

October 17-22
Orlando, FL

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Our loyal attendees are your ideal customers*.

ITxpo attendees have clout

58%

report to a VP or higher

55%

are Director Level or ABOVE

76%

determine budget needs

86%

have involvement with vendors

58%

attend no other event

Unique in the industry, Symposium/ITxpo brings together the largest and most influential group of senior buying teams in the world. Who are they? Top executives from large organizations responsible for substantial IT budgets:

- 52% of attendees at Symposium/ITxpo represents an organization with more than \$1 billion in annual revenue.
- Approximately every third attendee wields an annual IT budget of more than \$50 million.
- 94% of attendees are decision-makers or influencers in the IT space.

Meet the people who make the IT decisions.

Fact: 60% of attendees come from IT departments, 40% from corporate management or business departments

The world's leading companies attend ITxpo looking for solutions.

50,000 or more	19%	} 88% work in companies with 1,000 or more employees
10,000 to 49,999	30%	
5,000 to 9,999	16%	
1,000 to 4,999	23%	
500 to 999	7%	
100 to 499	5%	
Less than 100	1%	

ITxpo attendees mean business.

The executives who attend Symposium/ITxpo drive their organizations' IT strategies and make purchasing decisions across all technology areas, from wireless to ERP to application integration. But their role doesn't stop at the whiteboard. Their involvement continues into execution and ongoing system management of mission-critical IT systems.

**All statistics are based on the 2004 Pre-Event Survey to Registered Attendees*

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Their key responsibilities include meeting with vendors like you.

Technology Involvement Level

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%

They are involved in multiple IT projects.

Involved with an Average of Six Technologies

	Initiate	Design	Implement	Maintain
Application Development	74%	60%	55%	53%
Application Integration and Middleware	72%	51%	50%	44%
Business Intelligence and Data Warehousing	75%	52%	45%	44%
CRM	75%	47%	40%	39%
Enterprise Systems Management	77%	59%	52%	50%
ERP and Supply Chain	71%	47%	45%	49%
Internet Platforms and Web Services	64%	54%	54%	53%
IT Services and Sourcing	84%	51%	54%	51%
Mobile and Wireless	77%	57%	50%	48%
Portals, Content and Collaboration	73%	54%	49%	41%
Security	66%	46%	53%	55%

The buck starts here. Fully 67% of attendees manage annual IT budgets.

Projected Corporate Spending	Increase	Unchanged	Decrease
Application Development	24%	59%	16%
Application Integration and Middleware	33%	57%	9%
Business Intelligence and Data Warehousing	32%	56%	11%
CRM	27%	60%	12%
Enterprise Systems Management	27%	60%	12%
ERP and Supply Chain	18%	65%	17%
Internet Platforms and Web Services	47%	45%	7%
IT Services and Sourcing	34%	50%	15%
Mobile and Wireless	41%	47%	11%
Portals, Content and Collaboration	45%	47%	7%
Security	62%	35%	2%

They decide what gets approved—and what doesn't.

The senior executives who attend ITxpo have enterprise-wide authority. As the people who sign the checks for major initiatives, they are involved at critical points in the sales process when purchase decisions are made.

"We look to Symposium/ITxpo for the quality of the opportunities it creates. An extremely high percentage of the decision-makers that attend ITxpo have specific initiatives pending and are looking for solutions. We find that to be invaluable".

—Bruce Campbell, Marimba



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Involved with Company's Major Vendors

I review proposals from the major vendors	83%
I review the performance of the major vendors	67%
I review contracts from the major vendors	61%
I review updated/upgraded products from major vendors	58%
I issue RFPs to the major vendors	53%
I am a primary contact for the major vendors	44%

Skip the cold calls and meet face to face.

Attendees estimate they are contacted by vendors an **average of 24 times per day via mail, email, phone, and fax**, yet they agree to an **average of only two new vendor meetings each month**. At that rate, the quarter will be over by the time you have a meeting and start the sales cycle! At ITxpo, the people you most need to meet are on-site and ready to listen. **They rely on ITxpo to create "shortlists" and evaluate vendors.**

They're not here for the free T-shirts.

Attendees rely on Symposium/ITxpo to help them make the best decisions, and they find it to be better than other events for providing reliable information across a range of technologies.

They come to ITxpo for real solutions—not PR spin or key chains.

Attendees arrive at Symposium/ITxpo looking for reliable information and informed analysis across a range of technologies. They're here to meet with vendors about imminent initiatives, not pick up brochures and freebies.

Attendees Make Decisions at ITxpo

Long-term strategic planning	88%
Benchmark my company's solutions against Gartner analyst recommendations	68%
Product selection	66%
Vendor selection	60%
Benchmark my company's solutions against those of my peers	59%

Don't miss your chance to connect with this influential crowd. Symposium/ITxpo is the only IT event for 58% of attendees.

Percentage of attendees who rate Symposium/ITxpo as the best or better than other IT events in these areas:

Breadth of information	94%
Reliability of information	93%
Quality of presenters	89%
High quality attendees	84%
Usefulness of information	83%
See major vendors	82%
Opportunity to meet industry experts	81%
See best of breed products	77%
Quality of exhibiting companies	76%
See emerging technologies	73%
Get questions answered	70%
Depth of information	69%
Quality of company representative	61%

Gartner events have a hard-earned reputation for consistently delivering valuable insights and an exceptional selling environment. That's why the industry's leading professionals and vendors make every ITxpo a "must attend" event. Join them!

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