-R2 - \[REPEAT 2\] IoT Analytics in the Connected Home](#)

## Chalk Talks

- [IOT350-R - \[REPEAT\] Ambient Intelligence - Bringing ML and AI to the Connected Home](#)
- [IOT350-R1 - \[REPEAT 1\] Ambient Intelligence - Bringing ML and AI to the Connected Home](#)

# Networking Opportunities

(Click on the titles to go to the respective event pages.)

## Harley Ride

Kick off your AWS re:Invent experience. Board a bus that will transfer attendees to Las Vegas Eagle Rider. There will be two scenic route options this year.

**Sunday, November 25: 12:00pm-5:30am**

Starts at the Venetian Tour Lobby

To reserve your seat, register [here](#)

## Midnight Madness

AWS style pep rally to kick off the week, complete with swag, drinks, and snacks. Open to the first 6,000 fans.

**Sunday, November 25: 10:00pm-1:00am**

## Tatonka Challenge

Join us as we attempt to break our 2017 Guinness World Record of the largest chicken wing eating competition.

**Sunday, November 25: 10:30pm-Midnight**

## Welcome Reception

Where attendees and partners come together to connect and learn.

**Monday, November 26: 4:00pm-7:00pm**

The Venetian & The Quad at ARIA

## 4K and 8K Run

This year, we're doubling the fun of the 4K and adding an 8K distance for those who want a longer run.

**Tuesday, November 27: 6:00am**

Starts at the Mirage

Sign up when you log into your account

## IoT Pub Crawl

Network and connect with fellow re:Invent attendees and AWS IoT Executives.

**Tuesday, November 27: 6:00pm-8:00pm**

ARIA – Bardot Brasserie and Herringbone

## re:PLAY

Not just an EDM concert and interactive extravaganza, the re:Play party is the ultimate playground.

**Thursday, November 29: 8:00pm-Midnight**



# Keynote Speakers



**KEYNOTE:** Global Partner Summit

**Tuesday, November 27**  
8:30am–10:30am

The Venetian, Level 2



**KEYNOTE:** Andy Jassy, CEO, AWS

**Wednesday, November 28**  
8:00am–10:30am

The Venetian, Level 2



**KEYNOTE:** Dr. Werner Vogels, CTO, Amazon

**Thursday, November 29**  
8:30am–10:30am

The Venetian, Level 2



# Explore the re:Invent campus

[View full venue list here »](#)



# Campus shuttle

The campus shuttles run continuously, on direct routes, to and from our campus venues – Aria, Bellagio, Encore, MGM, Mirage, Venetian, and the re:Play venue – during the posted schedule. Plan ahead for peak travel times before and after major events such as Midnight Madness, Meals, Welcome Reception, Keynotes, Pub Crawl, and re:Play.

Your re:Invent badge is required to ride campus shuttles.

[View full details here »](#)



# Your re:Invent checklist

A list of tasks to check off as you're getting prepared for re:Invent 2018.

- Registered for re:Invent
- Booked my hotel
- Booked travel reservations
- Uploaded my badge photo
- Connected with account team
- Favorited sessions
- Reserved seats to the sessions I want
- Reviewed list of open bootcamps
- Reviewed the Expo & Quad maps
- Downloaded the mobile app
- Familiar with the shuttle & walking routes
- Watched all 7 How-to-re:Invent videos on YouTube
- Marked my calendar with critical dates
- Familiarize myself with sponsors in the Expo & Quad
- Signed up for quirky programs (Harley Ride, Tatonka Challenge, 4k/8k Run, Broomball, etc.)
- Read the Know-Before-You-Go info
- Attended Know-Before-You-Go webinar

What to expect in  
2018

re:Invent Agenda

IoT Sessions

Networking  
Opportunities

Keynotes

Event Venue  
and Logistics

See you in Las Vegas!



AWS IoT