



APPLICATION AND AGREEMENT FOR SPONSORSHIPS

US Fall ITxpo 2003 • October 21-23, 2003

Walt Disney World Dolphin Hotel — Lake Buena Vista, Florida • www.gartner.com/ITxpo

1. Parties and Participant Information.

This Application and Agreement for Sponsorships is made as of _____ between Gartner, Inc., a Delaware corporation with its principal offices at 56 Top Gallant Road, P.O. Box 10212, Stamford, Connecticut 06904-2212 ("Gartner") and _____ ("Participating Company").

Company Name _____

Bill to Client Bill to Agency

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Production Contact _____ Phone _____

Billing Contact _____ Phone _____

Address _____

City _____ State _____ Zip _____

Participating Company and Gartner are parties to an Application and Agreement for Exhibit Space (the "Exhibit Agreement") which governs Participating Company's participation as an exhibitor in Gartner's Fall ITxpo 2003 (the "Event"). This document is an addendum to the Exhibit Agreement. Capitalized terms not defined herein shall have the definitions set forth in the Exhibit Agreement. Upon execution of this Agreement by both parties and payment to Gartner of the fee set forth below, Participating Company will participate as a Sponsor in the Event on the terms and conditions set forth herein, and in sections 1, 3, 5-7 and 10-13 of the General Terms and Conditions of the Exhibit Agreement. Gartner has the sole right to determine the eligibility of any company to be a Sponsor, and Gartner's acceptance of this form and initial deposit does not constitute acceptance of Participating Company until this Agreement is executed by Gartner and returned to Participating Company.

2. Sponsorships and Fees*

Sponsorship Type	Quantity	Rate	Instructions
Speaking Opportunities:			
Vendor Solution Presentation	_____	\$20,000	_____
Networking Opportunities:			
Monday Night Event (Disney)	_____	\$30,000	_____
Wednesday Night Event (Casino)	_____	\$15,000	_____
Thursday Night Event (On-Site)	_____	\$15,000	_____
ITxpo Cocktail Receptions	_____	\$10,000	_____
Latin American Cocktail Reception	_____	\$5,000	_____
Canadian Cocktail Reception	_____	\$5,000	_____
Government Cocktail Reception	_____	\$5,000	_____
Refreshment and Coffee Breaks	_____	\$10,000	_____
Attendee Meal Sponsorship	_____	\$15,000	_____
Interactive Advertising:			
Event Website Hyperlink (Logo)	_____	\$2,000	_____
Banner Ads on Kiosks/Mouse Pads (On-site)	_____	\$12,000	_____
Pre-event Documentation:			
Welcome Kit:			
Inside Front Cover	_____	\$10,000	_____
Inside Back Cover	_____	\$9,000	_____
Center Spread	_____	\$8,000	_____
Run of Book, 1 page	_____	\$4,500	_____
Symposium/ITxpo CD-ROM	_____	\$5,000	_____
On-site Advertising:			
Program Guide:			
Back Cover	_____	\$25,000	_____
Belly Band	_____	\$23,000	_____
Bookmark (each side)	_____	\$20,000	_____
Inside Front Cover (Gatefold)	_____	\$12,000	_____
Inside Back Cover	_____	\$10,000	_____
Two-Page Spread	_____	\$10,000	_____
Premium Position, Tab Dividers	_____	\$8,000	_____
Premium Position, (specify location)	_____	\$7,000	_____
Run of Book Full Page	_____	\$5,000	_____
Logo next to product description	_____	\$500	_____
Symposium/ITxpo Times:			
Welcome Issue (Monday):			
Center Spread	_____	\$10,000	_____
Inside Back Cover	_____	\$8,000	_____
Full Page	_____	\$5,000	_____
Half Page	_____	\$3,000	_____
Tuesday - Wednesday - Thursday: (please circle)			
Center Spread	_____	\$8,000	_____
Inside Back Cover	_____	\$7,000	_____
Full Page	_____	\$4,000	_____
Half Page	_____	\$2,500	_____

Sponsorship Type	Quantity	Rate	Instructions
Weekly (Monday - Friday)*:			
Center Spread	_____	\$25,500	_____
Inside Back Cover	_____	\$21,750	_____
Full Page	_____	\$12,750	_____
Half Page	_____	\$7,875	_____
* 25% discount applied			
On-site Sponsorships:			
Pocket Guide	_____	\$15,000	_____
Exhibitor Floor Plan Map	_____	\$15,000	_____
Literature Bag	_____	\$20,000	_____
Attendee Documentation Bag	_____	\$25,000	_____
Shuttle Bus	_____	\$10,000	_____
Lamp Post Banner	_____	\$3,500	_____
Triangular Walkway Banner	_____	\$4,000	_____
Attendee Workroom Lounge	_____	\$7,000	_____
Complimentary USA Today Service	_____	\$10,000	_____
Meeting Room/Consultation Area	_____	\$10,000	_____
Executive Programs (EXP) Member Lounge	_____	\$25,000	_____
Other:	_____	\$	_____
	_____	\$	_____

*Gartner may add additional sponsorships without any obligation to offer the same to Participating Company. Participating Company's requests for specified dates/locations for its Sponsorships will be given consideration but Gartner makes no guarantees as to the actual dates/locations.

