

■ ■ ■ ■ **Sponsor Pre-Event Webinar**  
**Gartner Wireless & Mobile  
Summit 2009**

This presentation, including any supporting materials, is owned by Gartner, Inc. and/or its affiliates and is for the sole use of the intended Gartner audience or other authorized recipients. This presentation may contain information that is confidential, proprietary or otherwise legally protected, and it may not be further copied, distributed or publicly displayed without the express written permission of Gartner, Inc. or its affiliates.  
© 2008 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**  
Wireless & Mobile  
Summit 2009

February 23–25 | Chicago IL

# Webinar Agenda

**I. Introductions**

**II. Overview of Conference Agenda**

**III. Hotel and Transportation**

**IV. Final Preparations**

**V. Onsite Logistics**

**VI. Tips for Success**

**VII. 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.**

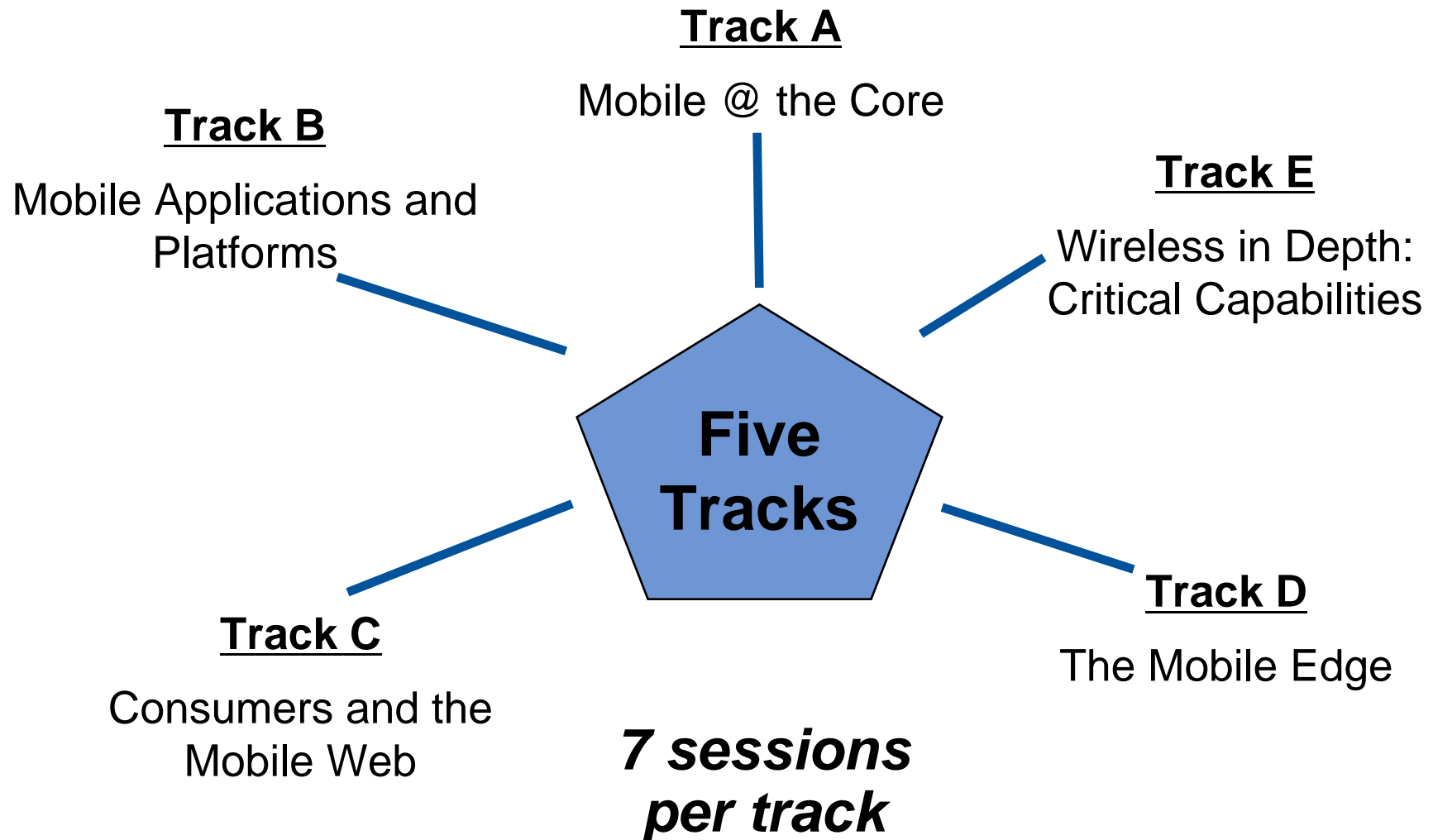


# Conference Theme

## 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



# 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](http://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

# Key Contacts

## **Gartner:**

Dick Peebles

Main contact for all event logistics

Phone: 203-316-1781

Email: [dick.peebles@gartner.com](mailto:dick.peebles@gartner.com)

## **GES:**

Althea Pugh

Manages booth structures and  
show floor graphics

Phone: 407-370-3870

Email: [apugh@ges.com](mailto:apugh@ges.com)

## **PSAV:**

Joel Goodman

Manages supplemental computer  
and plasma orders

Phone: 214-210-8077

Email: [jgoodman@psav.com](mailto:jgoodman@psav.com)

## **Channel:1**

Scott Braia

Manages lead retrieval device

Phone: 203-523-5527

Email: [scott.braia@channel1corp.com](mailto:scott.braia@channel1corp.com)

# Final Checklist

Don't forget to place your orders for:

- *Booth Graphics*
- *Audio/Visual Equipment*
- *Internet Services*

Visit the “*Actions and Deadline*” (Step 3) in your *Online Manual* to place your orders.

