



## CONFIRMATION PACKAGE

Dear Attendee:

Thank you for registering for the **Gartner Customer Relationship Management Summit, September 8-10, 2008** at the **Gaylord National Resort & Convention Center in National Harbor, MD.**

Enclosed you will find details regarding the following topics to assist you in preparing for the conference:

- General Conference Information
- Agenda Builder
- Gartner Analyst One-on-One Appointments and Analyst/User Roundtables
- Online Documentation Access

Please log onto <http://www.gartner.com/us/crm> to view the latest agenda, conference updates, schedule Analyst One-on-One Appointments, Analyst/User Roundtables and/or Face-to-Face Sponsor Meetings.

If your conference registration is not paid in full, payment is due prior to the start of the conference by company check, credit card or Gartner Conference Ticket. Please note: If your conference registration is paid in full by **Friday, August 22, 2008** you will receive access to pre-event conference documentation via email.

If you have any questions, comments and/or concerns regarding the Gartner Customer Relationship Management Summit please contact our Registration Team at 1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to [us.registration@gartner.com](mailto:us.registration@gartner.com) and we'll be happy to assist you.

Sincerely,

The Gartner Worldwide Events Team

## GENERAL CONFERENCE INFORMATION

### TIME:

For your convenience, pre-conference registration will take place in the **Maryland Ballroom Foyer** of the **Gaylord National Convention Center** on Sunday, September 7, 2008 from 1:30 p.m. – 6:30 p.m. Registration will re-open Monday, September 8 at 7:00 a.m. The Opening Keynote session will take place on Monday, September 8 at 8:00 a.m. The conference will adjourn Wednesday, September 10 at 12:30 p.m.

### DOCUMENTATION:

On-site you will receive a documentation key (included in your conference materials) which will gain you access to conference documentation via the Web. Full payment received by **Friday, August 22** will allow you access to any pre-conference documentation available at that time. Paper documentation will not be available on-site. There are limited printing facilities at the **Gaylord National Resort & Convention Center**; please contact the hotel directly for business center pricing information +1 301 965 2000.

### HOTEL CONTACT INFORMATION:

Gaylord National Resort & Convention Center  
210 Waterfront Street  
National Harbor, Maryland 20745 USA  
Phone: 1 301 965 2000

### RESERVATIONS:

As an attendee you are responsible for booking your own hotel reservations. You may do so by contacting the **Gaylord National Resort & Convention Center** directly at +1 301 965 2000. Please specify that you are attending the Gartner Customer Relationship Management Summit to receive the special nightly group rate of \$249.00 (plus tax). A \$15.00 resort fee also applies. Check-in time is 3:00 p.m.; check-out is at 11:00 a.m.

### AIRPORTS:

#### Reagan International Airport (DCA)

- Reagan International Airport (DCA) is located approximately 20 minutes from the Gaylord National Resort & Convention Center.
- Taxi service is available for approximately \$20 usd one-way. SuperShuttle service is also available from 6:00 a.m. to 6:00 p.m. for \$22 per passenger/\$78 exclusive.

#### Dulles International Airport (IAD)

- Dulles International Airport (IAD) is located approximately 50 minutes from the Gaylord National Resort & Convention Center.
- Taxi service is available for approximately \$55 usd one-way. SuperShuttle service is also available from 6:00 a.m. to 6:00 p.m. for \$43 per passenger/\$125 exclusive.

### ADDITIONAL TRANSPORTATION METHODS:

Transportation is also available via water taxi, bus and train. Please [click here](#) for details.

### PARKING:

Self-parking for hotel guests is available at the Gaylord National Resort & Convention Center for \$19 usd per day. Valet parking for hotel guests is available for \$28 usd per day.

**EXPENSES:**

All conference costs including transportation, lodging and extra meals are at each participant's expense. Gartner will provide for certain services such as select meals, refreshments and entertainment. The Gaylord National Resort & Convention Center accepts all major credit cards. An ATM is also located in the hotel mail lobby for your convenience.

**NON-SMOKING POLICY:**

Gartner along with the Gaylord National Resort & Convention Center maintains a non-smoking policy for all meeting rooms and meal functions. We thank you in advance for your cooperation.

