



## Meet more of your ideal customers in Q2

Our Spring '05 Symposium offers another prime opportunity to reach a different, and qualified buying audience. Here are just a few highlights of why exhibiting at both Spring and Fall Symposium/ITxpo is the most effective plan for your company.

### – Growing Attendance

Last year we saw a 20% increase over the previous year's registrations

### – Decision-Makers

93% are actively involved in the technology purchasing process

### – C-Level & Growing

Attendance among CXOs overall increased by 18% over last year.  
Of which there were 252 CIO/CTO/EXP

### – More Buying Teams

38% of companies send more than one IT professional

### – Fortune 100 Is Here!

51 of the Fortune 100 Companies come to Symposium/ITxpo

### – Size Matters

52% represent companies who have IT budgets of \$20+million  
18% have IT budgets of \$201+ million

In addition, the conference program continues to provide attendees an unbiased perspective on “Emerging Technologies, Trends, and Opportunities” through a diverse Gartner analyst community and Mastermind keynotes. Highlights include:

### – Rich content designed for IT professionals

- Over 160 individual sessions organized into 30 Tracks
- Delivered by Gartner's top analysts

### – Networking

- Peers
- One-on-One's with Gartner Analysts

### – Mastermind Keynotes—last year we attracted:

- Microsoft's Bill Gates
- AT&T's Dave Dorman
- Chief Technologist Panel featuring: Accenture, Sun Microsystems, and Cisco Systems

### – Evaluate technology and business solutions

- ITxpo's low-key environment—designed to the attendees needs and wants
- ITxpo Marketplace layout—organized for clarity and efficiency
- Face-to-Face program—opportunities to pre-schedule meetings with attendees

Gartner  
**SYMPOSIUM ITXPO**

May 15-19, 2005

San Francisco, CA

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