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'Activity Checklists' page for exhibitors. The page header includes the Gartner logo, event title 'Wireless & Mobile Summit 2009', dates 'February 23 - 25, 2009', and location 'Sheraton Chicago Hotel & Towers | Chicago, IL'. Keynote speakers Dr. Andrew Lippman and Jonathan Zdziarski are also featured. The main content area is titled 'Activity Checklist for Exhibitors' and provides a list of services and forms with their respective deadlines and submission statuses. A sidebar on the left lists navigation options like 'WELCOME PAGE', 'PREMIER', 'PLATINUM', 'SILVER', and various steps including 'STEP 3: Actions and Deadline'.

	1. Actions and Deadlines for ALL Sponsors	Deadline	Status
✓	<a href="#">Confirmation of Company Name, Logo and Website</a>	Immediate	Submitted
	<a href="#">Credit Card and Third Party Billing Forms</a>	Immediate	No status available #
	<a href="#">Electrical Order Form</a>	Immediate	No status available #
	<a href="#">Floral Order Form</a>	Immediate	No status available #
	<a href="#">Marketing and Content Contacts</a>	Immediate	
	<a href="#">Material Handling Schedule &amp; Rates</a>	Immediate	No status available #
	<a href="#">Sponsor Toolkit</a>	Immediate	No status available #
	<a href="#">Company or Product Description for Program Guide</a>	January 19, 2009	No status available #
	<a href="#">New Product Announcement for Website (If applicable)</a>	January 19, 2009	No status available #

# Booth Graphics

*The Booth Graphics Order Form can be found under Step 3 in the Online Manual.*

*Althea Pugh of GES is the contact for graphics.*

http://www.exhibitorkit.com/viewServiceLink.do?docID=15024 - Microsoft Internet Explorer

## Booth Graphics Order Form

**NEW SUBMISSION GUIDELINES HAVE BEEN IMPLEMENTED TO IMPROVE SERVICE QUALITY. PLEASE REVIEW THEM CAREFULLY TO AVOID POSSIBLE EXPEDITED CHARGES OR MISSED ORDERS.**

- GES **must** receive an online manual order form or phone order and credit card payment in order to process graphic files uploaded to the FTP site as COMPLETE.
- Orders submitted up to 7 days out from GES move-in will receive a final copy for your files. Please ensure you review these and **respond within 2 business days** if there are any changes to be made to these proofs.

