



## ATTENDEE SURVIVAL GUIDE

Dear Attendee:

Thank you for registering for the **Gartner Master Data Management Summit, October 5-7, 2009** at the **Hyatt Regency Century Plaza** in **Los Angeles, CA**.

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
- Your Personal Justification Kit

Please log onto [gartner.com/us/mdm](http://gartner.com/us/mdm) 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, September 18, 2009**, you will receive access to pre-event conference documentation via email.

If you have any questions, comments and/or concerns regarding the Gartner Master Data 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

### HOTEL CONTACT INFORMATION:

Hyatt Regency Century Plaza  
2025 Avenue of the Stars  
Los Angeles, California 90067 USA  
Phone: 1 310 228 1234  
Fax: 1 310 551 3355  
Website: [www.centuryplaza.hyatt.com](http://www.centuryplaza.hyatt.com)

### TIME:

For your convenience, pre-conference registration will take place in the **California Lounge** of the **Hyatt Regency Century Plaza** convention area on Sunday, October 4, 2009 from 4:00 p.m. – 6:30 p.m. Registration will re-open Monday, October 5 at 7:00 a.m. The conference Welcome Address will commence on Monday, October 5 at 9:00 a.m. The conference will adjourn Wednesday, October 7 at 12:30 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 **Hyatt Regency Century Plaza**; please contact the hotel directly for business center pricing information +1 310 228 1234.

### PRE-EVENT DOCUMENTATION ACCESS:

Full payment received by **5:00 p.m. Friday, September 18** 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, approximately 14 business days prior to the event.

### 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 **Hyatt Regency Century Plaza** directly at +1 310 228 1234. Please specify that you are attending the Gartner Master Data Management Summit to receive the special nightly group rate of \$209.00 (plus tax). Check-in time at the Hyatt Regency Century Plaza is 3:00 p.m.; check-out is at 12:00 p.m.

### AIRPORTS AND TRANSPORTATION:

#### Los Angeles International Airport (LAX)

- Los Angeles International Airport (LAX) is located approximately 20 minutes from the Hyatt Regency Century Plaza.
- Taxi service is available for approximately \$35 USD one-way.
- SuperShuttle service (located outside of each baggage claim area) is also available 24 hours a day for \$14 per passenger (one-way). Call 1 800 258 3826 for reservations and/or further information.

### PARKING:

Self-parking for hotel guests is available offsite for \$24 USD per day with no in/out privileges. Please contact the hotel concierge for further information on location and costs. Valet parking for hotel guests is available at the Hyatt Regency Century Plaza for \$33 USD per day and includes in/out privileges.

**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 Hyatt Regency Century Plaza accepts all major credit cards. An ATM is located in the hotel lobby for your convenience.

**AREA ATTRACTION INFORMATION:**

Surround yourself with contemporary glamour and style at the **Hyatt Regency Century Plaza**. Perfectly situated on the fashionable Westside, adjacent to Beverly Hills, this elegant Los Angeles hotel offers easy access to all the sights of this vibrant city. Set on seven lush acres, with 726 spacious newly renovated guestrooms, world-class spa and fitness center, our Los Angeles luxury hotel is a resort retreat in the midst of the city. Discover why this Century Plaza hotel and spa has been the choice of dignitaries for more than 40 years. A host of pampering amenities awaits you at the Hyatt Regency Century Plaza. Just minutes from many of the most famous Los Angeles attractions, you'll find a calming escape from the hustle and bustle of the surrounding city. Ready to explore the city? Allow the hotel's professional concierge staff to assist you in planning a perfect day of sightseeing. Their knowledgeable team will ensure you catch all the incredible Los Angeles tourist attractions, from unforgettable movie studio tours to the Hollywood Walk of Fame to the beautiful beaches along the Pacific.

**NON-SMOKING POLICY:**

Gartner, along with the Hyatt Regency Century Plaza 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 you bring informal attire for free time comfort. Temperatures in meeting rooms may vary, thus we also suggest you dress in layers. The temperature in Los Angeles in October ranges from an average low of 62 degrees to an average high of 81 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 Jackie Slezak at +1 203 316 1794 or [jacquelyn.slezak@gartner.com](mailto:jacquelyn.slezak@gartner.com) to advise of your needs.

## **QUESTIONS:**

If you have any questions, comments and/or concerns regarding the Gartner Master Data 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).

## **JUSTIFICATION KIT**

Building Your Roadmap and ROI Reporting Made Simple: We're making it easier than ever to justify your investment in attending the Summit. Don't wait until your back in the office to pull all your thoughts and notes together. Leverage the ROI Worksheet that will help organize what you learn and provide you the blue-print to develop your Master Data Management roadmap for success. Use the Post-Event Brief including notable takeaways as well as a customizable Trip Report to make it easy to recap the Summit experience and demonstrate the return on your investment. [Click here](#) to access the justification kit for the Gartner Master Data Management Summit.

## **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.
- View our current list of Sponsors
- Now Available! Agenda Builder for your [Mobile Device](#)

## **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 Master Data Management 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, October 5 only. Appointments for Tuesday and Wednesday may be scheduled on-site at the One-on-One Registration Desk beginning Sunday, October 4. [Click here](#) to pre-register for an Analyst One-on-One Appointment.

## **ONLINE DOCUMENTATION ACCESS**

In accordance 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. (EST) September 18) prior to the event you will receive an email providing you with the conference documentation key and online documentation access instructions. 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.

You will also receive the conference documentation key and online access instructions upon registering 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 while attending the conference. 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 Hyatt Regency Century Plaza.

## **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](http://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.