**CANCELLATIONS AND SUBSTITUTION POLICY:**

Registrations may be refunded or a ticket re-activated, if the cancellation is made in writing up to 15 business days prior to the start of the event. Cancellations received within 15 business days of an event or non-attendance will not be refunded and/or the ticket will be kept. Substitution of registrations may be made at any time up to the start of the conference. Sharing of attendee passes is not permitted.

This conference is sponsored by Gartner which reserves the right, in its sole discretion, to limit or deny access to the conference to any entity or individual. Gartner's receipt of an application and/or payment does not constitute acceptance. Application and payments that are not accepted will be returned.

**ATTIRE:**

While many attendees choose to wear business attire to conference sessions, business casual attire is equally appropriate. We suggest that you bring informal attire for free time comfort. Temperatures in meeting rooms may vary, thus we also suggest that you dress in layers. The temperature in National Harbor in September ranges from an average low of 62 degrees to an average high of 83 degrees.

**BUSINESS CARDS:**

Please bring business cards with you to the conference to help expedite registration formalities and to assist with networking.

**PHOTOGRAPHY, VIDEO & AUDIO RECORDING:**

All forms of photography, video, and audio recording are prohibited at all event sessions, presentations, exhibitions, functions, and meals without prior written permission from Gartner.

**QUESTIONS:**

If you have any questions, comments and/or concerns regarding the Gartner Customer Relationship Management Summit 2008, please contact our Registration Team at 1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to [us.registration@gartner.com](mailto:us.registration@gartner.com).

## **AGENDA BUILDER**

Our conference [Website](#) includes an exciting [Agenda Builder](#) function that allows you to:

- Create a personalized agenda ahead of the summit
- Export your personalized agenda to your Outlook calendar
- Schedule Gartner Analyst One-on-One and Sponsor Face-to Face Meetings
- View and download conference documentation/presentations.

## **ANALYST/USER ROUNDTABLES (AUR's)**

All User attendees are invited to register for Analyst/User Roundtable sessions. These discussions are focused on a specific topic, moderated by a Gartner analyst, with limited seating per session. Analyst/User Roundtables are a great forum for hearing what your industry peers are experiencing on topics and issues similar to yours. We would encourage you to pre-book these sessions before arriving onsite. Alternatively, you may register onsite via the One-on-One Registration desk. Bookings will be taken on a first-come-first-served basis. [Click Here](#) to schedule and view a full listing of AUR's for the Gartner CRM Summit.

## **GARTNER ANALYST ONE-ON-ONE APPOINTMENTS**

Gartner Analyst One-on-One Appointments are 30-minute private meetings with our analysts where clients can ask questions related to their specific needs and issues. Pre-Event Registration via our online Agenda Builder for Gartner Analyst One-on-One Appointments is available for Monday, September 8, 2008 only. Appointments for Tuesday and Wednesday may be scheduled at the on-site One-on-One Registration Desk beginning Sunday, September 7, 2008.

## **ONLINE DOCUMENTATION ACCESS**

To align with global green initiatives Gartner now only offers online access to conference documentation/presentations. If your conference registration is paid in full approximately two weeks (by 5:00 p.m. August 22) prior to the event you will receive an email providing you with the conference documentation key. The key will allow you to access and download all conference documentation available at that time. We encourage you to take advantage of this offer to preview sessions and plan your time at the conference.

If you anticipate the desire to view session documentation while you are at the conference, we encourage you to bring your laptop and spare batteries. Wireless connectivity will be available in all session rooms as well as throughout the conference space to assist with viewing presentations while onsite. It is also a good idea to print-out conference presentation before leaving the office, as there are limited printing facilities at the Gaylord National Resort & Convention Center.

## **ATTEND ANOTHER CONFERENCE**

Plan your attendance at another Gartner conference! For an up-to-date listing of 2008 events and to receive updated, detailed information as it becomes available, please visit [www.gartner.com/events](http://www.gartner.com/events). You may also contact our Registration Team at 1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to [us.registration@gartner.com](mailto:us.registration@gartner.com) and we'll be happy to assist you in registering for another Gartner Event.