



■ ■ ■ ■ **Attendee Orientation**
**Gartner Wireless & Mobile
Summit 2009**

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Gartner
Wireless & Mobile
Summit 2009

February 23–25 | Chicago IL

Orientation Agenda

I. Introductions

II. Overview of the Agenda

III. Hotel and Transportation

IV. Pre-Event Logistics

V. Onsite Logistics

VI. Show Floor

VII. Post-Event Tools

VIII. Question-and-Answer Session

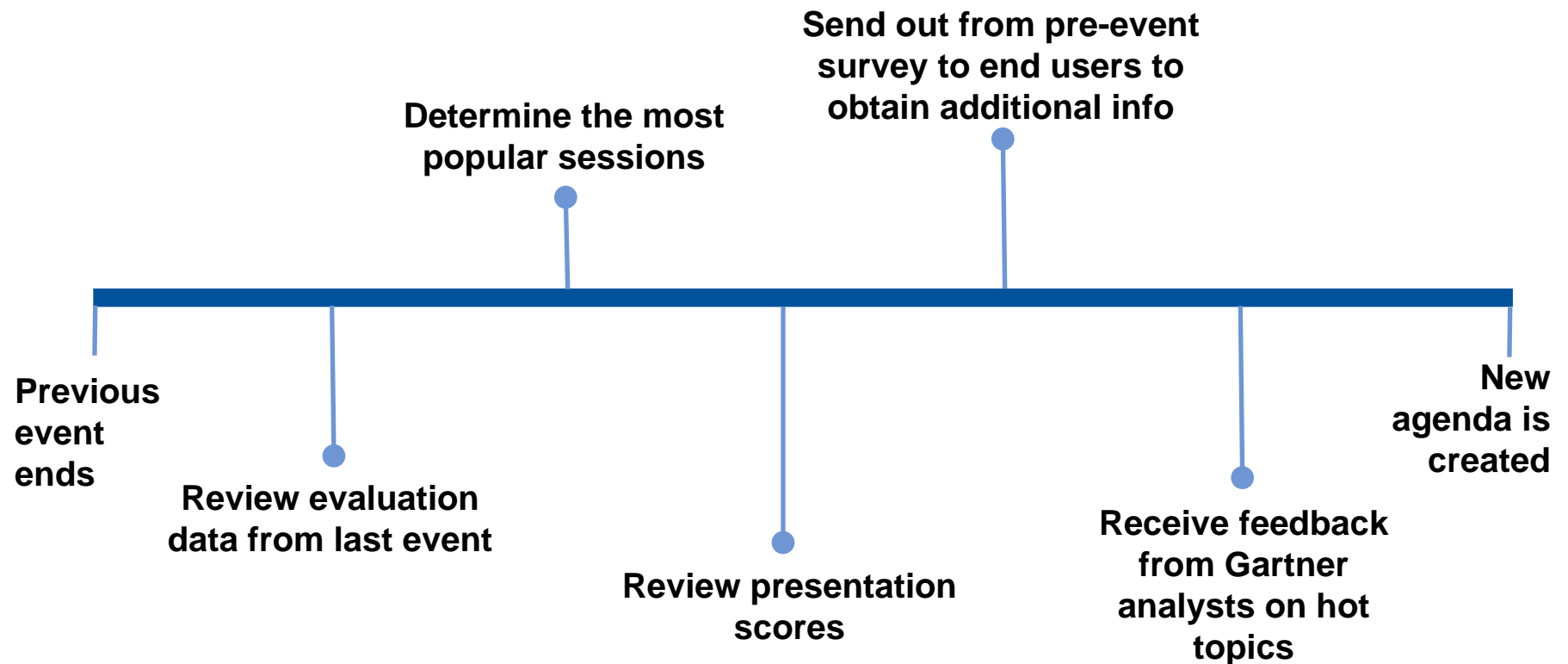
Submitting Questions

Have a question?

**Type it in under the “Questions” pane in the webinar control panel on your screen.
There will be a question-and-answer session at the end of the orientation.**



