



STANFORD  
GRADUATE SCHOOL OF BUSINESS

Stanford Program on Regions  
of Innovation and Entrepreneurship

<http://sprie.gsb.stanford.edu>



## CHINA 2.0: TRANSFORMING MEDIA AND COMMERCE

September 30, 2011 • Stanford Graduate School of Business

### Conference Venue



CEMEX Auditorium  
Zambrano Hall, 641 Knight Way  
Stanford Graduate School of Business  
Knight Management Center  
Stanford University  
Stanford CA94305

The CEMEX Auditorium in Zambrano Hall is **2** in the Knight Management Center layout below.



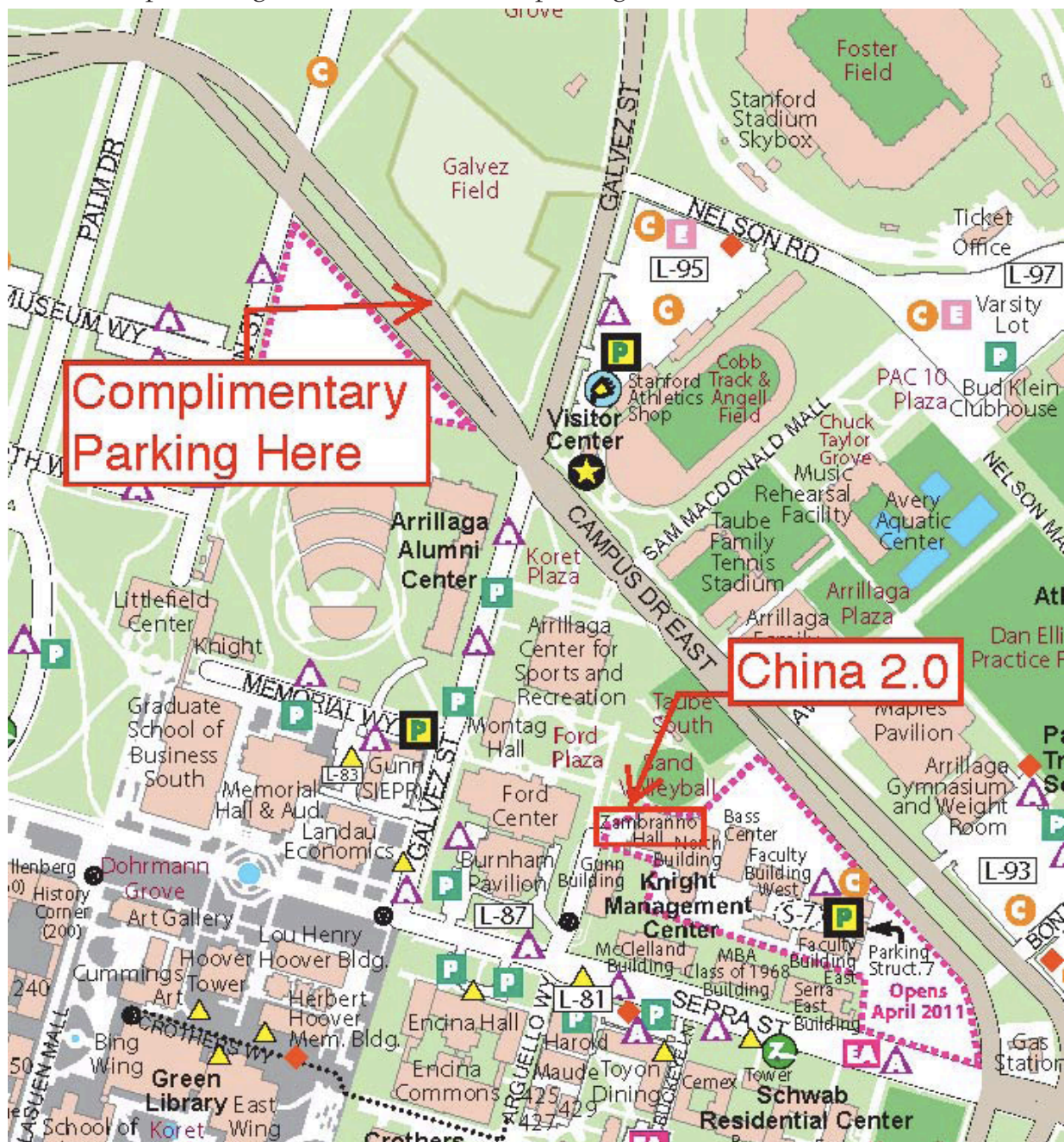
You can download a map of Knight Management Center [here](#).

