The **Content, Collaboration & Social Software Marketplace** is designed to aggregate solution providers around a central technology focus to make it convenient for attendees to locate innovative products and services based on their needs. Take advantage of this ideal setting to maximize interaction with senior IT and business executives.

**PROGRAM OVERVIEW**
Each year, Gartner Symposium/ITxpo is the industry’s most strategic conference for IT and business executives. The agenda for Symposium/ITxpo rolls up into more than three dozen tracks across nine supertracks that deliver on our audience-defined needs and expectations. It is a mix of management and technology insight and advice that positions our senior-level IT and business audience to make the strategic, organizational and technology-investment decisions needed to weather the current economic challenges and emerge with a competitive edge.

**BALANCING COST, RISK & GROWTH**
Symposium/ITxpo will cover all facets of how business technology can help IT leaders strike the right balance between cost optimization, risk mitigation and a carefully timed return to growth. In challenging times, organizations rely on their leaders. IT leaders rely on Symposium.

**2009 SUPER TRACKS**

<table>
<thead>
<tr>
<th>Applications</th>
<th>CIO</th>
<th>Program &amp; Portfolio Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Intelligence &amp; Information Management</td>
<td>Enterprise Architecture</td>
<td>Security &amp; Risk Management</td>
</tr>
<tr>
<td>Business Process Improvement</td>
<td>Infrastructure &amp; Operations</td>
<td>Sourcing &amp; Vendor Relationships</td>
</tr>
</tbody>
</table>

**KEYNOTES**

- **Gartner Analyst Opening Keynote**
  - **Stephen Elop**, President
  Microsoft Business Division
  Microsoft

- **Customer-Centric Web Processes: The Move to eServices, Generation V and Social CRM**

- **How to Save Millions Optimizing Costs in Your Information**

- **The Four Future Worlds of Enterprise Content Management**

- **Data and Content in the Cloud: The Impact of Alternate Delivery Models**

- **E-Mail in the Cloud: Rumors & Reality**

**INVEST NOW!**
Contact Dylan Williams at 203 455 0498 or email dylan.williams@gartner.com
ATTENDEE PROFILE*

**JOB TITLE**
- C-level: 32%
- VP: 18%
- Director: 15%
- Manager: 10%
- Analyst/Specialist: 6%
- Architect/Engineer: 3%
- Other: 6%

**COMPANY SIZE (Number of Employees)**
- Large (2,000 to 4,999): 37%
- X-large (5,000 to 19,999): 14%
- Medium (750 to 1,999): 10%
- Small (1 to 749): 6%
- Public Sector/Gov’t: 6%
- XX-large (20,000+): 5%

**VERTICAL MARKETS REPRESENTED**
- Public Sector/Gov’t: 41%
- Manufacturing: 13%
- Financial Services: 13%
- Services: 12%
- Healthcare: 9%
- Energy: 6%

**IT BUDGET**
- $11M-$20M: 17%
- $51M-$100M: 15%
- $201M+: 14%
- $101M-$200M: 13%
- $1M-$5M: 9%
- Under $1M: 6%
- $6M-$10M: 6%

**CONTENT, COLLABORATION & SOCIAL SOFTWARE SPONSORS:**
- Ektron, Inc
- Endeca
- Google
- ONBASE
- Sitecore
- TandemSeven
- Vivisisimo, Inc
- ZyLAB

**QUALITY INTERACTION AT SYMPOSIUM/ITXPO**

Take advantage of these opportunities to get in front of your prospects through a combination of one-on-one meetings, interactive theater sessions or intimate boardrooms. Additional investment may be required.

**ITXpo Theaters: Immersion Learning**
**Learning Labs: Hands-On Testing**
**Face-to-Face Sponsor Meetings**
**Solution Provider Sessions**
**Symposium/ITxpo Invitational Program**

**2009 PORTFOLIO OF CONTENT, COLLABORATION & SOCIAL SOFTWARE EVENTS**

Portals, Content & Collaboration Summit
June 8-10 – Orlando

**ADDITIONAL MARKETPLACES:**
- Application Development & Integration
- Business Applications
- Business Process Management
- Business Intelligence, Data Management & Integration
- Data Center & IT Operations
- Enterprise Architecture
- Enterprise Networking & Communications
- Outsourcing & IT Services
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

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*Sponsors as of August 6, 2009
## 2009 Recommended Agenda for Content, Collaboration & Social Software Marketplace

### SUNDAY, October 18, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm – 2:00 pm</td>
<td>Government 2.0: It's Not All Gold That Glitters</td>
<td>Andrea Di Maio</td>
</tr>
<tr>
<td>2:15 pm – 3:15 pm</td>
<td>IT’s Role in Pursuing Top Performance in the Post-Paper Era at Healthcare Providers</td>
<td>Vi Shaffer</td>
</tr>
<tr>
<td>3:30 pm – 4:30 pm</td>
<td>Social Media in Government: From Citizen-Centric to Citizen-Driven</td>
<td>Andrea Di Maio</td>
</tr>
<tr>
<td>4:45 pm – 5:45 pm</td>
<td>Panel: The Government and Cloud Computing</td>
<td>Andrea Di Maio, David McClure</td>
</tr>
</tbody>
</table>