Agenda Creation Timeline

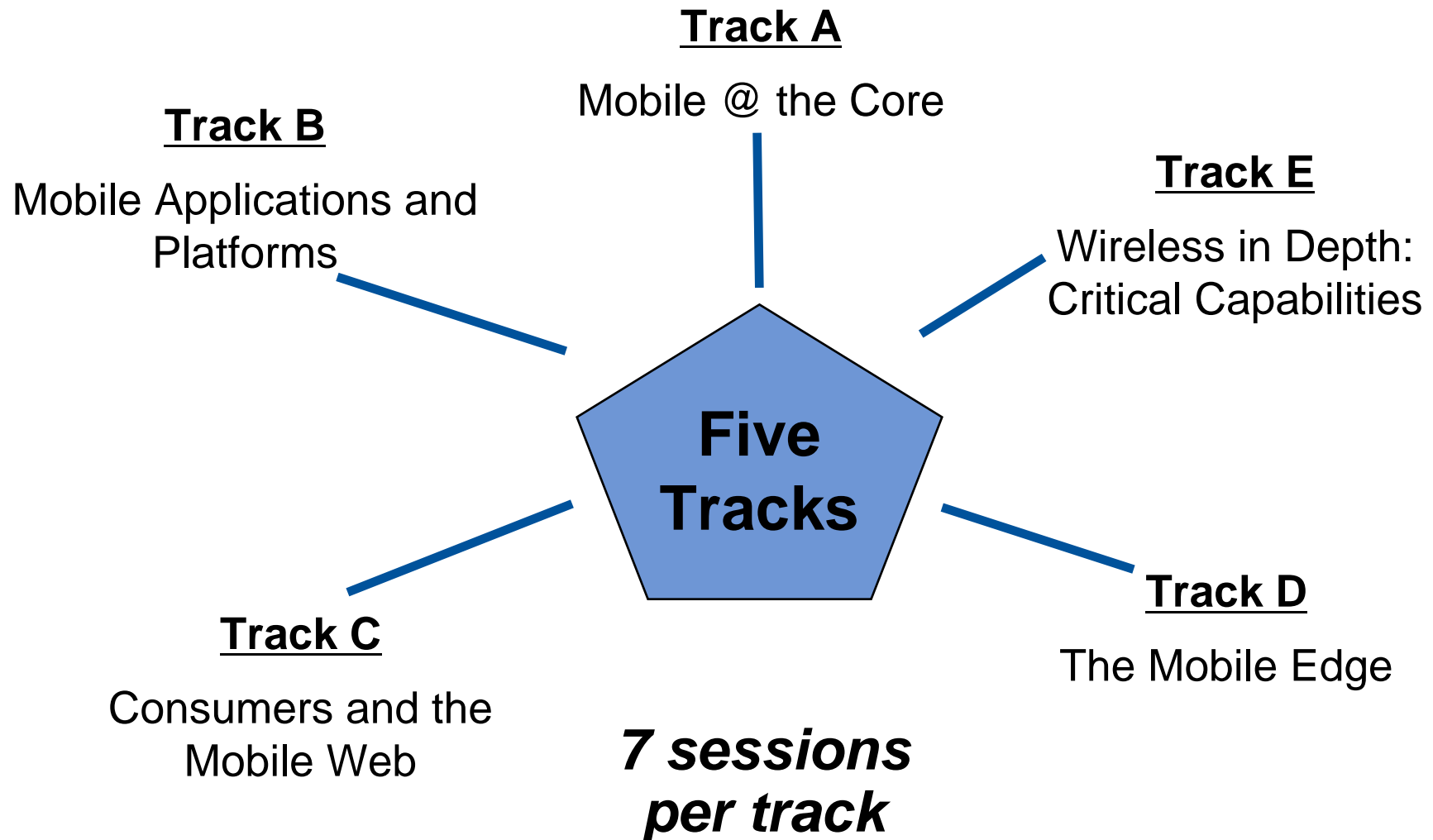


Conference Theme

Mastering Mobility: Changing Rules, Bottom-Line Impact.

- ✓ Reinventing your business through mobility
- ✓ Architecting mobile applications for the enterprise
- ✓ Wireless security and the consumerization of IT
- ✓ New rules for mobility success
- ✓ Emerging technologies and new devices
- ✓ M-commerce and mobile social networking
- ✓ Leveraging existing strategies for increased payoff
- ✓ Reduce costs and overhead
- ✓ Improving teleworking and mobile productivity

Agenda Tracks



Types of Sessions

1. Pre-Conference Tutorials
2. Track Sessions
3. Keynote Sessions
4. Panels
5. End-User Case Studies
6. Analyst/User Roundtables (AURs)
7. Solution Provider Sessions & Case Studies
8. Vendor/User Roundtables (VURs)
9. Sponsor Lunch Address

Keynote Speakers

This year's lineup includes...

Guest Speakers:



Dr. Andrew Lippman
Founding Associate,
Director and Creator,
MIT Media Labs Viral
Communications Program



Kevin O'Sullivan
Lead Engineer,
SITA Lab



Jonathan Zdziarski
Research Scientist,
McAfee

Gartner Speakers:



Ken Dulaney
VP & Distinguished Analyst



Jackie Fenn
VP & Distinguished Analyst



Nick Jones
VP & Distinguished Analyst

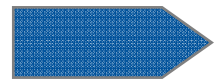


David Willis
VP & Distinguished Analyst

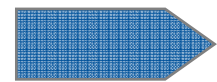
Wireless & Mobile Excellence Awards



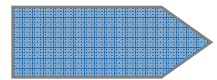
Honors winning organizations that most clearly demonstrate excellence in its wireless and mobile initiatives.



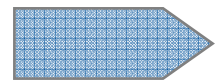
Organizations are nominated by your peers.



