

Symposium/ITxpo®

Where Marketing Works.



At a time when every marketing dollar needs to pull its weight and then some, ITxpo has remained a core event for vendors ranging from industry titans to high-growth newcomers across every major technology category. IBM, Intel, Microsoft, Adobe, Cisco, Oracle, Dell, SAP, and hundreds of others have made ITxpo an indispensable part of their marketing strategy. Join them!

ITxpo helps you start generating sales leads well in advance of the event itself. As an exhibitor, you are part of our extensive marketing efforts to the world's senior IT and business executives. Exhibitors enjoy repeated exposure to Gartner clients and prospects throughout the promotional cycle, beginning months before the show and including follow-up materials.

Pre-Event Marketing*

- Welcome kit and event Web site—with your company description and logo
- Interactive Floor Plan—allows attendees to schedule time with you online
- Exhibitor Preview Email—sent to all registered attendees and prospects
- Badge Materials—add a promotional insert free of charge!

During the Event*

- Kiosk Exposure—included in onsite search directories
- Web Promotion—list a conference special offer
- Program Guide—complete company description
- Promotional Raffle—offer your product or service
- Web Coverage—list announcements and specials
- ITxpo Complimentary Tickets—invite guests to join you

Follow-up Marketing*

- Trip Report—event summary sent to thousands of Gartner clients and prospects

Ongoing ITxpo Promotional Efforts

- Comprehensive, timely, interactive Gartner Web site
- Print advertising in top industry publications
- Editorial coverage in major publications

Sponsorship Opportunities: Guaranteed Mindshare

ITxpo has an array of promotional opportunities including speaking opportunities, special events, and advertising. Maximize your exposure above and beyond your booth presence.

2003 Media Sponsors

Baseline
THE BOTTOM LINE IN IT

CONSULTING
PRACTICES

InformationWeek

business integration

ebiz
The leading guide to business integration
800.821.4200

InfoWorld
GET TECHNOLOGY RIGHT

CIO INSIGHT

eWEEK

Optimize

Gartner
SYMPOSIUM ITXPO
2004

"ITxpo attendees are definitely people that we want to meet. We do that in different ways. Not only do we have a booth, but we have a speaking opportunity and have purchased advertising. We want to make everyone aware of Mercury Interactive and what we have to offer."

— Michelle Stankevich,
Mercury Interactive

"We use ITxpo to reach a higher level decision-maker across verticals, to complement our vertical event marketing efforts."

— Andrea Cousens, Inxight

Reserve your ITxpo space today!

Call **1 800 356 4740** to speak with a Gartner representative, or visit **gartner.com/exhibits** for more details.

*All marketing opportunities are included FREE with the standard booth package.