

# Symposium/ITxpo Attendee Profile



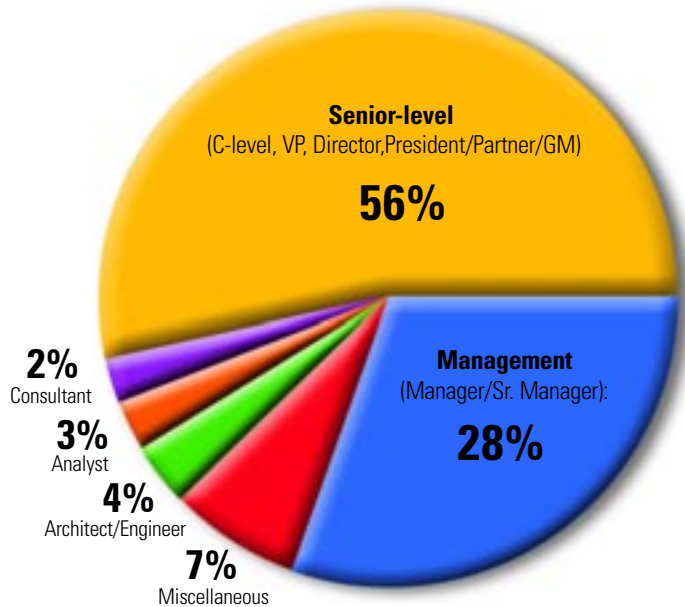
Year after year, Symposium/ITxpo attracts the most powerful IT and business professionals from the world's largest corporations, for a pool of qualified IT buyers any sales team would drool over. You won't find these senior decision-makers elsewhere—57% attend no other IT event!

## 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.



**May 15-19, 2005**  
**San Francisco, CA**  
[gartner.com/us/symposiumwest](http://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](http://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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