3 finalists will be selected by Gartner from submitted case studies and supporting documentation.



Attendees will vote for the winner onsite.



The winning company will be announced live during the event.

Hotel and Transportation

Hotel

Sheraton Chicago Hotel & Towers

301 East North Water Street

Rooms available for \$159/night

Call for reservations: 877 242 2558

www.sheratonchicago.com



Transportation

Taxi

O'Hare Airport - \$35

Midway Airport - \$27

Continental Airport Express

Reservations: 800-654-7871

Information: 312-454-7800

CTA Train

Fare is \$2

Stop is the State of Illinois Building, located at Lake and Clark Streets

What To Do Before the Event

- ☑ Build an agenda via the Agenda Builder tool
- ☑ You may also download the Agenda Builder to a mobile device – go to mab.gartner.com/ra12
- ☑ Print out documentation for presentations
- ☑ View webinar replays available online at www.gartner.com/us/wireless
- ☑ Book a Gartner Analyst One-on-One Meeting
 - Pre-booking for Monday appointments only
 - Appointments for other days must be booked onsite
 - Bookings accepted up to 5 days before the event
 - Each paid attendee may book up to 2 half-hour meetings with a different analyst
 - A maximum of 8 One-on-Ones are allowed per organization
- ☑ Book a Face-to-Face Sponsor Meeting
 - Pre-book a meeting with Solution Showcase sponsors to discuss solutions to your business issues

Agenda Builder Homepage

Go to www.gartner.com/us/wireless, click on “Build Your Agenda”

The screenshot shows a Microsoft Internet Explorer browser window displaying the Agenda Builder homepage. The browser's address bar shows the URL <http://agendabuilder.gartner.com>. The page features a dark blue header with the Gartner logo and the event details: "Wireless & Mobile Summit 2009" on February 23-25 in Chicago, IL. A navigation menu includes links for HOME, SESSIONS, TRACKS, SPEAKERS, SPONSORS, MY AGENDA, and FEEDS. The main content area is titled "Wireless & Mobile Summit" and includes a "Your Profile" link. Below this, there are three main sections: "GET THE MOST FROM YOUR EVENT" with links to "Build your agenda", "Request a Gartner Analyst One-on-One Meeting", and "Request a Face-to-Face Sponsor Meeting"; "PREMIER SPONSORS" featuring logos for AT&T, Cisco, and Palm; and "TOP 10 SESSIONS" listing various topics such as "Welcome Address", "The Mobile and Wireless Scenario", and "Fixed Mobile Convergence or Mobile Unified Communications?". The footer contains a "Privacy Policy" link, "About" and "Contact Us" links, and the Gartner logo with the text "Worldwide Events Calendar".

Agenda Builder – Sessions Link

Sessions Link:

- View session listing
- Sort sessions
- Get detailed information about sessions
- Add sessions to your personalized agenda
- Register for a One-on-One or Analyst/User Roundtable

The screenshot shows the Agenda Builder website for the Wireless & Mobile Summit 2009 in Chicago, IL. The page is viewed in Microsoft Internet Explorer. The main content area displays a list of sessions under the heading "Sessions - All" (91 Sessions). A dropdown menu is open over the "Sessions - All" link, showing options: ALL, Monday Sessions, Tuesday Sessions, Wednesday Sessions, Keynote View, Top 10 View, Job Role List, Session Type List, Vertical Industry List, and Marketplace List. The session list includes:

Time	Session Title	Speaker	Session Type	Location	ID	Action
Sunday 04:00 PM-07:00 PM	Pre-Conference Registration			Sheraton Chicago Hotel & Towers - Promenade		ADD ALL, REMOVE
Sunday 04:30 PM-05:30 PM	Security 101	John Pescatore	Pre-Conference Tutorial	Sheraton Chicago Hotel & Towers - Ballroom 8		ADD
Sunday 04:30 PM-05:30 PM	Telework and Green Computing	John Girard	Pre-Conference Tutorial	Sheraton Chicago Hotel & Towers - Chicago Ballroom 9	T3	REMOVE
Sunday 04:30 PM-05:30 PM	Cloud Computing: What's It All About?	William Clark	Pre-Conference Tutorial	Sheraton Chicago Hotel & Towers - Chicago Ballroom 10	T4	ADD
Sunday 05:15 PM-06:45 PM	The New Basics of RFID	Tim Zimmerman	Pre-Conference Tutorial	Sheraton Chicago Hotel & Towers - Chicago Ballroom 8	T5	REMOVE
Sunday 05:45 PM-06:45 PM	Is it Time for a Website Upgrade?	Gene Alvarez	Pre-Conference Tutorial	Sheraton Chicago Hotel & Towers - Chicago Ballroom 9	T6	ADD
Sunday 05:45 PM-06:45 PM	An Overview of Influencing Current and Future Consumer Technologies	Ken Dulanev		Sheraton Chicago Hotel & Towers -		ADD

Agenda Builder – Tracks Link

Tracks Link:

