

Gartner
SYMPOSIUM ITXPO®
2004

October 17–22, 2004
Orlando, Florida
gartner.com/symposium/us

High-Visibility Promotional Opportunities



Key Benefits of Sponsorship

At Symposium/ITxpo you'll have the chance to reach out to 6,000 motivated, qualified senior IT and business executives, making it an ideal opportunity to attract new customers and strengthen your competitive position. ITxpo offers the best platform to make product announcements, capture sales leads, and increase brand awareness.

- Reinforce messaging & branding
- Motivate qualified buyers to take action
- Leave-behind value to increase post-event recognition
- Create a frame of reference to attendees on-site
- Break through the competition clutter

The following is a list of available opportunities designed to help achieve the most from your event investment.

Pre-Event

Fast Track Pre-Event Badge Mailing **SOLD**

Deadline: September 17

Capture the attention of registered attendees before the event by including advertisement/literature in the Federal Express mailing of badges to registered attendees.

Advertisement/literature (8.5"x11") to be supplied by advertiser.

On-Site

BANNER & ADVERTISING OPPORTUNITIES

Triangular Walkway Banner

Deadline: September 10

Position your company logo in the busy walkway to and from the food tent and near one of the exhibit hall entrances. Purchased as bundles of three for greater impact.



Lamp Post Banner

Deadline: September 10

Positioned in the high-traffic walkway between the *WaltDisneyWorld*[®] Dolphin and Swan Hotel, these banners are eye-catching. Create a 3-part message to announce a new product or booth promotion. Purchased as bundles of three for greater impact. **(limit 3)**

On-Site



Bottom of escalator.



Bottom of lobby entrance.

NEW! Main ITxpo Entrance Banners (Exclusive)

Deadline: September 10

Purchase a banner at the top and/or bottom of the escalator in the busy area next to Registration and near the information booth. **This is the last impression you can make before an attendee steps onto the event floor.** Create a 2-part message that entices prospects to your booth. Purchased as a standalone or buy both for added impact.



Top of ITxpo entrance.

NEW! Main Session/Shuttle Drop-Off ITxpo Banners (Exclusive)

Deadline: September 10

Display your company message and logo on a banner that hangs at the top and/or bottom of the entrance from session rooms and the shuttle drop-off location. Create a lasting impression before an attendee steps onto the event floor. Purchased as a standalone or buy both for added impact.

Shuttle Bus

Deadline: August 16

Take advantage of a captive audience through this opportunity. The shuttle bus allows for creativity in putting your message on the seat headers as well as an external banner. Your impressions go a long way with this moving banner.



On-Site



PRINT OPPORTUNITIES

Literature at Information Booths

Deadline: October 14 (materials ship directly to event)

The Information Booths are a frequent stop for attendees. Put your company front-and-center by showcasing a piece of literature at the booth. Literature to be supplied by advertiser.



Pocket Guide **SOLD**

Deadline: August 16

This is an attendee keepsake throughout the entire event and is the quick reference guide that they can't live without. Your company name and logo will be featured on the back cover and will be in the hands of 6,000+ serious buyers.



Exhibitor Floor Plan Map

Deadline: August 16

Sponsoring the Floor Plan is a great recognition builder and will help lead qualified attendees right to your booth! The Floor Plan is inserted into each attendee bag and is also displayed in and around each marketplace.

Program Guide (various opportunities)

Deadline: August 6

Considered the conference "bible", this is distributed to all registrants in their documentation bags. This opportunity provides strong pass-along value and an extended shelf life. Choose from an assortment of ad sizes including belly bands, bookmarks, and logos—all ads are 4-color.



Symposium/ITxpo Times (various opportunities)

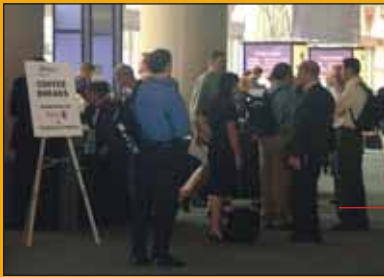
Deadline: September 10

The official daily newspaper of Symposium/ITxpo. Get your message in front of a captive audience. Be the first company they read about at the beginning of each day. This has strong pass-along value post-event. Choose from an assortment of ad sizes—all ads are 4-color. Purchase the following for the entire week: center spread; full page; half page; and inside back cover.

