



Enhance your ITxpo Investment with these High-Visibility Promotional Opportunities

Hurry!
These traffic drivers
sell out quickly.
Call 1 800 356 4740
today while they last.

Gartner Symposium/ITxpo in San Diego offers an audience of 2,500+ motivated, senior IT buyers, making it an ideal opportunity to make product announcements, capture sales leads, and increase brand awareness. This event is also incorporating a highly rated topic by Symposium attendees that focuses on Emerging Technologies, Trends and Opportunities (ETTO). The theme will be integrated through keynotes, a Mastermind panel, new tracks, and a tailored agenda and sessions.

PRE-EVENT

Fast Track Pre-Event Badge Mailing—Deadline: March 1

Capture the attention of registered attendees before the show by including an advertisement/literature in the federal express mailing of badges to registered attendees. Advertisement/literature to be supplied by advertiser. (limit 3) *Cost: \$30,000*

ON-SITE

Advertising Opportunities

Banners – Lobby Panel Windows at Entrance/Exit (Exclusive)

Located on the glass doors into the main registration area, these are static cling banners visible at Gartner's designated entrance to the San Diego Convention Center, where main shuttle drop off will occur. Attendees will enter these doors to reach registration, go to keynotes, to the ITxpo show floor, and to break out sessions. (10 Dual Doors with 20 Window Decals available, single-sided) *Cost: \$120,000*

Banners – General Session/Keynote Lobby (Exclusive)

Located on the large glass windows opposite the General Session doors, these are static cling banners, visible while attendees gather into the keynotes, upon exiting keynotes, also when walking from the keynotes to the ITxpo show floor, and over to breakfast and lunch. (3 available, live space 5'x6' horizontal.) *Cost: \$60,000*

Banners – Entrance to ITxpo Show Floor (Exclusive)

Located outside the ITxpo show floor, these round banners will be passed by all of the attendees on their way into the show floor. (6 available, live space 70" in diameter) *Cost: \$80,000*

Literature at Information Booths

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. (Limit 3) *Cost: \$10,000*

Insert in SYM Times (4 issues; Deadline for artwork: March 5)

Provide an insert into the official show daily publication. Attendees make it a habit of reading this each day of the event. Get into the hands of your hottest prospects on a daily basis. *Cost: Sunday/Monday: \$20,000 Tuesday: \$15,000 Wednesday: \$10,000 Thursday: \$10,000*

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Networking Sponsorships

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.
Cost: \$75,000

Meal Sponsorship (Exclusive)

Catch the eye and attention of attendees as they eat and network during lunches at the convention center. You'll be the exclusive sponsor of the lunch break and have the chance to get your logo on napkins, cups, and tent cards. A banner is also included. Food/beverage and items funded by Gartner. (Limited One)
Cost: \$75,000

Cocktail Receptions (Limit 3)

Evening Cocktail Receptions on the ITxpo show floor draw crowds. Co-sponsor one of the nightly receptions as an ideal way to meet and greet your prospects.
Cost: \$20,000

Refreshment and Coffee Breaks (Limit 3)

The coffee and beverage stations set up throughout the ITxpo show floor are an attendee favorite. Secure this unique branding opportunity with your company's logo on the coffee cups and napkins.
Cost: \$20,000

Gartner Executive Program Sponsorship

Gartner's Executive Program (EXP) is the world's largest community of CIOs and CTOs. We attract over 400 EXP members to Symposium/ITxpo each year, where they participate in an exclusive red carpet program, with EXP-only events. By sponsoring an EXP lounge, you can catch, and keep, the attention of our most sought-after attendees. Sponsorship includes the distribution of your company's literature and signage. Literature to be supplied by sponsor.
Cost: \$50,000 (Limit of one sponsor per function)

Symposium Visibility Sponsorships

Registration Sponsorship (Exclusive)

As a registration sponsor, your company can include a promotional piece and a welcome gift that we'll distribute to attendees when they are handed their registration packages. Your company name will also be on all of the registration lanyards attached to every badge holder. Promotional piece and welcome gift supplied by sponsor.
Cost: \$100,000

In-Room Hotel Drop (Exclusive each day – 4 days; 1,000 rooms)

Make a lasting impression on our attendees by sponsoring a room drop along with your company advertisement. Gift and advertisement to be supplied by sponsor.
Cost: Starting at \$15,000

Outside Hotel Room Drop (Exclusive each day - 4 days; 1,000 rooms)

Have your promotional message appear in front of your prospect when they step outside their room or when they return to their room at night. Advertisement to be supplied by sponsor.
Cost: Starting at \$10,000

Newspaper Hotel Drop (Exclusive for the entire 4 days - 1,000 rooms)

When attendees grab for their newspaper they'll see your message on the cover. This is a great way to drive traffic to your booth and create top of mind awareness. Your logo/compliments message will be affixed with a sticker onto the front of the paper.
Cost: \$25,000

Press Room Sponsorship (Exclusive)

Good will with the press goes a long way! This sponsorship includes signage and notepads with your logo and the distribution of your literature and a giveaway. Literature and giveaway to be supplied by sponsor.
Cost: \$25,000

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 the mouse pads, as the screen saver
(Limit of 2)
Cost: \$30,000

Keynote Sponsorship (Exclusive – company must be keynoting)

Take advantage of standing out from the crowd by getting your promotional message distributed in the general session room before the opening keynote. This is a "must-attend" for any delegate and offers high press visibility. Materials to be supplied by sponsor.
Cost: \$20,000

POST-EVENT

Federal Express Ship Back Insert

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. (Limit of three)
Cost: \$30,000

COMBINED EXPOSURE OPPORTUNITIES: PRE; ON-SITE & POST

Event Web Site Hyperlink with Logo—Many attendees, exhibitors, analysts and press visit the Web site pre-event. In addition to your complimentary listing you can add your company logo to hyperlink to your company's URL. You'll also receive exposure through the online Welcome Kit.
Cost: \$3,000

Ad in SYM Times—The official newspaper of Symposium/ITxpo is distributed daily. Get your message in front of a captive audience. Be the first thing they see as they begin their day. This also has strong pass-along value and shelf life. Choose from an assortment of ad sizes—all ads are 4-color.
Starting at \$5,000

Symposium/ITxpo CD-Rom—Registrants receive this to access documentation through a CD-Rom. No hard copy of this will be available on-site. You'll receive your logo, hyperlink and exhibitor listing on the CD-Rom.
Cost: \$5,000

Ad in Program Guide—Considered the conference "bible", this is distributed to all registrants in their documentation bags. This offers strong pass-along value and shelf life. Choose from an assortment of ad sizes including belly bands, bookmarks, and logos—all ads are 4-color.
Cost: Starting at \$5,000

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