- Read descriptions of each track
- View listing of sessions offered within each track
- Register for a One-on-One or Analyst/User Roundtable

The screenshot shows a Microsoft Internet Explorer browser window displaying the Gartner Agenda Builder website. The page title is "Agenda Builder" and the event is "Gartner Wireless & Mobile Summit 2009" held from "23-25 February 2009" in "Chicago, IL". The user is logged in as a "Guest User". The navigation menu includes "HOME", "SESSIONS", "TRACKS", "SPEAKERS", "SPONSORS", "MY AGENDA", and "FEEDS". The "TRACKS" section is active, showing three tracks:

- Track A: Mobile @ the Core**: Providing a strategic look at what's ahead for 4G, tablet PCs, unified communications, security, and Telework 2.0, among other important trends, this track examines mobility as a central, fundamental part of enterprise IT. In each session, we'll identify strategies to position your organization to make the most of the next wave of change.
- Track B: Mobile Applications and Platforms**: In the next three years, mobile application development and platform decisions will increasingly determine an organization's agility - Gartner finds that most organizations need to rationalize their sourcing and platform choices. In this track, we explore the continuum of opportunities, architectures, and choices directly ahead - from multi-channel access gateway functionality to all-in-one packaged approaches to mobile thin client application servers - as well as how to reevaluate platforms and sources to suit leaner times.
- Track C: Consumers and the Mobile Web**: As the variety, available features, and power of consumer mobile devices has increased, the massive consumer mobile market has pushed ever deeper into business IT, while at the same time affording vast new opportunities to interact with customers as they make decisions, rather than just as they surfing the web on a pc. In this track, we look in detail at mobile business 2.0, including mobile advertising, m-commerce and how it fits with your current e-commerce strategies, the smartphone OS wars, and the impact of consumerization on the mobile enterprise.

The Windows taskbar at the bottom shows the Start button, several open applications (Gart..., http..., Doc..., Ashley, Micr..., Atte..., Sent..., Webi...), a 95% battery level, and the system clock showing 4:28 PM on 2/23/2009.

Agenda Builder – Agenda Wizard

Agenda Wizard

- Download or email yourself a PDF of all the sessions under a specific track
- Add all the sessions under a track to your personalized agenda

The screenshot shows a web browser window titled "https://agendabuilder.gartner.com - Agenda Wizard - Microsoft Internet Explorer". The page content includes:

- Header: "Agenda Builder" with the Gartner logo and event details: "Wireless & Mobile Summit 2009, 23-25 February 2009, Chicago, IL".
- Navigation menu: HOME, SESSIONS, TRACKS, SPEAKERS, SPONSORS, MY AGENDA, FEEDS.
- Main content area:
 - Left sidebar: "Agenda Wizard", "Gartner Analyst One-on-One Meetings", "Analyst/User Roundtables".
 - Right main area: "Agenda Wizard" heading, introductory text about Gartner Events, a welcome message to the "Agenda Wizard" tool, and a "Session Interests" section with five track options (Track A through Track E) each with an unchecked checkbox.
 - A yellow "SUBMIT" button is located below the track selection.
- Footer: "Privacy Policy About Contact Us © 2009 Gartner, Inc. All rights reserved." and "Gartner Worldwide Events Calendar".

The browser's taskbar at the bottom shows the Start button, several open applications (Ashley, Inbo..., Micr..., Atte..., RE: ..., http..., Wind..., Ado...), a system tray with a battery indicator at 89%, and the time 9:49 AM.

Agenda Builder – Speakers Link

Speakers Link:

- Read speaker biographies
- See which session a speaker is presenting at
- Register for a One-on-One or Analyst/User Roundtable

The screenshot shows a Microsoft Internet Explorer browser window displaying the Agenda Builder website. The page title is "Agenda Builder" and the event is "Gartner Wireless & Mobile Summit 2009" held from "23-25 February 2009" in "Chicago, IL". The navigation menu includes "HOME", "SESSIONS", "TRACKS", "SPEAKERS", "SPONSORS", "MY AGENDA", and "FEEDS". The "SPEAKERS" section is active, showing a list of speakers with their names and titles. The list is alphabetically ordered and includes:

Speakers	
All	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
TBD	
Alvarez, Gene	Research VP, Gartner
Baker, Van L.	Research VP, Gartner
Basso, Monica	Research VP, Gartner
Clark, William	Research VP, Gartner
Dulaney, Ken	VP Distinguished Analyst, Gartner
Fenn, Jackie	VP & Gartner Fellow
Fiering, Leslie	Research VP, Gartner
Girard, John	VP Distinguished Analyst, Gartner
Hafner, Bob	Managing VP, Gartner
Ho, Dennis	Senior Consultant, Innovapost
Ingle, Abhi	Vice President, Industry and Mobility Application Solutions, AT&T Business Solutions
Jones, Nick	VP Distinguished Analyst, Gartner
Jow, Willie	VP, Mobility Product Marketing, Sybase
Keating, Mark	Director, Platform Marketing, Research In Motion
King, Michael J.	Research Director, Gartner
King, Jack	IT Infrastructure Manager, Central Dupage Hospital
Kirkun, Mike	Manager, Developer Relations, Research In Motion

