



Meet the biggest group of executive-level IT buying teams in the world.

ITxpo attendees have clout

26%
 with titles of VP or above

69%
 report to a VP or above

93%
 collaborate with VP or above

The largest and most prestigious event of its kind, Symposium/ITxpo brings thousands of senior IT and business strategists together to explore, debate and evaluate today's most pressing IT issues.

At ITxpo, you'll meet senior IT executives who set the technology agenda for their organizations. Their knowledge and influence crosses technology areas. They have enterprise-wide authority, in large organizations, for major purchases across multiple product categories. Their purchasing power is unparalleled.

In charge of billions in annual technology spending.

Fact: 80% of attendees come from IT departments, 20% from corporate management or business departments

Attendees from Large Enterprises Dominate ITxpo.

50,000 or more.....	14%	} 81% work in enterprises with 1,000 or more people
10,000 to 49,999.....	27%	
5,000 to 9,999.....	13%	
1,000 to 4,999.....	27%	
500 to 999.....	5%	
100 to 499.....	9%	
1 to 99.....	6%	

ITxpo attendees mean business.

Symposium/ITxpo attendees drive their organization's IT strategy and set the direction for their projects and purchases. But their role doesn't stop at the white board. Their involvement continues into execution and ongoing system management such as design, implementation and maintenance of mission-critical IT systems. With budgets forecast to expand for the first time in several years, this is the ideal moment to put your solutions on their radar.

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Key attendee responsibilities

Technology Involvement Level

Meet with business unit executives and directors to analyze their needs	81%
Match business problems to specific technical solutions	75%
Prioritize different projects and programs	70%
Manage relationships with key vendors	68%
Set strategic direction for organization's IT programs	65%
Create overarching IT architectures	51%

ITxpo attendees are involved with an average of six major technologies in their organization!

Involved with an Average of Six Technologies

	Initiate	Design	Implement	Maintain	Total
IT services and sourcing	55%	34%	38%	38%	70%
Internet platforms and Web services	45%	33%	34%	29%	65%
Application development	48%	32%	34%	33%	64%
Portals, content and collaboration	42%	25%	28%	23%	61%
Security	45%	28%	31%	32%	61%
Application integration and middleware	40%	25%	28%	26%	60%
Mobile and wireless	42%	25%	29%	29%	56%
Enterprise systems management	39%	28%	30%	29%	55%
Business intelligence and data warehousing	34%	21%	25%	22%	54%
ERP and supply chain	23%	12%	16%	15%	40%
CRM	23%	9%	15%	14%	39%

67% of ITxpo attendees manage annual IT budgets! The buck stops here.

ITxpo delivers senior executives with enterprise-wide authority. When you exhibit at ITxpo, you're face-to-face with the people who sign the checks for major initiatives across the enterprise.

Projected Corporate Spending

	Increase	Unchanged	Decrease
Security	62%	35%	2%
Internet platforms and Web services	47%	45%	7%
Portals, content and collaboration	45%	47%	7%
Mobile and wireless	41%	47%	11%
IT services and sourcing	34%	50%	15%
Application integration and middleware	33%	57%	9%
Business intelligence and data warehousing	32%	56%	11%
Enterprise systems management	27%	60%	12%
CRM	27%	60%	12%
Application development	24%	59%	16%
ERP and supply chain	18%	65%	17%

ITxpo attendees decide what gets approved—and what doesn't. Research shows that they are especially involved at critical points in the sales process when purchase decisions are made.

"We look to Symposium/ITxpo for the quality of the opportunities it creates. An extremely high percentage of the decision-makers that attend ITxpo have specific initiatives pending and are looking for solutions. We find that to be invaluable".

—Bruce Campbell, Marimba

Gartner
SYMPOSIUM ITXPO
2003

October 19–24
Walt Disney World, Florida
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Involved with Company's Major Vendors

I review proposals from the major vendors	83%
I review the performance of the major vendors	67%
I review contracts from the major vendors	61%
I review updated/upgraded products from major vendors	58%
I issue RFPs to the major vendors	53%
I am a primary contact for the major vendors	44%

Make 500 calls, or come to ITxpo.

That's how many calls it might take to get a meeting with just one ITxpo attendee at their office. Attendees estimate that, on average, vendors contact them 24 times per day via mail, phone, fax and e-mail—yet they meet with an average of only 5 vendors per month! There is no better way to reach these executives than at ITxpo—where they seek you out!

They're not here for the T-shirts.

Attendees rely on Symposium/ITxpo to help them make the best decisions, and they find it to be better than other events for providing reliable information across a range of technologies. They come to ITxpo for real solutions—not PR spin or key chains.

Attendees Use Symposium/ITxpo to Make Key Decisions

Long-term strategic planning	88%
Benchmark my company's solutions against Gartner analyst recommendations	68%
Product selection	66%
Vendor selection	60%
Benchmark my company's solutions against those of my peers	59%

57% of Symposium/ITxpo attendees attend no other IT event!

Attendees Rate Symposium/ITxpo Better Than Other IT Events

% Rating Better or Best Compared to Other Events

Breadth of information	94%
Reliability of information	93%
Quality of presenters	89%
High quality attendees	84%
Usefulness of information	83%
See major vendors	82%
Opportunity to meet industry experts	81%
See best of breed products	77%
Quality of exhibiting companies	76%
See emerging technologies	73%
Get questions answered	70%
Depth of information	69%
Quality of company representative	61%

In a tough market, Gartner events have a hard-earned reputation for their insight and exceptional selling environment. That's why the industry's leading professionals and vendors have made ITxpo a "must attend" part of their schedule. Join them!

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