If GES is not notified of any changes your files will automatically be printed 2 business days after you are sent the final copy for your files. Changes thereafter will be subject to additional cost to the sponsor.

Contact your GES representative to place your orders 7 days out from GES move-in.

**Discounts rates will be automatically applied to your order and should appear on your email order confirmation.**

**Order 10 x 20 Booth Graphics - 9 signs maximum**

**Panel 'A'** - quantity two (2)  
38-3/16" x 54-1/8"H

Costs:  
\$185 each if ordered by **January 26** (4 weeks out)  
\$231 each if ordered by **February 9** (2 weeks out)  
\$347 each if ordered after **February 9** (less than 2 weeks out)  
\$457.50 ea ordered less than 7 days out

**Panel 'B'** - quantity two (2)  
20 3/4" x 91 3/8"H

Costs:  
\$159.25 each if ordered by **January 26** (4 weeks out)  
\$199 each if ordered by **February 9** (2 weeks out)  
\$298.75 each if ordered after **February 9** (less than 2 weeks out)  
\$373.50 ea ordered less than 7 days out

**Panel 'C'** - quantity one (1)  
60-11/16" x 35-1/2"H

Costs:  
\$191 each if ordered by **January 26** (4 weeks out)  
\$238.75 each if ordered by **February 9** (2 weeks out)  
\$358.50 each if ordered after **February 9** (less than 2 weeks out)  
\$448 ordered less than 7 days out

**Panel 'D'** - quantity two (2)  
57 7/8" x 46 1/8"H

Costs:  
\$235.75 each if ordered by **January 26** (4 weeks out)  
\$294.50 each if ordered by **February 9** (2 weeks out)

# Audio/Visual Equipment

**Order audio/visual equipment through PSAV by filling out the AV Order Form in the Online Manual.**

**PSAV contact is Joel Goodman.**

**PSAV**  
PRESENTATION SERVICES  
Convention & Tradeshow Division

**Official Contractor**  
**AV & Computers**

**Gartner**  
Wireless & Mobile  
Summit 2009

*Please refer to Gartner's Monitor Guidelines for Booth Restrictions*

Questions? Call 800-966-4498 or email: [exhibits@psav.com](mailto:exhibits@psav.com) order on line at: [ctsorders.psav.com](http://ctsorders.psav.com)

**CUSTOMER INFORMATION** SHOW ID# 090209

Event Name	Gartner Wireless & Mobile Summit		Show Dates	2/23/09	thru	2/25/09
Event Venue	Sheraton Chicago		<i>Sponsor Type</i>			
Location	Chicago	Illinois	Booth Name	Booth Number		
Company			On-site Contact			
Address			On-site Cell			
City	State & Zip		<b>Delivery Preference</b> <i>(someone MUST be present for delivery)</i>			
Ordered By	Fax		Delivery Date *		Pickup Date	
Phone	Email		AM PM		AM PM	

**ALL PRICING IS FOR THE LENGTH OF SHOW** Call for Items not listed on this form

	Qty	On or Before 2/13/09	On or After 2/14/09	Total
		20% Discount	Standard Rate	
<b>Kiosk Sponsors</b>				
17" LCD Flat Panel Computer Monitor (4:3)	Table Top ONLY	\$ 120	\$ 150	
18" LCD Flat Panel Computer Monitor (4:3)	Table Top ONLY	\$ 160	\$ 200	
19" LCD Flat Panel Computer Monitor (4:3)	Table Top ONLY	\$ 200	\$ 250	
20" LCD Flat Panel Computer Monitor (4:3)	Table Top ONLY	\$ 240	\$ 300	

# Internet Services

**Order Internet connections by filling out the *Telecom & Internet Order Form* in the Online Manual.**

**The Sheraton Hotel will provide your connectivity.**

Adobe Acrobat Standard - [InternetOrderForm[1].pdf]

File Edit View Document Tools Advanced Window Help

Open Save Print Email Search Create PDF Review & Comment Secure Sign

Select Text 118% How To..?