Agenda Builder – Sponsors Link

Sponsors Link:

- See listing of solution providers participating in the event and what booth they are located in
- Find out what sessions these sponsors are presenting
- Register for a Face-to-Face Sponsor Meeting

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'Agenda Builder' website. The page title is 'Agenda Builder' and the event is 'Gartner Wireless & Mobile Summit 2009' held from '23-25 February 2009' in 'Chicago, IL'. The navigation menu includes 'HOME', 'SESSIONS', 'TRACKS', 'SPEAKERS', 'SPONSORS', 'MY AGENDA', and 'FEEDS'. The 'SPONSORS' section is active, showing a list of 20 sponsors. The visible sponsors are:

Sponsor Name	Address	Booth	Logo
Absolute Software	1055 Dunsmuir St. Vancouver, BC V7X 1K8 CANADA	Booth C	AbsoluteSoftware
AirMagnet, Inc.	830 E. Arques Ave. Sunnyvale, CA 94085 UNITED STATES	Booth B	AIRMAGNET.
Antenna Software	111 Town Square Place Jersey City, NJ 07310 UNITED STATES	Booth G	ANTENNA SOFTWARE
AT&T	One AT&T Way Bedminster, NJ 7921 UNITED STATES	Booth 1	at&t
Cisco	3750 Zanker Road San Jose, CA 95134 UNITED STATES	Booth 2	CISCO
ESRI	380 New York Street Redlands, CA 92373 UNITED STATES	Booth H	ESRI

The browser's taskbar shows the Start button, several open applications (Gartne..., http://..., Ashley, Micros..., Attend..., Sent It..., Webin...), a 96% battery level, and the system clock at 4:35 PM on 2/23/2009.

Agenda Builder – My Agenda Link

My Agenda Link:

- View personalized agenda for the conference
- Export agenda items to your Outlook calendar
- Register for a One-on-One or Analyst/User Roundtable

https://agendabuilder.gartner.com - Sign On - Microsoft Internet Explorer

Agenda Builder

Gartner
Wireless & Mobile Summit 2009
23-25 February 2009
Chicago, IL

HOME SESSIONS TRACKS SPEAKERS SPONSORS MY AGENDA FEEDS

Agenda Wizard
Gartner Analyst One-on-One Meetings
Analyst/User Roundtables

Sign On

Enter your gartner.com or Agenda Builder username (usually your email address) and password to sign on.

To access this part of Agenda Builder, you must sign on.

Username

Password

Remember me

SUBMIT

[Forgot your username or password?](#)
[Create a gartner.com account](#)

Privacy Policy About Contact Us
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Gartner
Worldwide Events Calendar

Done

start Gartner... https://... Ashley Micros... Attend... Sent It... Webin... 96% Trusted sites 4:39 PM

**Enter in your
gartner.com
username and
password**

Agenda Builder – Online Documentation

- If your registration is paid by Feb. 6, you will be emailed pre-event access instructions
- If your registration is paid for after Feb. 6, you will receive access instructions 3 days prior to the event.

If the documentation is available, there will be a PDF link in the session listing.

Sessions - Microsoft Internet Explorer

Address: <http://agendabuilder.gartner.com/cios3/WebPages/SessionList.aspx?Track=35>

HOME SESSIONS TRACKS SPEAKERS SPONSORS MY AGENDA FEEDS

Gartner Analyst One-on-One Meetings

Sessions - Track A: The Enterprise Context
7 Sessions

Views: ALL ADD ALL

Monday 09:30 AM-10:30 AM	Deciphering the CEO and Business Speaker: Mark Raskino Session Type: Track Session PDF CIOS3_AL.pdf	ID: AL Track: A	ADD
Monday 10:45 AM-12:15 PM	Investing in Technology – Managing the Hype Cycle Speaker: Mark Raskino Session Type: Peer Exchange Workshop Session PDF CIOS3_A1.pdf	Location: Hyatt Grande Champions Resort & Spa - Indian Wells I ID: A1 Track: A	ADD
Monday 10:45 AM-12:15 PM	Innovation Masters Class Speaker: Tom Kouloupolos Session Type: Peer Exchange Workshop Session	Location: Hyatt Grande Champions Resort & Spa - Indian Wells J ID: A2 Track: A	ADD
Monday 10:45 AM-12:15 PM	Big Decisions in 2009 Speaker: Ken McGee Session Type: Peer Exchange Workshop Session	Location: Hyatt Grande Champions Resort & Spa - Indian Wells K ID: A3 Track: A	ADD
Monday 10:45 AM-12:15 PM	Enterprise Risk Management Speaker: Richard Hunter Session Type: Peer Exchange Workshop Session PDF CIOS3_A4.pdf	Location: Hyatt Grande Champions Resort & Spa - Indian Wells N ID: A4 Track: A	ADD
Monday 10:45 AM-12:15 PM	Leading in the Public Sector Speaker: John Kost Session Type: Peer Exchange Workshop Session	Location: Hyatt Grande Champions Resort & Spa - Indian Wells O ID: A5 Track: A	ADD