3. Payment Terms

In consideration of Participating Company's participation in the Event as set forth above, Participating Company shall pay to Gartner the Total Sponsorship Fee payable (a) 50% upon execution of this Agreement, and (b) the balance on or before April 1, 2003.

For Agreements received by Gartner after April 1, 2003 100% of the Total Sponsorship Fee is due upon submission of this document to Gartner.

All fees are deemed fully earned by Gartner and non-refundable when due, unless Gartner denies this Application, in which case fees already paid will be refunded. Participating Company's noncompliance with any payment term will, among other things, result in loss of the sponsorships and liability for the payment of any unpaid fees set forth in this Agreement. All fees are non-transferable or refundable.

4. Cancellation

This Agreement is non-cancelable by Participating Company, even if Participating Company has not yet received the fully signed Agreement from Gartner, except as such cancellation may be accepted by Gartner in writing in its sole discretion. If Gartner accepts any cancellation, Participating Company agrees to pay the cancellation fees set forth in Paragraph 2 of the General Terms and Conditions of this Agreement.

5. Authorized Signature

Participating Company expressly represents and warrants to Gartner that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by Participating Company to execute this Agreement and bind the Participating Company to the terms set forth herein and on the reverse side of this Agreement.

The parties have executed this Agreement as of the date first written above.

Participating Company: _____
 Print Name: _____ Title: _____
 Authorized Signature: _____ Date: _____

6. Show Management Use Only Accepted by GARTNER, INC.

Signature:	
Date:	Assigned By: (Initials)
Account Executive:	
Phone:	
Email:	
Total Sponsorship Fee: US\$	

General Terms and Conditions

1. Cancellation by Participating Company.

(a) This Agreement is non-cancelable by Participating Company. Any requests for cancellations or other modifications of this Agreement, including reductions in Participating Company's Sponsorships, must be submitted to Gartner in writing and will be accepted at the sole discretion of Gartner.

(b) If Gartner accepts any cancellations, they shall be subject to the following cancellation fees, which shall be deemed to be liquidated damages and not a penalty:

(i) 50% of the specified fee if the cancellation notice is received by Gartner on or before April 1, 2003;

(ii) 100% of the specified fee if the cancellation notice is received by Gartner after April 1, 2003.

(c) Subsequent replacement of Sponsorships does not relieve Participating Company of the obligation to pay the cancellation fee.

(d) If the cancellation fee due to Gartner exceeds the amount previously paid by Participating Company, Participating Company must pay the balance to Gartner within 30 days of sending the written cancellation notice. If the cancellation fee due to Gartner is less than the amount previously paid by Participating Company, Gartner will refund the excess to Participating Company.

(e) Cancellation fees may not be applied toward exhibit space at other shows, advertisements, Sponsorships or other Gartner products or services.

2. Participating Company's Property. Participating Company is solely responsible for its own give aways, if any, and for insuring its property from all loss or damage. Participating Company acknowledges that all of its property is in its care, custody, and control in transit to and from, or within the confines of, the Event Site.

3. Sponsorship Coordination. Participating Company agrees to coordinate all aspects of its sponsorships at the Event through Gartner's designated Show Management Company ("Management"). Management will send Participating Company a copy of the ITxpo online manual approximately 12 weeks prior to the Event, or upon Gartner's receipt of full payment, whichever is later.

4. Indemnity. Participating Company agrees to indemnify, defend and save harmless Gartner from any and all liability for the content of its advertisements purchased hereunder (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter), and for the unauthorized use of any trademark or copyrighted material or any person's name or photograph arising from the reproduction and display of the advertisements purchased hereunder.

5. Rules and Regulations. Participating Company agrees to abide by all rules and regulations governing the Event, which are promulgated by Gartner or Management and are set forth below or are contained in the ITxpo Online Manual.

(a) Floor Plan, Revisions and Relocation. Management retains the exclusive right to organize and revise the demonstration hall floor plan and/or move Participating Company to another location, as Management deems necessary.

(b) Participating Company's Logo. If Participating Company sponsors a cocktail reception, refreshment break or other sponsorship offered by Gartner that will contain Participating Company's name, Management will specify and oversee the production of the appropriate materials, such as cocktail napkins or water cups.

(c) Signage. Gartner provides all applicable sponsorship signs and places them as appropriate at the Exhibit Site.

(d) Printed Advertisements. All advertisements are subject to Gartner's approval. Specifications for advertisements and submission deadlines will be set forth in the Manual. Gartner reserves the right to reject advertising that is not in keeping with Gartner's standards in the sole opinion of Gartner.

(e) Omitted Advertisements. Gartner assumes no liability if for any reason it becomes necessary to omit an advertisement from the Program Guide, Welcome Kit or Sym Times, except to return the fee paid by Participating Company for that sponsorship.

(f) Advertiser's Index. The advertiser's index in the Program Guide is an extra service to the Participating Company. Gartner does not assume liability for errors in the index.