



ITxpo Overview



A limited number of bundled packages are available for each Marketplace. Increase awareness and stand out from the competition.

Application Development/Internet Platforms/Web Services Marketplace Sponsor:



Business Intelligence/Data Warehousing Marketplace Sponsor:



Enterprise Systems Management Marketplace Sponsor:



Portals, Content and Collaboration Marketplace Sponsor:



Security Marketplace Sponsor:



Systems and Storage Marketplace Sponsors:



Symposium/ITxpo is Gartner's flagship event and the industry's largest and most strategic conference for senior IT and business professionals. Held twice a year, it offers the most compressed presentation of Gartner intelligence available, and is widely considered indispensable by IT strategists and buying teams.

Our fall event in Orlando, Florida, offers an incomparable opportunity to connect with new prospects and existing customers to close Q4 deals and build a solid pipeline of prospects for 2005.

The ten distinct technology Marketplaces at ITxpo are 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.

Conference Highlights:

- More than 150 of the world's most respected technology analysts present their latest research
- Over 30 tracks with 160 individual sessions
- Top CEO Mastermind Keynotes
- Special programs:
 - Analyst One-on-Ones
 - Consultant Custom Diagnostic Workshops
 - Best-Practices Forums
 - Exhibitor Face-to-Face Meetings

CEO Mastermind Keynotes:



Stephen Ballmer, CEO Microsoft
John Chambers, CEO, Cisco Systems



Craig Barrett, CEO, Intel
Scott McNealy, CEO, Sun Microsystems



Opening Analyst Keynote: How Enterprise Software Will Enable True Business Agility

This unique audience consists of:

- CIOs, CTOs, and their direct reports
- Tech Investment Professionals
- IT Network and Telecom Managers
- Architects and Planners
- Supply Chain and Logistics Managers
- CRM Managers
- Application Developers
- Application Integration Managers
- IT Security Directors
- IT Operations Directors
- IT professionals working in Financial Services, Healthcare, Government, and Higher Education
- IT Investment Bankers and Venture Capitalists
- Media and other IT industry watchers
- Anyone else involved in enterprise-level technology decisions

To secure space in any of the 11 Marketplaces,
call 1.800.356.4740 or email exhibit@gartner.com

Attendee Demographics and Feedback*

88% Come From Companies of 1,000+ Employees

Technology Involvement Level

Meet with executives 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%

56% Report to VP or Higher

ITxpo Experience

ITxpo is the best event for Breadth and Reliability of info	.93%
Attend ITxpo to evaluate new products	.87%
Industry analysts are the most reliable sources for info	.83%
Vendor use is driven by performance, reliability, and service	.47%
Made purchase product/service recommendations by attending	.69%
ITxpo was the only event they attended	.57%

Projected Corporate Spending

	Increase	Unchanged	Decrease
Application Development	24%	59%	16%
Application Integration & Middleware	33%	57%	9%
Business Intelligence & 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%

Budget Approval

94% are actively involved in the technology purchasing process

75% review Vendor proposals

Vertical Markets Represented

High Tech: Computer/Software	.28%
Financial Services/Insurance	.19%
Government/Education	.15%
Manufacturing	.12%
Services	.11%
Wholesale and Retail Trade	.6%
Healthcare/Life Sciences	.3%
Communications/Media	.2%
Utilities	.2%
Transportation	.1%
Construction	.1%
Total	100%

*results based on 2004 Symposium/ITxpo Evaluations



94% of the attendees are actively involved in the technology purchasing process

69% made a product/service purchase by attending

"We've been attending ITxpo since its inception...very professionally organized and well attended. We have never been disappointed."

— N. Morreale, Marketing,
Fujitsu

"Our chances of closing leads generated at ITxpo are the highest of any event we attend. Period."

— B. Campbell, Sr. Marketing
Manager, Marimba, Inc.

"ITxpo is the place to make real deals with our customers and with people we'd like to be our customers."

