



ATTENDEE CONFIRMATION PACKAGE

Dear Attendee:

Thank you for registering for the **Gartner Business Intelligence Summit, March 9-11, 2009** at the **Gaylord National Resort & Convention Center** in **National Harbor, MD**.

To assist you in preparing for the conference, enclosed you will find detailed information regarding the following topics:

- General Conference Information
- Agenda Builder
- Gartner Analyst One-on-One Appointments and Analyst/User Roundtables
- Online Documentation Access (view/download conference presentations)

Please log onto gartner.com/us/bi 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, February 20, 2009**, you will receive access to pre-event conference documentation via email.

If you have any questions, comments and/or concerns regarding the Gartner Business Intelligence 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 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 Foyer** of the **Gaylord National Convention Space** on Sunday, March 8, 2009 from 2:30 p.m. – 6:00 p.m. Registration will re-open Monday, March 9 at 7:00 a.m. The conference Welcome Address will commence on Monday, March 9 at 8:15 a.m. The conference will adjourn Wednesday, March 11 at 5:00 p.m.

DOCUMENTATION:

On-site you will receive a documentation key (included in your conference materials) which will grant you access to conference documentation via the Web. Please note that 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.

PRE-EVENT DOCUMENTATION ACCESS:

Full payment received by **5:00 p.m. Friday, February 20** will allow you pre-event access to any conference documentation available at that time. The conference documentation key along with online documentation access instructions will be distributed via email prior to the event.

HOTEL CONTACT INFORMATION:

Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, Maryland 20745 USA
Phone: +1 301 965 2000
Fax: +1 301 965 2001
Website: www.gaylordhotels.com/gaylord-national

RESERVATIONS: **BOOK NOW TO SECURE SPECIAL GARTNER RATE!**

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 or by clicking [here](#). Please specify that you are attending the Gartner Business Intelligence Summit to receive the special nightly group rate of \$249.00 (plus %15 room tax and a \$10 resort fee). Check-in time at the Gaylord National Resort & Convention Center is 3:00 p.m.; check-out is at 11:00 a.m.

AIRPORTS AND TRANSPORTATION:

Ronald Reagan Washington National Airport (DCA)

- Ronald Reagan Washington National Airport (DCA) is located approximately 15 minutes from the Gaylord National Resort & Convention Center. Taxi service is available for approximately \$20 USD one-way.
- Airport Shuttle service is available to and from Ronald Reagan National Airport. Rates are approximately: \$18.00 USD one-way (per passenger); \$65.00 USD exclusive (party of up to 7 passengers).
- The closet Metro stop is Southern Avenue which is located on the Green line.

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.
- Airport Shuttle service is available to and from Dulles International Airport. Rates are approximately: \$32.00 one-way (per passenger) \$100.00 exclusive (party of up to 7 passengers).
- The closest Metro stop is Southern Avenue which is located on the Green line.

PARKING:

- Valet Parking is available at the Gaylord National Resort & Convention Center for approximately \$28 USD a day; self parking is available for approximately \$19 USD a 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 located in the hotel lobby for your convenience.

AREA ATTRACTION INFORMATION:

Gaylord National is the crown jewel of the newly developed National Harbor, a dynamic waterfront community in Prince George's County, Maryland. A world-class resort hotel and convention center covering 41.7 acres, Gaylord National overlooks the monuments and skyline of our nation's capital.

Ideally situated along the scenic shoreline of the historic Potomac River, Gaylord National is the largest combined hotel and convention center on the Eastern Seaboard.

NON-SMOKING POLICY:

Gartner, along with the Gaylord National Resort & Convention Center maintains a non-smoking policy for all meeting rooms and conference 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, at 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 during conference sessions. The temperature in National Harbor in March ranges from an average low of 32 degrees to an average high of 48 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.

SPECIAL NEEDS:

Do you have special needs (dietary, etc.) that we can address to make your participation more enjoyable and meaningful? Please contact P.J. Kennedy at +1 203 316 6193 or pj.kennedy@gartner.com to advise of your needs.

QUESTIONS:

If you have any questions, comments and/or concerns regarding the Gartner Business Intelligence 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.

CONFERENCE WORKSHOPS

Pick your FREE Workshop before it's too late!

We offer small group 2-hour workshops that drill down on certain topics. Make sure to reserve your workshop on Agenda Builder ahead of time, as many of them will sell out! The line up includes:

- How to Build a Cost Effective BI and PM Strategy
- How to Define and Deploy an Enterprise Metrics Framework
- How to Become an Effective DW Modeler
- How to Make Smarter Decisions with Better Information in the Healthcare Provider Industry
- How to Make Smarter Decisions with Better Information in the Public Sector
- How to Make Smarter Decisions With Better Information in Law Enforcement, Homeland Security
- How to Apply Web Site Analytics to Optimize Online Channel Marketing

AGENDA BUILDER

Our conference [website](#) includes an [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 Appointments and Face-to Face Sponsor Meetings
- View and download conference documentation/presentations.
- Pre-register for Conference Workshops

ANALYST/USER ROUNDTABLES (AURs)

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 on-site. Alternatively, you may register on-site 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 AURs for the Gartner Business Intelligence 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, March 9 only. Appointments for Tuesday and Wednesday may be scheduled on-site at the One-on-One Registration Desk beginning Sunday, March 8.

ONLINE DOCUMENTATION ACCESS

In accordance with global green initiatives Gartner now only offers online access to conference documentation/presentations. All paid full conference attendees will receive the conference documentation key and online access instructions on-site. If you wish to view session documentation while onsite, 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. If you desire hard copy, it is 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.

NETWORKING

In addition to our conference breaks, lunches and receptions; take advantage of our Summit LinkedIn Group to connect, discuss and network with your fellow attendees. Visit www.linkedin.com/e/gis/1792113 to begin.

ATTEND ANOTHER CONFERENCE

Plan your attendance at another Gartner conference! For an up-to-date listing of 2009 events and to receive updated, detailed information as it becomes available, please visit 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 and we'll be happy to assist you in registering for another Gartner Event.