Done

Monday, February 02, 2009

start As... Mi... At... Se... F... ht... RE... Se... 85% 8:54 PM

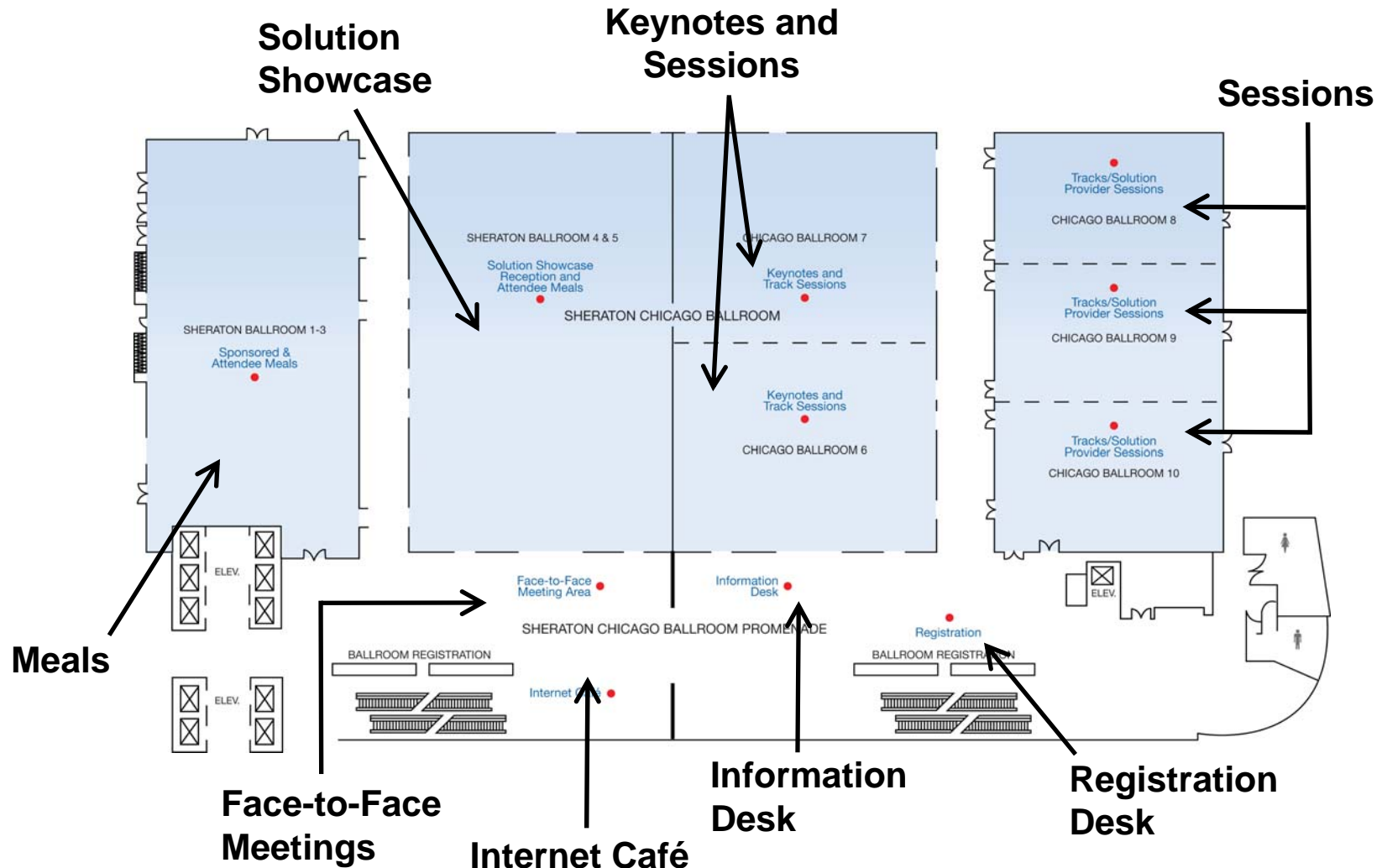
Webinar Replays

Listen to two complimentary webinar replays:

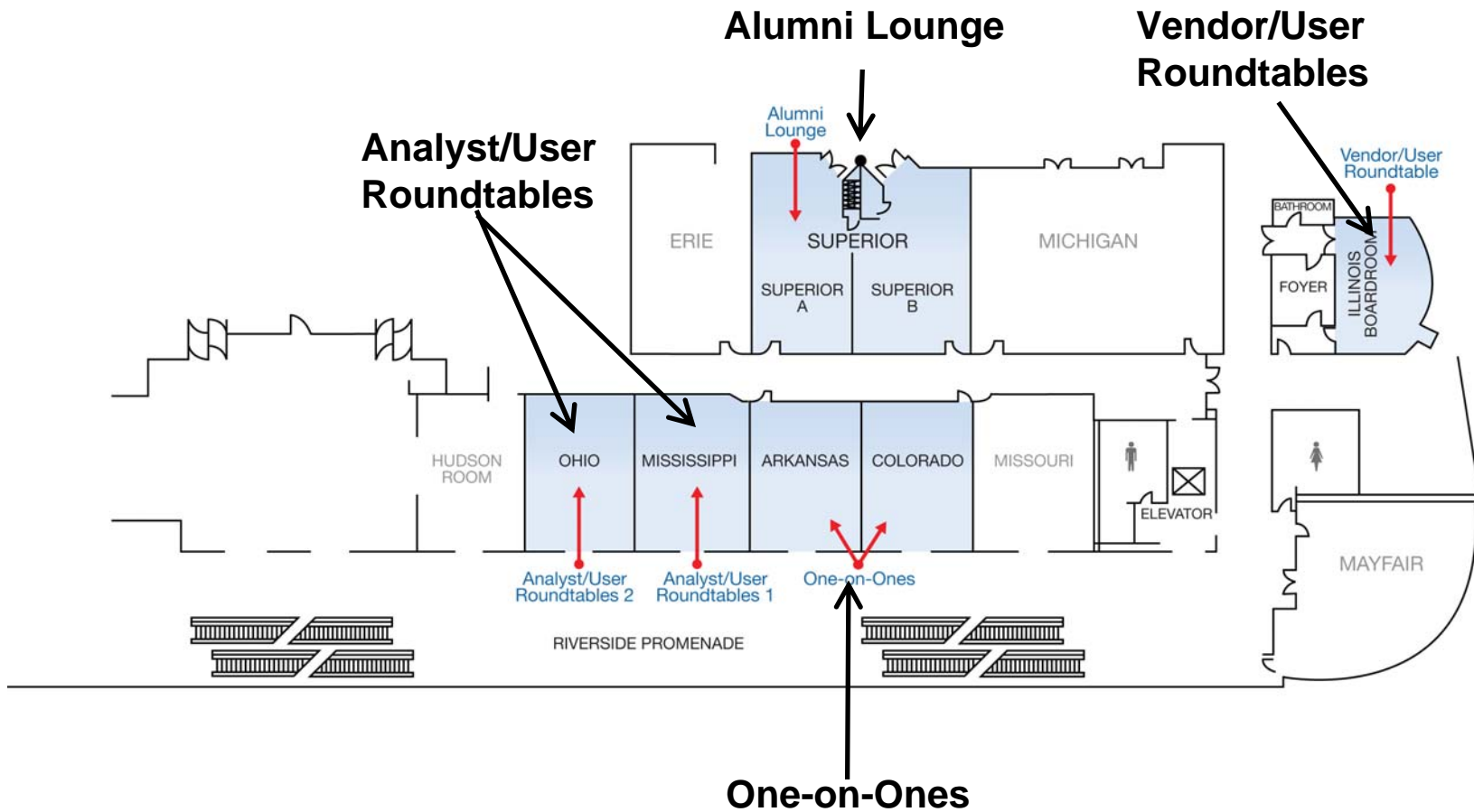
- *“Business Processes on the Starting Line or the Firing Line?”* presented by John Girard, VP Distinguished Analyst, Gartner; and William Clark, Research VP, Gartner
- *“Developing a Mobile Strategy for Unified Communications,”* presented by Bern Elliot, Gartner VP & Distinguished Analyst

Go to gartner.com/us/wireless to access these replays.

