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JOSE IN OCTOBER

Author of five New York Times best-selling books and journalist Malcolm Gladwell will be featured as a main stage speaker, sharing his insights on the roots of and psychology behind success. Named one of the 100 most influential people by TIM

May. 23, 2016



The QuickBooks Connect conference is returning to San Jose, Calif., on Oct. 24-26, and the company says it will be bigger, offering attendees more main stage speakers,

increasing the number of breakout sessions and adding programming tailored to

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Now in its third year, QuickBooks Connect, sponsored by Intuit Inc. (Nasdaq:INTU), maintains the same goal: to unite thousands of diverse audience members under one roof to connect, learn and be inspired by powerful, relevant speakers, experiences and content. QuickBooks Connect will provide the information and advice they need to build, run and grow a business with a dynamic ecosystem of experts, partners, tools and workshops. Registration for the event is now open at www.QuickBooksConnect.com.

“I’m married to a small business owner and entrepreneur, so I see the challenges small business owners face daily and know how the broad set of resources offered at QuickBooks Connect can truly make a difference in their businesses and in their lives,” said Karen Peacock, senior vice president of small business at Intuit. “We want to create an environment to inspire, educate and connect small businesses, developers, accountants and those who are self-employed. We can help them build their expertise and fuel success.”

Tailored Breakout Sessions

In addition to main stage presentations, QuickBooks Connect will provide workshops and breakout sessions created specifically for the event’s diverse attendees, including small businesses, accountants and developers. This year, the event will also feature an additional track customized for self-employed individuals to help them navigate the ever-changing business and regulatory landscape. Breakout sessions will be organized into four audiences and based on stages of businesses – Build, Run, Grow and Connect – designed to benefit attendees from a business of one to those who have a few dozen employees:

- **Small Business Owners and Entrepreneurs:** Two days of sessions, doubled from previous years, will provide small business owners and entrepreneurs opportunities to hear from successful founders and investors, equipping them with

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- **Developers:** In-depth sessions will enable developers to build solutions for today and beyond, while hands-on tutorials and one-on-one support from the Intuit Developer team will accelerate app development and aid those interested in publishing apps on the [QuickBooks App Store](#). For developers who publish a small business app on the QuickBooks App Store between Jan. 1 and Aug. 15 of this year, there's an opportunity to compete in the [Small Business App Showdown](#) and vie for a \$100k grand prize. Developers are also invited to participate in the annual [QuickBooks Connect Hackathon](#), where teams will be challenged to create innovations that leverage the latest in small business technology.

Early bird pricing is available until July 31, starting at \$99 for a Main Day Plus pass. A full three-day pass, available for \$399, includes all accountant certification preparation courses, the ability to obtain up to 15 CPE credits, over 40 breakout sessions and an accountant-focused event on Oct. 24. For additional details and pricing for developers and others, visit www.QuickBooksConnect.com.

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