

ATTENDEE PROSPECTUS · 2027

MAXCON™

2027

The world's first Maximo & TRIRIGA conference — held at sea. 4 days of expert-led training, hands-on labs, and community networking. Leave with skills you can apply Monday morning.

DATES

Apr 5–9, 2027

SHIP

Utopia of the Seas

DEPARTURE

Port Canaveral, FL

CAPACITY

300 seats

FOR MAXIMO & TRIRIGA
PROFESSIONALS

Attendee Prospectus

A working conference, not a vendor expo.

MAXCON™ 2027 is purpose-built for Maximo and TRIRIGA professionals who want **real skills, real connections, and real ROI**. Four days at sea creates relationships that outlast any ballroom event — and an environment that protects your time and attention from the day-to-day pull of the inbox.

<p>FORMAT</p> <p>4 days at sea</p> <p>Royal Caribbean · Utopia of the Seas</p>	<p>CAPACITY</p> <p>300 attendees</p> <p>Hard cap, no overflow rooms</p>	<p>AUDIENCE</p> <p>Professionals</p> <p>Practitioners, partners, IBMers</p>	<p>VENDOR BOOTHS</p> <p>Zero</p> <p>By design — meaningful conversations only</p>
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01

Practitioner-led, hands-on programming

Real labs with real environments. Sessions taught by people who run Maximo and TRIRIGA in production — not vendor marketing.

02

Capped at 300 — intentionally small

Four uninterrupted days with a focused group. No fragmented schedules, no commuting between venues.

03

Zero exhibit hall noise

No booth pitches to dodge. The room is practitioners, partners, and decision-makers — all in one place, every day.

04

Built-in time to apply what you learn

Sessions are paced so you actually have time to digest, discuss, and stress-test ideas with peers. Return with deliverables, not just notes.

Built for concentration. Not commuting.

MAXCON is hosted at sea not as a leisure perk — but to create a more focused, more connected conference experience. Eliminating the friction that fragments traditional events is the whole point of the format.

TRADITIONAL CONFERENCE

- ✗ Daily commuting between hotels and venues
- ✗ Fragmented attendee schedules
- ✗ Constant venue transitions
- ✗ Distracted evenings, off-site dinners
- ✗ Exhibit hall as the main "networking" path
- ✗ "5pm and done" — the room empties every night

MAXCON™ 2027

- ✓ One venue, four days, no commuting
- ✓ Single integrated schedule for everyone
- ✓ Dedicated conference rooms — always available
- ✓ Shared meals, shared deck space, shared evenings
- ✓ Peers and decision-makers as your audience
- ✓ The community stays in the room — 24/7

WHAT'S INCLUDED

One all-inclusive price. Everything on board.

Your MAXCON™ 2027 registration covers your **cabin, every meal, Wi-Fi, all sessions, networking, entertainment, and onboard activities**. No surprise add-ons. No nickel-and-diming. Easier to budget for and easier to defend.

Accommodations

Private Oceanview balcony cabin · Daily housekeeping
· Continental breakfast via room service.

Dining

Complimentary meals across all dining venues, plus scheduled refreshment breaks during sessions.

Connectivity

VOOM™ high-speed Wi-Fi in cabins and venues. Fast enough for video calls when you need to dial in.

Sessions & programming

Full access to all sessions, hands-on workshops, labs, and the Work Management Certification Workshop.

Networking events

Welcome reception, hosted dinners, and structured networking activities every day of the voyage.

Entertainment

Onboard shows, live performances, and Royal Caribbean's full entertainment lineup every night.

Recreation & wellness

Pools, waterslides, fitness center, sports decks — use them on your schedule, not someone else's.

Refreshment package

All-day refreshment package included for every attendee — the entire voyage, no per-drink charges.

Real labs. Real environments. Real outcomes.

MAXCON's programming is practitioner-led — sessions delivered by the people who run Maximo and TRIRIGA in production every day. Hands-on workshops run 60–120 minutes; standard conference sessions are 30–45. The headliner is a full-day, IBM-aligned certification workshop included with every registration.

FEATURED SESSION

Work Management Certification Workshop

A full-day, IBM-aligned bootcamp customized to your experience level — included with every attendee registration. Led by Anne Antonelli (25+ years, 18+ years on Maximo) on Day 4 (sea day).

- ✓ Targeted instruction mapped to IBM exam objectives
- ✓ 30-day access to a live Maximo training environment
- ✓ Full-length practice exam with expert review
- ✓ Q&A with experienced certification instructors

TOPIC TRACKS ACROSS THE VOYAGE

Maximo upgrade & migration playbooks

TRIRIGA integrations

Facilities Condition Assessment

Digital twin architectures

IBM certification prep

Asset reliability & predictive maintenance

Supply chain & work-order workflows

Customer transformation stories

4 days, 3 ports. One focused community.

