



March 29- April 1, 2004
San Diego, California
gartner.com/us/symposiumwest



Symposium/ITxpo Exhibitor BUZZ

Vendor Feedback:

"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

"The attendees that come to this event are second to none."

- D. Welch
Product Marketing Manager
LANDesk Software

Reminder - Please Submit your Exhibitor Evaluation

You still have time to give us your feedback. [Click here](#) to fill out the survey and fax it back by Monday, April 19

High-Level Buyers Flock to Sunny San Diego

Gartner Symposium/ITxpo in San Diego, March 28-April 1 was a first-rate event that offered a strong attendee turnout and a solid showing of exhibitors. **3,100+ attendees came to the event, a 10% increase over the previous year.** These figures indicate that IT executives are making the investment to pay for analysis and guidance that they can trust — which is a hallmark of Symposium/ITxpo.

Exhibitors have also showed a strong commitment for the remaining 2004 Symposium/ITxpo event in Orlando and the 2005 Spring event moving to San Francisco, an example of the quality of the event that has consistently delivered on bringing exhibitors high-level prospects.

Included below is a photo gallery of the event. It truly gives you a sense of the excitement and what we call "buzz" that takes place during the event. If you've never been to this event we encourage you to contact us today to discuss your marketing goals and needs at **1.800.356.4740** or visit: gartner.com/exhibits. Be sure to ask about our ITxpo video and VIP Day opportunities.

We look forward to working with you on future Symposium/ITxpo events!

Alwyn Dawkins
GVP
Gartner Events

HIGHLIGHTS

C-level Growth

Based on the senior-level audience that attended Symposium/ITxpo in San Diego:

- CIO/CTO/EXP representation was up 54% over last year
- CXO representation overall was up 38% over last year
- EXP Participation was up 80%
- Over 250 CIO/CTO/EXP members were on-site

[Complete Attendee List](#)

[Complete Exhibitor List](#)

Press Exposure

To view the press release on the move to San Francisco - [click here](#).

View the [Complete Press List](#)

Gear up for Fall 2004 & Spring 2005

DOUBLE your exposure and ROI by exhibiting at both the Orlando and San Francisco events. With only a 6% overlap in audience, you'll be reaching a unique senior-level audience twice a year.

In total, you'll be able to:

- Reach more than 8,000 IT executives
- Exhibit in one of ten content-focused Marketplaces
- Receive exposure to over 250 Gartner analysts
- Form strategic alliances with fellow vendors
- Showcase product launches in Q2 and close sales in Q4
- Participate in Vendor Solutions Presentations

ITxpo Photo Gallery



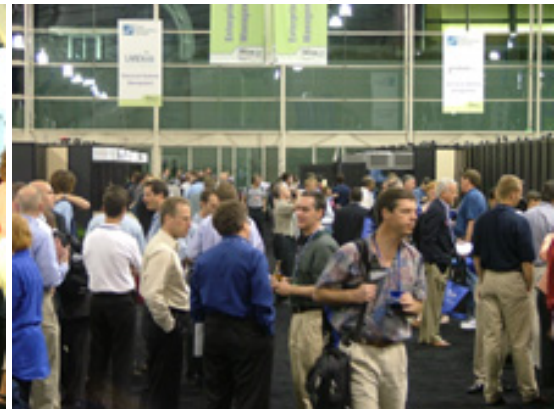
Opening Reception



Vendors go One-on-One with a Prospect



Event Floor Buzz



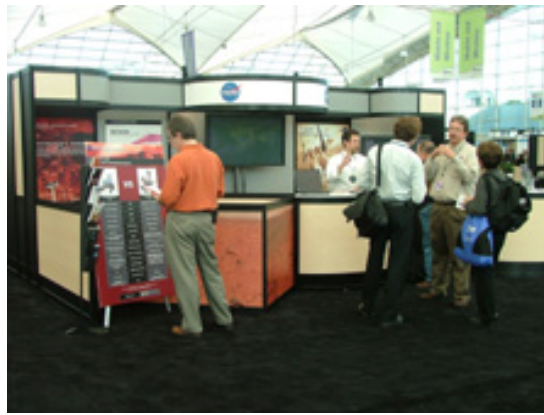
Gartner Analyst Led Marketplace Presentation



Best of ITxpo Winner: Interwise

Call 1.800.356.4740 for more information or visit: gartner.com/exhibits
Don't miss out on the combined power of exhibiting in Orlando and San Francisco!

Gartner
SYMPOSIUM ITXPO®
2004



NASA Booth - Part of the Research Pavilion



Debut of the Marketplace Sponsor

If you missed any of the previous Buzz email newsletters, you can click on the following links:

[Monday, March 29](#)

[Tuesday, March 30](#)

[Wednesday, March 31](#)

Symposium/ITxpo Exhibitor BUZZ