



**Gartner**  
Data Center  
Conference 2009

Dear Attendee:

Thank you for registering for the **Gartner 28<sup>th</sup> Annual Data Center Conference, December 1 - 4, 2009** at **Caesars Palace** in **Las Vegas, Nevada**.

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/datacenter](http://gartner.com/us/datacenter) 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, November 13, 2009**, you will receive access to pre-event conference documentation via email.

If you have any questions, comments and/or concerns regarding the Gartner 28th Annual Data Center Conference 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:

Caesars Palace Las Vegas  
3570 Las Vegas Boulevard South  
Las Vegas, Nevada 89109  
Phone: +1 702 731 7110 or +1 800 634 6001 – toll free  
<http://www.caesarspalace.com/>

### TIME:

For your convenience, pre-conference registration will take place in the **Milano Foyer** of the **Caesars Palace** convention space on Monday, November 30, 2009 from 4:00 p.m. – 7:00 p.m. Registration will re-open Tuesday, December 1 at 7:00 a.m. The conference Welcome Address will commence on Tuesday, December 1 at 7:45 a.m. The conference will adjourn Friday, December 4 at 11:30 a.m.

### DOCUMENTATION:

Fully registered attendees are granted access to conference documentation via our online Agenda Builder. All you need is your gartner.com username and password to access. Please note that documentation will not be available on-site. While attendees are able to print personalized conference agendas on-site, you will not be able to print conference documentation. For additional business needs, please contact the hotel business center directly at +1 702 866 1100 for service and pricing information.

### PRE-EVENT DOCUMENTATION ACCESS:

Full payment received by **5:00 p.m. Friday, November 13** will allow you pre-event access to any conference documentation available at that time.

### 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 **Caesars Palace** directly at +1 800 634 6001. Please specify that you are attending the Gartner 28th Annual Data Center Conference to receive the special nightly group rate of \$179.00 (plus tax). Check-in time at Caesars Palace is 3:00 p.m.; check-out is at 11:00 a.m.

### AIRPORTS AND TRANSPORTATION:

#### McCarran International Airport (LAS)

- McCarran International Airport (LAS) is located approximately 10-15 minutes away from Caesars Palace. Taxi service is available for up to five people for approximately \$15 USD one way.
- Caesars Palace provides airport shuttles for approximately \$10 one-way; shuttles are available at the ground transportation area of airport's main terminal. Please be advised that the shuttle stops at several hotels before arriving at Caesars Palace.

### PARKING:

Self and Valet parking for hotel guests are available at Caesars Palace for no additional charge.

### CONFERENCE MEALS

Attendee Meals for the Gartner 28<sup>th</sup> Annual Data Center Conference will begin Tuesday, December 1, at 7:00 a.m. Breakfast will be served Tuesday through Friday. Lunch will be served Tuesday through Thursday. Drinks and appetizers will be served during our Solution Showcase Receptions Tuesday and Wednesday evening, and also during the Hospitality Suites on Thursday evening. [Click here](#) for meal locations. You can also find this information in your onsite Event Guide.

**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. Caesars Palace accepts all major credit cards. ATMs are located throughout the casino for your convenience.

**AREA ATTRACTION INFORMATION:**

Caesars Palace is one of the world's best known resort-casinos, celebrating the glory that was Greece and the grandeur that was Rome, in an 85-acre destination location that sets the standard for excitement and luxury. Reigning at the heart of the Las Vegas Strip, Caesars Palace ranks among the world's top luxury resorts known for their originality and beauty and features more than 3,300 hotel guest rooms and suites, 26 diverse restaurants and cafes, the 4.5-acre Garden of the Gods pools and gardens, Qua - a world-class spa, and 240,000 square feet of premium meeting and convention space. Its 4,100-seat Colosseum spotlights world-class entertainers such as Bette Midler, Cher, Elton John and Jerry Seinfeld and sits just steps away from celebrity chef restaurants and The Forum Shops. For more information, visit [www.caesarspalace.com](http://www.caesarspalace.com) or call +1 702 731 7110 or +1 800 634 6001.

**NON-SMOKING POLICY:**

Gartner, along with Caesars Palace 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 Las Vegas in December ranges from an average low of 37 degrees to an average high of 57 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 Jennifer Sclafani at +1 203 316 6125 or [jennifer.sclafani@gartner.com](mailto:jennifer.sclafani@gartner.com) to advise of your needs.

## QUESTIONS:

If you have any questions, comments and/or concerns regarding the Gartner 28th Annual Data Center Conference, 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 conference. 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 blueprint to develop your Data Center 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 conference experience and demonstrate the return on your investment. [Click here](#) to access the justification kit for the Gartner 28th Annual Data Center Conference.

## AGENDA BUILDER

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

- Create a personalized agenda ahead of the conference.
- Export your personalized agenda to your Outlook calendar
- Schedule Gartner Analyst One-on-One Appointments and Face-to Face Sponsor Meetings.
- Register for Analyst/User Roundtables.
- 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 in the Neopolitan Foyer. 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 28th Annual Data Center Conference.

## 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 Tuesday, December 1 only. Appointments for Wednesday, Thursday and Friday may be scheduled on-site at the One-on-One Registration Desk in the Neopolitan Foyer beginning Monday, November 30 at 4:00 p.m. [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) November 13) prior to the event you will receive an email providing you with the online documentation access instructions. This 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 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 Caesars Palace.

## **ATTEND ANOTHER CONFERENCE**

Plan your attendance at another Gartner conference! For an up-to-date listing of 2010 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.