*Please print Clearly*

**SHERATON CHICAGO HOTEL & TOWERS -- EXHIBITORS - TELECOMMUNICATIONS FORM**

SHOW NAME: \_\_\_\_\_

DEADLINE DATE: **TWO WEEKS PRIOR TO SHOW** EVENT DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ M T W Th F Sa Su

RETURN TO: Sheraton Chicago Hotel & Towers ♦ 301 E. North Water Street ♦ Chicago, IL 60611  
Attn: **Telecommunication Department** ♦ Phone: (312) 329-6971 ♦ Fax: (312) 329-6869

COMPANY NAME: \_\_\_\_\_ BOOTH NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

AUTHORIZED PERSON: \_\_\_\_\_ AUTHORIZED SIGNATURE: \_\_\_\_\_

Please call us if you have any special needs. Sheraton Chicago Hotel & Towers is the exclusive INTERNET / TELECOMMUNICATIONS provider to your show. PAYMENT AND ORDER FORM MUST BE RECEIVED BY DEADLINE DATE FOR DISCOUNT RATE. ADVANCE ORDERS RECEIVE PRIORITY SERVICE.

**TELEPHONE SERVICE INFORMATION**

Services	Qty	Discount Cost	Standard Cost	Total Cost
ANALOG PHONE LINE WITH PHONE UNIT		\$200.00	\$285.00	\$
ANALOG MODEM LINE FOR COMPUTER, FAX, OR CREDIT CARD MACHINE		\$200.00	\$285.00	\$
HIGH SPEED INTERNET ACCESS PER COMPUTER		\$600.00 for the first computer \$250.00 per computer there after.		\$
- IMPORTANT NOTE BELOW ... PLEASE READ				
TAX: (STATE-7.0%, CITY-5.0%, STATE INFRAST-0.5%, CITY INFRAST-2.0%)			14.5%	\$
INSTALLATION TOTAL				\$

8.5 x 10.98 in 1 of 1 9:05 PM

# Registration

## Need registration information?

Visit the Online Manual for detailed information about the quantity and types of passes you are entitled to. You can register your staff on the site as well.

Should you have any registration questions, please contact the *Gartner Sponsor Registration* team:

**email:** [us.sponsor.reg@gartner.com](mailto:us.sponsor.reg@gartner.com)  
**phone:** 866-405-2511 or 650-226-0825  
**fax:** 650-226-0840

# Shipping Information

To access the shipping information within the Online Manual, click on **STEP 1: Logistics Guide** and then **Shipping Information.**

You may ship to the GES warehouse until Friday, Feb. 20. Your materials will be delivered to your booth on Sunday, Feb. 22.

It is not recommended to ship directly to the hotel.



# Lead Retrieval

**Channel:1 is offering the “memor-e” lead management solution for the conference.**

**Visit the Online Manual for more information. You may contact the Channel:1 support line at 1-800-311-0503 or e-mail [support@channel1corp.com](mailto:support@channel1corp.com) with any questions.**

Channel:1 memor-e - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

Address <https://www3.channel1corp.com/na/gartner/wireless2009/rtdb.nsf/homeExhibitor.htm> Go Links

## MEMORÉ:CONFERENCE

Home Process Order Lead Form

### Home

**Welcome Gartner Wireless & Mobile Summit Exhibitors!**

Channel:1 is the proud provider of lead management solutions and services to Gartner Wireless & Mobile Summit exhibitors in Chicago, Illinois, February 23-25, 2009. Channel:1's memor-e lead management solution will add value to your team's lead data capture as well as your lead qualification and sales follow-up processes.