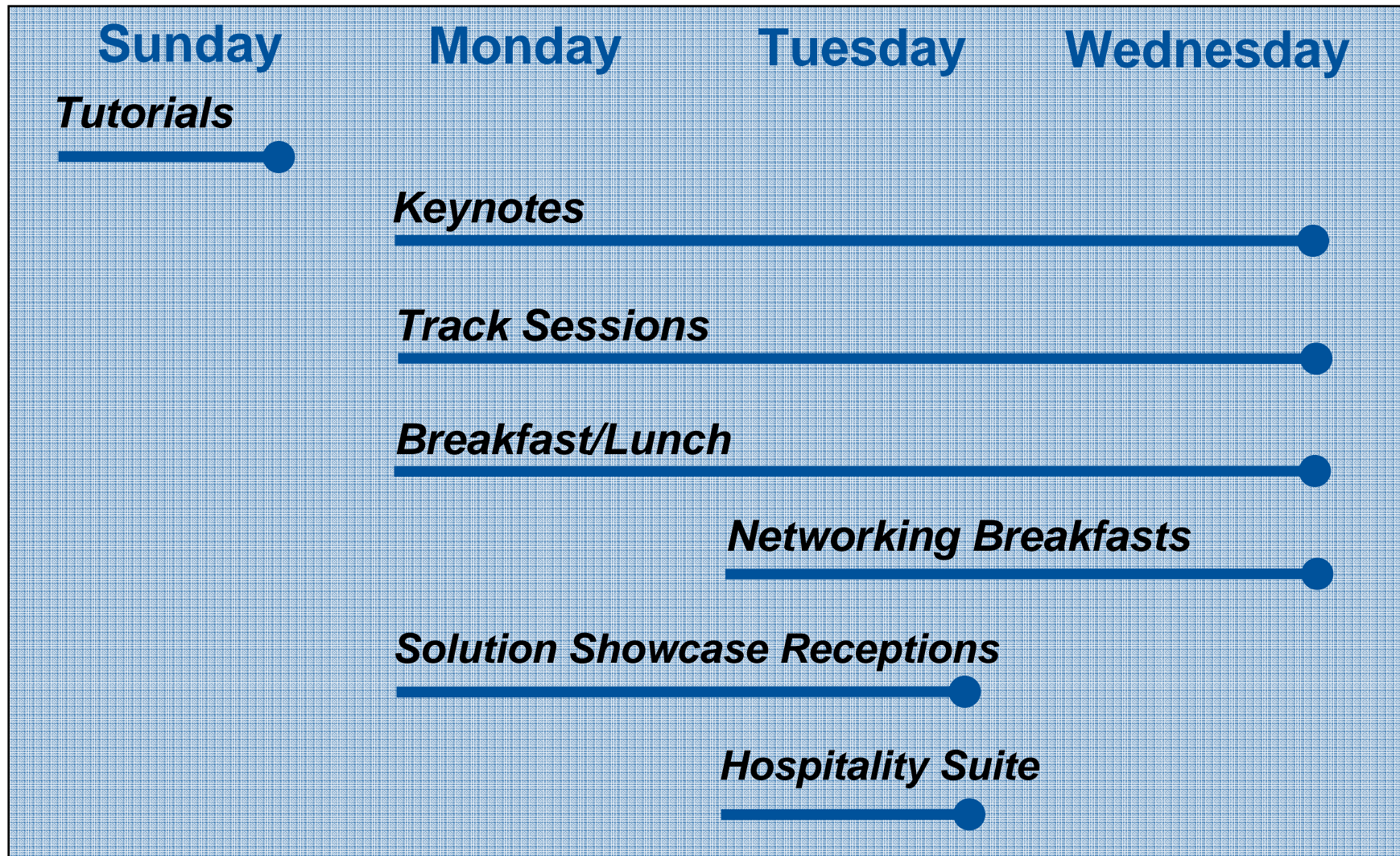
Conference Map – Level 4



Conference Map – Level 2



Onsite Highlights



Solution Showcase

Located in Sheraton Ballroom 4 & 5 on Level 4.

Show Floor Schedule

Monday, February 23

11:45 a.m. – 1:45 p.m.

6:30 p.m. – 8:30 p.m.

Tuesday, February 24

11:30 a.m. – 2:00 p.m.

Solution Showcase – Flash Card Game

Visit 15 sponsors on the show floor and get your Flashcard stamped to enter a drawing to win great prizes!

The drawing will take place on the show floor at 1:45 p.m. on Tuesday, Feb. 24. You must be present to win.

Complete the Wireless & Mobile Summit 2009 Flash Card for a chance to win great prizes



Get a stamp from 15 Sponsors in the Chicago Ballroom 5 during the following Solution Showcase hours:

Monday, February 23, 2009: 11:45 a.m. – 1:45 p.m. and 6:30 p.m. – 8:30 p.m.
Tuesday, February 24, 2009: 11:30 a.m. – 2:00 p.m.

Please print your details clearly.

Name: _____

Company: _____

Title: _____

e-mail: _____

Telephone: _____

There is a limit of one (1) entry per Conference attendee. Odds of winning are based upon the final number of entries received.

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Helpful Post-Event Tools


- Conference trip report to be emailed to all attendees
- Trip report template for you to create a customized summary of the event for your organization



Events on Demand

Take the Conference Home!

Purchase the documentation and the live audio (including question-and-answer sessions) synchronized with the PowerPoint slides for all Gartner sessions.



**Special on-site
price of \$295**

Please visit the Events on Demand
Multimedia Desk in the Ballroom
Promenade on Level 4
for more information.

Or visit
www.GartnerEventsOnDemand.com

How to Register

Register Now!

Visit the event web site: gartner.com/us/wireless

or

Call our registration hotline at 1 866 405 2511

or

Email us at us.registration@gartner.com

Question-and-Answer Session

Submit your question by typing it into the “Questions” pane in the webinar control panel on your screen.

■ ■ ■ ■ Thank you for participating.
See you in Chicago!