Searchable Stanford campus map is available at <http://campus-map.stanford.edu/>.

## Complimentary Parking

The Galvez Field special events parking lot has been reserved for “China 2.0” conference participants. Parking at Galvez Field is free for all conference participants and requires no tag. Galvez Field is at the corner of Galvez Street and Campus Drive East. Coming from El Camino Real, enter the Stanford campus on Galvez Street and turn right on Campus Drive East to enter the lot. After parking, follow signs or directions on the next page to the Stanford Graduate School of Business Knight Management Center. Allow 10 or more minutes to walk from the Galvez parking lot to CEMEX Auditorium/ Zambrano Hall.

Paid and disabled parking: Coin-metered parking, disabled parking or paid parking on the first level in the garage beneath the Knight Management Center may be available at \$1.50/hour. Note: parking spaces are extremely difficult to find and some spaces may be limited to 2 hours. Most parking on campus requires a permit until 4:00 pm. We strongly recommend “China 2.0” conference participants take advantage of the complimentary parking provided at Galvez Field. Nearest paid parking options are available at: <http://www.gsb.stanford.edu/about/parking.html>.



## *Directions*

### **FROM HIGHWAY 101 NORTH AND SOUTH:**

- Take the Embarcadero Road / Oregon Expressway exit west toward Stanford.
- At El Camino Real / CA-82, stay straight; Embarcadero Road becomes Galvez Street.
- Bear left on Galvez Street as you approach the fork in the road.
- Follow Galvez to Campus Drive (1st stop) bearing right just before the stop.
- Merge right onto Campus Drive.
- Follow Campus Drive to the first driveway on the right.
- Turn right and arrive at Galvez Field Event Parking.
- Walk across Campus Drive and walk along Campus Drive East.
- Take the first right turn after walk past the sign of Arrillaga Center for Sports & Recreation. You are now on Arguello Way.
- Walk along Arguello Way and arrive at the CEMEX Auditorium, 641 Knight Way, on the left.



### **FROM HIGHWAY 280 NORTH AND SOUTH:**

- Take the Alpine Road exit east toward Stanford.
- Turn right on Junipero Serra Blvd.
- Continue on Campus Drive East.
- Turn Right into Galvez Field Event Parking.
- Walk across Campus Drive and walk along Campus Drive East.
- Take the first right turn after walk past the sign of Arrillaga Center for Sports & Recreation. You are now on Arguello Way.
- Walk along Arguello Way and arrive at the CEMEX Auditorium, 641 Knight Way, on the left.

### **FROM EL CAMINO REAL NORTH AND SOUTH:**

- Exit El Camino Real at Embarcadero Avenue. Turn toward the hills (away from the center of Palo Alto).
- As you enter Stanford, Embarcadero Road becomes Galvez Street.
- Bear left on Galvez Street as you approach the fork in the road.
- Follow Galvez to Campus Drive (1st stop) bearing right just before the stop.
- Merge right onto Campus Drive.
- Follow Campus Drive to the first driveway on the right.
- Turn right and arrive at Galvez Field Event Parking.
- Walk across Campus Drive and walk along Campus Drive East.
- Take the first right turn after walk past the sign of Arrillaga Center for Sports & Recreation. You are now on Arguello Way.
- Walk along Arguello Way and arrive at the CEMEX Auditorium, 641 Knight Way, on the left.

### **REACHING STANFORD/KNIGHT MANAGEMENT CENTER BY TRAIN (CALTRAIN)**

Caltrain is a commuter rail service that runs between Gilroy and San Francisco. The closest stop to Stanford is the Palo Alto station at University Avenue. Stanford's FREE Marguerite Shuttle meets almost every train at the Palo Alto station all day from 6:00 a.m. to 7:45 p.m. To reach Knight Management Center via the Marguerite Shuttle from the Caltrain station, take Line Y and get off at Serra St. @ Encina Hall or Serra St. @ Schwab Residential Center, and walk across Serra Street.

For Caltrain information, go to <http://www.caltrain.org>. For Marguerite information, go to <http://transportation.stanford.edu/marguerite/MargueriteShuttle.shtml>.