On-Site



© Disney



NETWORKING SPONSORSHIPS

Tuesday Night Event (*WaltDisneyWorld*®)

Deadline: August 16

The highly anticipated night of networking and fun to all of the attendees is the Tuesday night event at *Disney-MGM Studios*. Package includes listing with B&W logo in the Program Guide; Symposium/ITxpo Times; and special event brochure/Disney pamphlet. Signage (2) entrance banners (all sponsors); buffet stations; misc. signage throughout the headquarter hotels. Cups & Napkins will feature your B&W logo. Additionally, your sponsor logo will be on the departing gift. Gift provided by Gartner.

Company Specific Special Event Sponsorship (Exclusive)

Leave a lasting impression with attendees and draw record crowds by sponsoring your company branded evening event off-premise (e.g. private party) Venue rental and food/beverage funded by sponsor. Promoted by Gartner.

Refreshment and Coffee Breaks

Deadline: August 16

The coffee and beverage stations set up throughout the ITxpo event floor are an attendee favorite. Secure this unique branding opportunity with your company's logo on the coffee cups, napkins, and signage. These breaks are promoted by Gartner in the program guide, pocket guide, on-site signage, entrance unit, and session room announcement.

ITxpo Cocktail Receptions

Deadline: August 16

Evening Cocktail Receptions on the ITxpo event floor draw crowds. Co-sponsor one of the nightly receptions as an ideal way to meet and greet your prospects. Receptions are promoted by Gartner in the program guide, pocket guide, on-site signage, entrance unit, and session room announcement.

Attendee Meal Sponsorship

Deadline: August 16

Catch the eye and attention of attendees as they eat and network during meals at the food tent. During attendee meals your company logo will be placed on napkins, cups and tent cards. The Meal Sponsorship is promoted by Gartner in the program guide, pocket guide, on-site signage, entrance unit, and session room announcement.

Food/beverage and items funded by Gartner.

On-Site



SYMPOSIUM VISIBILITY SPONSORSHIPS

Registration Sponsorship (Exclusive) ~~SOLD~~

Deadline: June 30

As a registration sponsor, your company can include **a promotional piece and a welcome gift** (supplied by sponsor) that we'll distribute to attendees when they are handed their registration packages. Your company name will be featured on the **registration lanyards** attached to every attendee badge holder. Package also includes 6 prominent **tapestry banners**.

Outside Hotel Room Drop (Exclusive)

(Premier hotels: 3,000 rooms; All properties: 6,000 rooms)

Deadline: October 11

Have your promotional message appear in front of your prospect when they step outside their room or when they return in the evening. Advertisement supplied by sponsor. Range of opportunities are available (depending on day and time)

Newspaper Hotel Room Drop (Exclusive)

(Premier hotels: 3,000 rooms)

Deadline: September 10

When attendees grab for their USA Today newspaper they'll see your logo on the cover. This is a great way to create top-of-mind awareness. Your logo/compliments of message will be affixed with a sticker onto the front of the paper.



Kiosk Sponsorship (Exclusive)

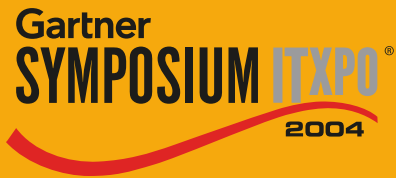
Don't miss this exclusive opportunity to get your message in front of our audience via the Interactive Kiosks, our highly-popular onsite information and communication tool. Your company name will appear on signage, mouse pads, and the screen saver.



Sponsor Battery Charging Station (Exclusive)

Deadline: September 10

Our attendees use their computers extensively during the event. Catch the attention of attendees and win their goodwill through this service sponsorship. We'll showcase your sponsorship through signage with your company name and distribute literature. Literature provided by sponsor.



On-Site

SPECIALTY SPONSORSHIP

Meeting Room/Consultation Area

Deadline: October 1

Take advantage of a more intimate interaction with attendees. Perfect for in-depth product demonstrations and discussion. These Meeting Rooms/ Consultation Areas are located on the event floor.

Post-Event

Federal Express Ship Back Insert

(Vendor to ship materials to booth)

Deadline: October 15

Remain top-of-mind after the event by including your literature on top of the attendee bag that our attendees ship back in return for completing our evaluation forms.



Don't delay! These exciting opportunities will be sold on a first-come, first-served basis. Call 800 356 4740 today to reserve yours now while they last.

Sponsorship opportunities available as of July 26, 2004.