



## ITxpo: Mobile and Wireless Marketplace

### ITxpo Marketplaces

The **Mobile and Wireless Marketplace** at ITxpo is designed to facilitate interaction with buyers seeking specific technology-related solutions. The result is a streamlined environment that provides an optimum buyer/seller experience. Take advantage of this ideal setting to maximize your interaction with these sought after prospects.



— Phil Redman, Marketplace Chair  
and Research VP, Gartner

#### Leading Gartner Analysts:

Ken Dulaney  
Nick Jones

Michael King  
Drew Kraus

Lawrence Orans  
Eric Paulak

Phillip Redman

#### Conference Content Aligned with Marketplace

##### *Track: Mobile & Wireless (MOB)*

Wireless voice services are pervasive in the enterprise, and mobile devices, wireless LANs and wireless data is not far behind. This track fills the information void on the latest technology capabilities of the wireless LAN and WAN network services, applications, devices and standards. It also provides strategies to allow enterprises to turn these toys of today into high value and mission critical applications tools for tomorrow.

##### **Who Should Attend:**

Anyone involved in the design, acquisition, implementation or operation of their wireless infrastructure or wireless applications which includes: CIO, Wireless or Mobile V.P./Director/Manager, Architect/Planner/Professional/Technologist, mobile applications Architects/Developer/Designer.

##### **Lead Presentation:**

Mobile Wireless Business and Technology Scenario

##### **Sessions:**

- Enterprise Wireless Data Strategy
- PocketPower: Mobile Device Update
- Strategy for Deploying and Securing WLAN in the Enterprise
- Wireless Applications and Application Development for the Enterprise
- WSPs: Good, Bad and the Ugly

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## Sample List of Attendees at Mobile & Wireless Sessions:

Director of IT Operations . . . . . ACE HARDWARE CORPORATION	Director . . . . . PHILIP MORRIS USA
Senior Manager - On-line Banking . . . . . BARCLAY'S BANK	Director . . . . . PRICEWATERHOUSECOOPERS
IT Director . . . . . CAMPBELL SOUP COMPANY	IT Processes & Business Manager . . . . . RAYTHEON
IT Manager . . . . . EMERY	Group Mgr. Technical Architecture . . . . . SHAW INDUSTRIES
National Director . . . . . ERNST & YOUNG LLP	Manager - Infrastructure . . . . . SHERWIN WILLIAMS
Director Technology Planning Services . . . . . GRAINGER	Vice President - Investment Analysts . . . . . T ROWE PRICE
Director - Operating Systems . . . . . HOME BOX OFFICE	Regional Account Manager . . . . . THE ERGONOMIC GROUP
Vice President - IT Customer Services . . . . . HOUGHTON MIFFLIN	CTO(Thomson Healthcare) . . . . . THOMSON CORPORATION
Director of Administration and Finance . . . . . JOHNS HOPKINS UNIVERSITY	Chief Security & Network Officer . . . . . UNIVERSITY OF MIAMI
VP of NASA/JPL Services . . . . . LOCKHEED MARTIN	VP of IT . . . . . UNITED PARCEL SERVICE
Director IS Architecture & Mgt. Services . . . . . MERCK & CO INC.	CISO/Deputy CTO . . . . . US NAVY
Dir. - IT Infrastructure . . . . . NASCAR	SVP . . . . . VISA INTERNATIONAL
Director Workstation & Communication Services . . . . . PENNSYLVANIA POWER AND LIGHT	Director - IT Quality & Planning . . . . . WATKINS MOTOR LINES
	Manager of ITS . . . . . YALE-NEW HAVEN HOSPITAL

## Marketplace Theater Presentations:

### Monday 5:35 pm

Marketplace Theater Presentation: Mobile Applications in a Fish Bowl

- Mike King

### Tuesday 1:15 pm

Marketplace Theater Presentation: Managing Mobile and Wireless Deployments: Emerging Demand for Managed Services

- Jeff Lilly

### Wednesday 3:20 pm

Marketplace Theater Presentation: Wireless Email and Messaging — Finding Productivity in a Communications Storm

- Ken Dulaney

## Become a Marketplace Sponsor.

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### Vendors showcasing Mobile & Wireless Solutions:

- Dell
- EDS
- Fujitsu
- Intel
- Intellisync
- iAnywhere Solutions
- iPass, Inc.
- MegaPathNetworks (formerly Tmanage)
- Nokia
- PalmSource
- Psion Teklogix, Inc.
- Research in Motion
- SAP
- Sybase, Inc.
- Symbol Technologies
- Tmobile

(as of10/04/04)

10/05/04 v.5



October 17-22  
Orlando, Florida

[gartner.com/symposium/us](http://gartner.com/symposium/us)

To secure space in any of the 11 Marketplaces, call **1.800.356.4740** or email [exhibit@gartner.com](mailto:exhibit@gartner.com)