Same session hours as any onshore conference. The break time built into every day — for email, meetings, lunch, or your room — works ashore too. Day 4 (sea day) is the full-day Work Management Certification Workshop onboard. Days 2 and 3 are port days with morning conference sessions and shore excursions in the afternoon.

<p>DAY 1 · MON Apr 5, 2027</p> <p>Port Canaveral, FL</p> <p>Board, settle into your cabin (all-aboard 1:00 PM ET, ship departs 4:00 PM). Welcome reception that evening in the Solarium, 10:30–11:30 PM.</p>	<p>DAY 2 · TUE Apr 6, 2027</p> <p>Nassau, Bahamas</p> <p>Opening Remarks & Product Roadmap at 8:00–9:30 AM in the Royal Theater, followed by morning sessions onboard. Ashore in Nassau through MAXCON all-aboard at 3:00 PM; afternoon sessions resume at 3:30 PM. Ship departs Nassau at 5:00 PM.</p>	<p>DAY 3 · WED Apr 7, 2027</p> <p>CocoCay, Bahamas</p> <p>Royal Caribbean's private island. Morning sessions, then beach, Thrill Waterpark, or Oasis Lagoon. MAXCON all-aboard 3:00 PM; afternoon sessions resume at 3:30 PM. Ship departs CocoCay at 5:00 PM.</p>	<p>DAY 4 · THU Apr 8, 2027</p> <p>At Sea</p> <p>Full-day Work Management Certification Workshop (led by Anne Antonelli) and deep-dive sessions. Closing keynote and awards that evening.</p>	<p>DAY 5 · FRI Apr 9, 2027</p> <p>Return to Canaveral</p> <p>Disembark 7:30–8:00 AM ET. Plan flights for 12:00 PM or later from MCO.</p>
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Pre-Cruise Hotel Block

Room blocks are held at three Hilton-family properties near Port Canaveral for attendees arriving April 4: **Hampton Inn & Suites Cape Canaveral Cruise Port**, **Home2 Suites by Hilton Cape Canaveral Cruise Port**, and **Homewood Suites by Hilton Cape Canaveral – Cocoa Beach**. Reserve directly using the links in your registration packet — rates held until the cutoff date listed there.

One investment. Easier to defend.

The MAXCON™ all-inclusive price is straightforward to budget for and easier to justify on a single line item. A traditional enterprise conference fragments the same dollars across half a dozen expense categories.

INCLUDED IN MAXCON™ 2027

- ✓ Conference registration
- ✓ Private Oceanview balcony cabin
- ✓ All meals, every day
- ✓ VOOM™ Wi-Fi (high-speed)
- ✓ Workshops and certification labs
- ✓ Networking events and receptions
- ✓ Onboard entertainment and recreation
- ✓ All-day refreshment package
- ✓ Pre-paid gratuities

TRADITIONAL CONFERENCE ADDS UP

- + Registration fees
- + Hotel for the duration
- + Meals and per diem
- + Transportation between hotel and venue
- + Evening networking costs
- + Connectivity / Wi-Fi extras
- + Recreation and time-off costs
- + Fragmented logistics overhead

MAKE THE CASE

For your manager: MAXCON is not a conference relocated onto a ship.

It is a deliberately redesigned model built to improve focus, deepen learning, and create more meaningful outcomes for the IBM Maximo and TRIRIGA community. The 300-attendee cap, the absent exhibit hall, the practitioner-led programming, and the all-inclusive structure aren't gimmicks — they're the design. The return is faster knowledge transfer, stronger strategic alignment, and immediate operational impact when your team gets home.

RESERVE YOUR CABIN

Lock in Best Pricing before the rate steps up.

Pricing increases three times. Only 300 seats — no overflow, no waitlist upgrades.

Pricing Schedule

BEST PRICING · NOW	EARLY BIRD	DISCOUNTED	FULL PRICE
\$3,375	\$3,500	\$3,675	\$3,750
Attendee · Through May 29, 2026 · Companion \$575.	Attendee · May 30 – Jul 3, 2026 · Companion \$600.	Attendee · Jul 4 – Aug 15, 2026 · Companion \$650.	Attendee · Aug 16 – Dec 24, 2026 · Companion \$700.

TEAM REGISTRATION · 5+ SEATS

Sending 5 or more? Better rate per seat.

Bringing five or more from your team? The Team Registration rate is a flat \$3,250 per seat — it doesn't step up. Each seat is a full attendee registration.

PER-SEAT RATE

\$3,250

MINIMUM SEATS

5 attendees

SAVINGS VS FULL PRICE

\$500 / seat

Two ways forward. Both fast.

Reserve directly through CVENT — or talk to us first if you've got questions about format, programming, team registration, or how to position MAXCON to your manager. We'll find 20 minutes that works.

RESERVE web.cvent.com/event/764c887c-2758-4e12-a3ec-63ee6cde39df/register

TALK maxcon@liquidenterprise.com

WEB liquidenterprise.com/maxcon