**About memor-e™**

For Gartner Wireless & Mobile Summit, Channel:1 will be deploying memor-e Mobile - the memor-e lead management solution on easy-to-use handheld devices. The convenience of the streamlined data capture functionality is backed by flexible online reporting and analysis tools. Some of the memor-e lead management solution attributes include:

- Mobile handheld device with built-in bar code scanner
- Customization of questions and responses
- Three question styles: multiple-choice check box, single-choice radio button, and free-text comments
- Ability to enter comments with QWERTY keyboard
- Qualification and measurement of leads
- Ability to view, edit, and download leads during the event through your own secure memor-e Online web site

**Solution Details**

For more information about ordering and customizing your solution, please click on the corresponding tabs above. If you have any questions, feel free to contact Channel:1 at [support@channel1corp.com](mailto:support@channel1corp.com).

Copyright © 2009 Channel:1 Corporation. All rights reserved.

Done

start In... U... Sp... Sp... Mi... Ad... RE... Ch... RE... 39% Internet 12:12 AM

# Onsite Logistics - Registration

**The Gartner Registration Desk is located on Level 4 in the Sheraton Ballroom Promenade.**

## Hours:

*Sunday, Feb. 22*                      *4 p.m. to 7 p.m.*

*Monday, Feb. 23*                      *7 a.m. to 6 p.m.*

*Please wear your conference badge  
at all times during the event.*

# Onsite Logistics – Setup

## Booth Setup Hours:

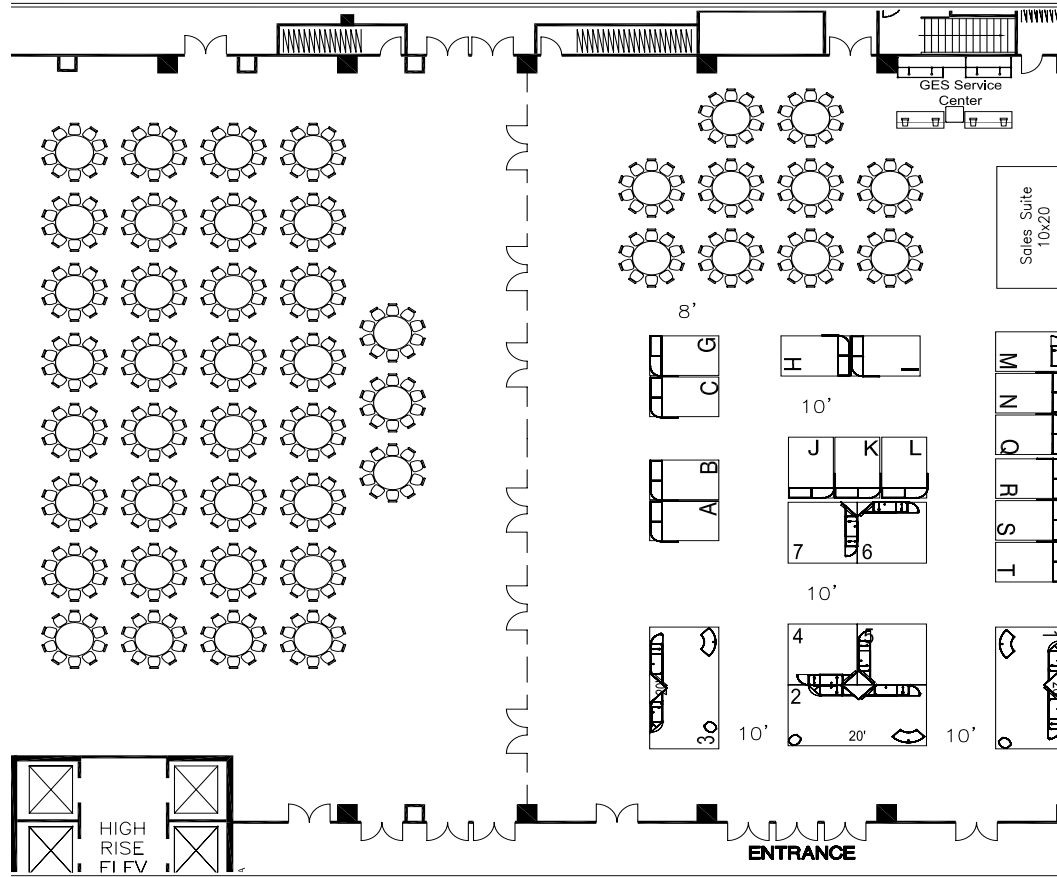
<i>Sunday, Feb. 22</i>	<i>4 p.m.-7 p.m.</i>
<i>Monday, Feb. 23</i>	<i>7 a.m.-11 a.m.</i>

