

Symposium/ITxpo Attendee Profile



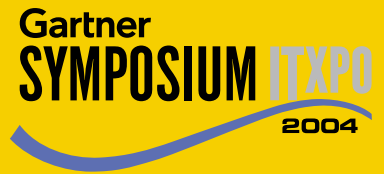
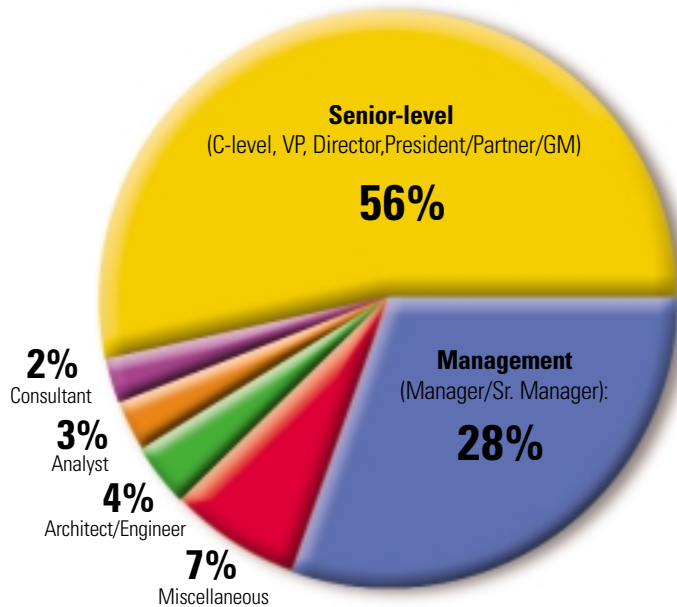
Year after year, Symposium/ITxpo attracts the most powerful IT and business professionals from the world's largest corporations, for a pool of qualified IT buyers any sales team would drool over. You won't find these senior decision-makers elsewhere—57% attend no other IT event!

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 & 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% |

JOB TITLE

Connect with the people empowered to buy. More than half of attendees are senior-level decision-makers.



March 29–April 2, 2004
San Diego, California
gartner.com/us/symposiumwest

TOP 25 ORGANIZATIONS

Representatives from the best companies in the world attend Symposium/ITxpo looking for ways to meet their technology needs. Here is a sampling of companies who've attended:

- Cisco Systems
- Intel
- Verizon
- Bain & Co.
- SAIC
- US Federal Government
- Allstate
- Oracle
- Raytheon
- Standard Insurance
- Toyota
- Waggener Edstrom
- Countrywide Home Loans
- Informatica Corp.
- JC Penney
- Pfizer
- Purdue University
- American Honda
- Beckman Coulter
- Philip Morris
- Shell
- Federal Express
- Fannie Mae
- Home Depot, Inc.

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 statistics based on the 2003 ITxpo Attendee Profile conducted by Quorum Marketing Group.

INDUSTRY

Meet top executives across a wide range of industries.

| | |
|-----------------------------|-----|
| High Tech Computer/Software | 23% |
| Finance | 14% |
| Manufacturing | 12% |
| Services | 11% |
| Wholesale and Retail Trade | 10% |
| Public Administration | 9% |
| Education | 6% |
| Insurance | 5% |
| Communications | 3% |
| Healthcare | 3% |
| Utilities | 2% |
| Transportation | 1% |
| Mining/Construction | 1% |

KEY ATTENDEE RESPONSIBILITIES

More than three-quarters of attendees are directly responsible for identifying and analyzing their company's IT needs.

| | |
|---|-----|
| 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% |

ATTENDEE BUYING INFLUENCE

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

| | Initiate | Design | Implement | Maintain | Total |
|--|----------|--------|-----------|----------|-------|
| IT Services and Sourcing | 55% | 34% | 38% | 38% | 70% |
| Internet Platforms & Web Services | 45% | 33% | 34% | 29% | 65% |
| Application Development | 48% | 32% | 34% | 33% | 64% |
| Portals, Content, Collaboration | 42% | 25% | 28% | 23% | 61% |
| Security | 45% | 28% | 31% | 32% | 61% |
| Application Integration & Middleware | 40% | 25% | 28% | 26% | 60% |
| Mobiles & Wireless | 42% | 25% | 29% | 29% | 56% |
| Enterprise Systems Management | 39% | 28% | 30% | 29% | 55% |
| Business Intelligence & Data Warehousing | 34% | 21% | 25% | 22% | 54% |
| ERP and Supply Chain | 23% | 12% | 16% | 15% | 40% |
| CRM | 23% | 9% | 15% | 14% | 39% |

**Skip the cold calls!
Connect with your target
customer in person.**

Attendees estimate vendors contact them 24 times a day via mail, phone, fax, and e-mail—yet they average only five vendor meetings each month. At ITxpo, there are no assistants or low-level managers to dodge. The buying teams you need to reach most will be there in person, looking to you for solutions.

"Talking to vendors and other people here at ITxpo really helps us, and gives us a few people that we might want to partner with in the future."

— Michael F. Erbrick,
Sr. Director for Restaurant
Information Systems

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