### MONDAY, October 19, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 8:30 am</td>
<td>Welcome Address &amp; Opening Remarks</td>
<td>Gene Hall, Peter Sondergaard</td>
</tr>
<tr>
<td>8:30 am – 9:30 am</td>
<td>Gartner Analyst Opening Keynote</td>
<td>Bob Hafner, David A. Willis</td>
</tr>
<tr>
<td>10:00 am – 11:00 am</td>
<td>The Future of Communications</td>
<td>Gene Phifer</td>
</tr>
<tr>
<td>11:00 am – 12:30 pm</td>
<td>The Web, Social Media and Consumerization: Critical Synergies for Effective Web Presence</td>
<td>David Mitchell Smith, Tom Austin</td>
</tr>
<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Solution Provider Sessions</td>
<td></td>
</tr>
<tr>
<td>2:00 pm – 3:00 pm</td>
<td>Extreme Consumerization: Extreme Savings for Extreme Circumstances</td>
<td></td>
</tr>
<tr>
<td>3:30 pm – 4:30 pm</td>
<td>Solution Provider Sessions</td>
<td></td>
</tr>
<tr>
<td>5:00 pm – 5:45 pm</td>
<td>The Four Future Worlds of Enterprise Content Management</td>
<td>Toby Bell</td>
</tr>
<tr>
<td>6:00 pm – 8:00 pm</td>
<td>ITxpo Opening Reception</td>
<td></td>
</tr>
</tbody>
</table>

### TUESDAY, October 20, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Top 10 Strategic Technologies for 2010</td>
<td>Carl Claunch, David W. Cearley</td>
</tr>
<tr>
<td>9:30 am – 10:30 am</td>
<td>Customer-Centric Web Processes: The Move to eServices, Generation V and Social CRM</td>
<td>Michael Maoz, Gene Phifer</td>
</tr>
<tr>
<td>11:00 am – 11:45 am</td>
<td>Mastermind Interview: Mark Hurd, Chairman &amp; CEO, Hewlett-Packard</td>
<td>Mark Hurd</td>
</tr>
<tr>
<td>12:30 pm – 01:30 pm</td>
<td>Solution Provider Sessions</td>
<td></td>
</tr>
<tr>
<td>2:00 pm – 3:00 pm</td>
<td>Debate: Unified Communications and Collaboration — Battle for Control of the Enterprise</td>
<td>Bern Elliot, Bob Hafner, Matthew W. Cain</td>
</tr>
<tr>
<td>3:30 pm – 4:30 pm</td>
<td>Solution Provider Sessions</td>
<td></td>
</tr>
<tr>
<td>5:00 pm – 6:00 pm</td>
<td>Mobile Collaboration: From Wireless E-Mail to Mobile Social Networking</td>
<td>Nick Jones</td>
</tr>
<tr>
<td>6:00 pm – 7:30 pm</td>
<td>ITxpo Cocktail Reception</td>
<td></td>
</tr>
</tbody>
</table>

For the most up-to-date agenda please reference the online agenda builder at: gartner.com/symposium/us
## 2009 Recommended Agenda for Content, Collaboration & Social Software Marketplace

**Session** | **Speaker(s)**
---|---
### WEDNESDAY, October 21, 2009

8:00 am – 9:00 am | Data and Content in the Cloud: The Impact of Alternative Delivery Models  <br>Mark A. Beyer
9:30 am – 10:30 am | E-Mail in the Cloud: Rumors and Reality  <br>James Lundy, Matthew W. Cain
11:00 am – 12:00 pm | Cloud Computing: Will Your Business Grow and Transform Because of It?  <br>Daryl C. Plummer
12:30 pm – 1:30 pm | Solution Provider Sessions
2:00 pm – 3:00 pm | Collaboration and Social Software: Exploiting a Market in Transition  <br>Matthew W. Cain, Carol Rozwell
3:30 pm – 4:30 pm | Solution Provider Sessions
5:00 pm – 5:45 pm | Mastermind Interview: Eric Schmidt, Chairman & CEO, Google  <br>Eric Schmidt
5:45 pm – 7:30 pm | ITxpo Cocktail Reception

### THURSDAY, October 22, 2009

8:00 am – 9:00 am | Context-Aware Computing Scenario: Riding the Next Disruption for Business Value  <br>Anne Lapkin
9:00 am – 10:30 am | I Was a Teenage YouTube Star: Strategic, Tactical and Calamitous Futures of Video Inside and Outside the Enterprise  <br>Whit Andrews
11:00 am – 11:45 am | Mastermind Interview: Stephen Elop, President, Microsoft Business Division, Microsoft  <br>Stephen Elop
2:00 pm – 3:00 pm | Strategic Information Management Starts With Measuring Information's Value  <br>Debra Logan
3:30 pm – 4:30 pm | Gaming Social Media: Turning the Wisdom of the Crowds Into the Madness of the Herd  <br>Ray Valdes
4:30 pm | Conference Adjourns

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