—S. Fink, HP



October 17-22, 2004

Orlando, Florida

gartner.com/symposium/us

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Exhibitor Listings by Marketplace*

Application Development/Internet Platforms/Web Services

MARKETPLACE SPONSOR:

Borland
AT & T
CIBER, Inc.
Clear Technology
Computer Associates
Compuware Corporation
F5 Networks
Factiva
Identify Software
Macromedia
Mercury Interactive
Micro Focus
Mitel Networks
NetManage, Inc.
Novell
Offshore Creations, Inc
Planview, Inc.
SAP
Serena Software
Software AG
Stampede
Verity
WRQ

Application Integration & Middleware

Attachmate
Autonomy
BEA
Citrix
Computer Associates
Fujitsu Software Corporation
HandySoft Global Corporation
IBM
Intalio
Konica
Novell
SAP
SEAGULL Software
Sonic Software
Unify
Vieo
Vignette

Business Intelligence/Data Warehousing

MARKETPLACE SPONSOR:

Fair Isaac
Actuate Corporation
Ascential Software
Axentis
Cognos
Computer Associates
Hyperion
IBM
ILOG
Information Builders
Knightsbridge Solutions
MapInfo
Novell
SAP
SAS Institute
StorageTek

Compliance Pavilion

IBM
Open Pages
Paisley Consulting
Relicore, Inc.

CRM, ERP & Supply Chain

ATG
Business Engine
ePlus, Inc.
Global eXchange Services
Intervoice
Kubi Software
Lawson Software
Niku Software
Peoplesoft
PM Solutions
QAD
Ramco Systems
SAP
Sciforma
Selectica
Sterling Commerce

Enterprise Systems Management

MARKETPLACE SPONSOR:

Veritas
Altiris
Aprisma
Asentinel
ASG
Avaya
Avocent
Axios Systems
BMC Software, Inc.
Computer Associates
Compuware Corporation
Connected Corporation
Dell
Embarcadero Technologies
Emerson Network Power Liebert
EMC Corporation
Evident Software Inc.
Enteo Software
Finisar
IBM
KVS
Macrovision Corporation
Marathon Technologies
Micromuse
MRO Software
Nexvu Technologies
NICE Systems
OPNET Technologies
Opware Inc.
Peregrine
Primavera
ProSight
Quest Software Inc.
Reflectent Software
SMARTS
Symantec Corporation
Tripwire
UMT
Wily Technology
Winternals Software

IT Services

Accenture
Computer Horizons Corporation
Dell
IBM
Intelligroup
(I)Structure, Inc.
Getronics
SAP
Satyam
VMC

Mobile & Wireless

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

Portals, Content & Collaboration

MARKETPLACE SPONSOR:

Xerox
Adobe
AnyDoc Software
Applan Corp
Convera
EMC Corporation
eiStream
Fast Search and Transfer
FileNet
Hummingbird
Hyland Software
iLumin
Interwise, Inc.
Interwoven
iPhrase
Inquire
Kofax
Mobius Management
Systems, Inc.
Open Pages
Polycom
Reflect Systems
Siemens Information & Communication
Stellent
Strategic Management Group
Systemware
Xythos Software
ZANTAZ, Inc.

Security

MARKETPLACE SPONSOR:

Webroot
AOL Netscape Security Solutions
Aventail
BindView
Computer Associates
Courion Corporation
Dell
IBM
Internet Security Systems
MaXware
M-Tech Information
Technology, Inc.
Netegrity
Nokia
Novell
Oblix, Inc.
Radware
Siemens Information & Communication Networks
Teros
TruSecure
Validian Corporation
Verisign
Websense, Inc.

Systems and Storage

MARKETPLACE SPONSORS:

AMD, APC
Hitachi Data Systems
Network Appliance
Softtek
Wyse Technology

Telecom Infrastructure & Services

3Com Corporation
Cisco
Foundry
Lucent
MCI
Nortel Networks
NTT Communications
Corporation
Siemens Information & Communication Networks
VMWare, Inc.

*as of Oct. 5, 2004

Gartner Events
premier sponsor



Computer Associates



invent



Microsoft

NOKIA

Novell



Gartner
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2004

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