



Symposium/ITxpo Snapshot

Gartner
SYMPOSIUM ITXPO
2004

March 29-April 2
San Diego, California
gartner.com/us/symposiumwest

Symposium/ITxpo is Gartner's flagship event—the industry's largest and most strategic conference for senior IT and business professionals. It's the single most compressed gathering of intelligence we offer, the one event that thousands of IT strategists consider indispensable.

Meet the most qualified pool of IT buyers in the world.

Senior IT level spenders

Of the 2,000 + paid conference attendees: 261 are CIO/CTO level and 780 are VP/Director level

Capture an entirely unique audience.

Only 6% of the Fall audience attends Symposium/ITxpo San Diego

Only 3% of the Symposium audience attended a Gartner Theme Conference in the past year

Symposium/ITxpo is the #1 choice in IT conferences.

Exhibitors viewpoint:

- 98% of exhibitors view the audience as good to excellent
- 90% of exhibitors feel they derived ROI from the event

Attendee viewpoint:

- 94% of attendees rate Symposium/ITxpo as the best event for breadth of information
- 69% of attendees made recommendations to purchase products/services
- 57% attend no other event

Symposium/ITxpo Event Features

- More than 100 Gartner analysts in attendance
- 250+ in-depth sessions addressing areas of importance across the IT spectrum
- Past keynotes included Microsoft's Steve Ballmer, Intel's Craig Barrett and Hewlett-Packard Company's Carly Fiorina.
- Exposure with Gartner analysts and consultants
- Peer interaction with senior IT and business professionals
- 45 members of the media in attendance

ITxpo: The Ultimate Showcase for IT Innovations

Our Tech Showcase will feature more than 150 solution providers and feature the highly popular ITxpo Marketplaces: where conference learning links to market solutions.

- ITxpo Marketplaces: Business Intelligence & Data Warehousing; Application Integration & Middleware; Application Development/Internet Platforms/Web Services; CRM, ERP II and Supply Chain; Hardware Platforms & Telecom Infrastructure; Security; Portals, Content & Collaboration; IT Services; Enterprise Systems Management; and Mobile & Wireless
- Vendor Solution Presentations by ITxpo exhibitors
- Private face-to-face meetings between solution providers and attendees
- Exhibit floor traffic builders designed to bring your target audience to your booth

ITxpo
Marketplaces

Don't miss this premiere technology opportunity.
Secure space today. Call 800 778 1997 or visit gartner.com/us/symposiumwest