## Solution Showcase Hours:

<i>Monday, Feb. 23</i>	<i>11:45 a.m.-1:45 p.m.</i>
	<i>6:30 p.m. – 8:30 p.m.</i>
<i>Tuesday, Feb. 24</i>	<i>11:30 p.m. – 2 p.m.</i>

Your booth must be set up by 11 a.m. on Monday and staffed by 11:30 a.m. in time for the Analyst Walkthrough.

# Onsite Logistics – Floor Plan



**GES.**

COPYRIGHT © BY GES EXPOSITION SERVICES. ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION MAY BE REPRODUCED, STORED IN ANY RETRIEVAL SYSTEM, OR TRANSMITTED IN ANY FORM OR BY ANY MEANS – ELECTRONIC, MECHANICAL, PHOTOCOPIING, RECORDING, OR OTHERWISE – WITHOUT THE EXPRESS WRITTEN CONSENT OF GES EXPOSITION SERVICES. EVERY EFFORT HAS BEEN MADE TO INSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER, NO WARRANTIES, EITHER EXPRESSED OR IMPLIED, ARE MADE WITH RESPECT TO THIS FLOOR PLAN IF THE LOCATION OF BUILDING COLUMNS, UTILITIES, OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT. IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

**Gartner Wireless & Mobile Summit**  
**February 23–25, 2009**  
**Sheraton Chicago Hotel & Towers - Chicago Ballroom 5**

CONFIDENTIAL PROPERTY OF GES  
 File: gsm-0911-sheet-ballroom-4-6.dwg  
 Plotted: Feb 10, 2009  
 By: ALBAM

# Onsite Logistics – Exhibitor Lunch

Box lunches will be provided for exhibitors on the show floor:

*Monday, Feb. 23 10:30 a.m.-11:30 a.m.*

*Tuesday, Feb. 24 10:30 a.m.-11:30 a.m.*



Exhibitors who have full-conference badges should eat lunch in the main lunch area starting at 11:45 a.m.

Lunch will not be provided on Sunday during setup.

# Onsite Logistics – Face-to-Face Meetings

Attendees have the opportunity to book Face-to-Face Meetings with sponsors. Gartner will notify you of any requested appointments.

The Face-to-Face meeting area is located in the foyer just outside the Solution Showcase.



# Onsite Logistics – Flashcard Game

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.

© 2009 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**

Attendees can get their flashcards stamped by 15 sponsors to be entered into a drawing for great prizes.

The drawing will take place on Tuesday, February 24, at 1:45 p.m.

# Onsite Logistics – Solution Provider Session

- Each session room is pre-equipped with an IBM ThinkPad T41 loaded with:
  - Microsoft Office 2003
  - QuickTime
  - Flash player
- Projection format is a 4:3 ratio in 1024 x 786
- Bring your presentation on a USB drive.
- All speakers must arrive 15 minutes prior to the start of the session.
- If you are using your own laptop, a dedicated VGA line and an audio feed will be available at the podium.
- If you are using a Mac, please bring a converter that can plug into the VGA.

# 5 Tips for Sponsor Success

- 1) Be creative! Make your booth presence fun and interactive.
- 2) Staff wisely – put your best people in your booth.
- 3) Ask attendees who visit your booth the right questions to understand their issues.
- 4) Talk with attendees about next steps and follow up on all your leads.
- 5) Ask questions...we are here to help!

# Question-and-Answer Session

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

■ ■ ■ ■ If you have further questions,  
please e-mail Dick Peebles at  
[dick.peebles@gartner.com](mailto:dick.peebles@gartner.com)

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