

**1 Industry Defining Event... 2 Opportunities... 120 Gartner Analysts
2,500 Leading European Enterprises... 4,000 IT Decision Makers**

SYMPOSIUM/ITXPO 2003/2004

Cannes, France 4-7 November 2003

Florence, Italy 3-5 March 2004

Business Pain: Can you cure IT?

Connect with our elite audience of 4,000 IT decision makers from Europe's leading enterprises, all searching for insight and solutions to their individual business pains. With a world-wide reputation for expert IT and Business analysis combined with the leading vendors, Symposium/ITxpo is a magnet for the IT buyers you want to meet.

Enhanced Exhibitor Services for 2003

▶ **Symposium/ITxpo Marketplaces... improve the focus... maximise the return**

A proven success at our last Two events, Symposium/ITxpo Marketplaces provide a content driven focus to the show floor. Aggregating solution providers in particular markets and offering topic intense learning and vendor demonstrations, ITxpo Marketplaces revolutionise the way you can identify and converse with key prospects attending the event.

Marketplaces include;

- Storage and Security
- Application Integration and Middleware, Portals and Web Services
- Mobile, Wireless and Communication
- IT Services and Sourcing
- Business Intelligence, Data Warehousing and CRM

▶ **Vendor Solution Presentations** give you a unique speaking opportunity integrated throughout the day into the main Gartner Agenda.

▶ Delegates can book a private meeting with you through our **Face to Face Programme**. The exhibitor suite gives you opportunity for high level discussions in a professional environment.

▶ Our **Interactive Kiosk System** makes it simple for delegates to reference information on your company, and add your presentations and meetings with you into their own personal agenda.

“ I organise my whole calendar for the year around the Gartner event. ”

Steve Ballmer, CEO of Microsoft Corporation, onstage at Gartner Symposium/ITxpo 2002

“ As always, the Gartner ITxpo is one of the best targeted events that we attend. The high-quality of the delegates combined with the highly professional atmosphere created provides us the solid ROI to continue to renew our contract year after year. ”

Legato Systems

“ The Gartner ITxpo has proved to be a valuable medium for IONA to meet and interact with our target audience of senior-level executives on a pan-European level. ”

IONA Technologies PLC

Exhibits Hotline: +44 1784 267456

Or email european.exhibits@gartner.com

gartner.com/symposium

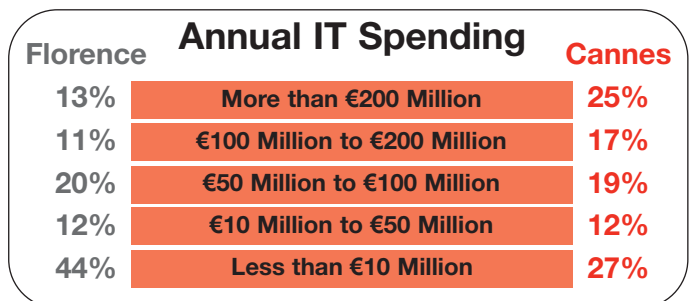
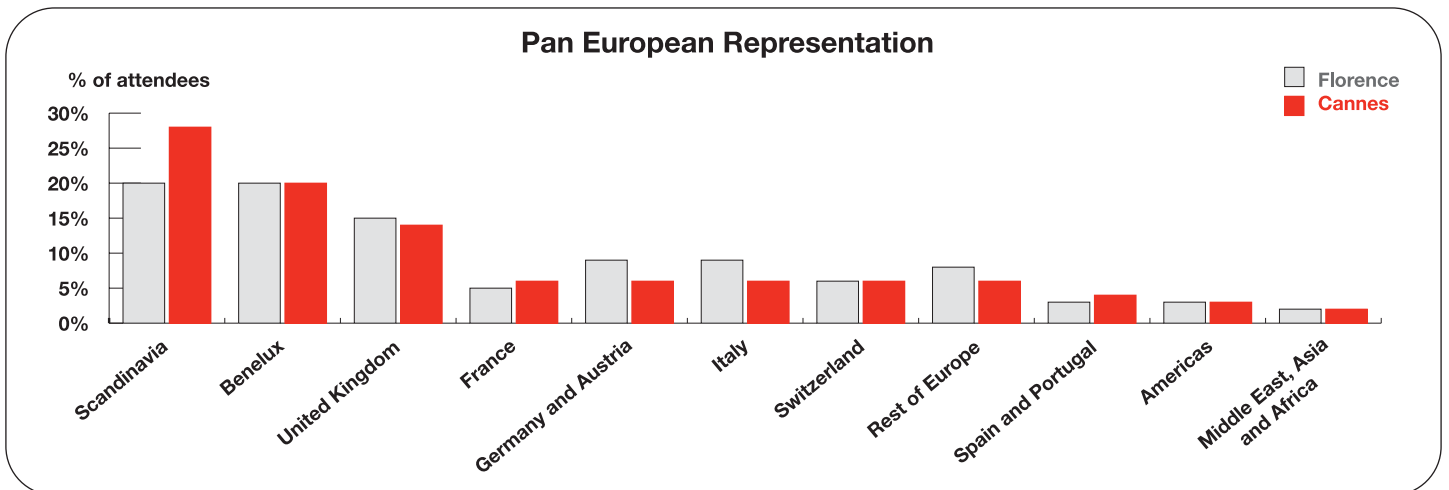
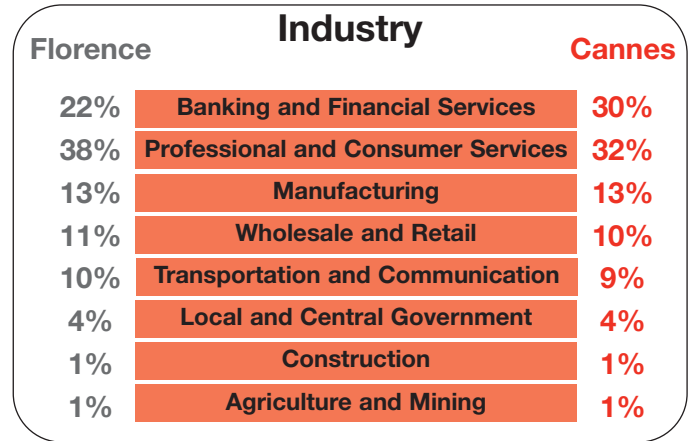
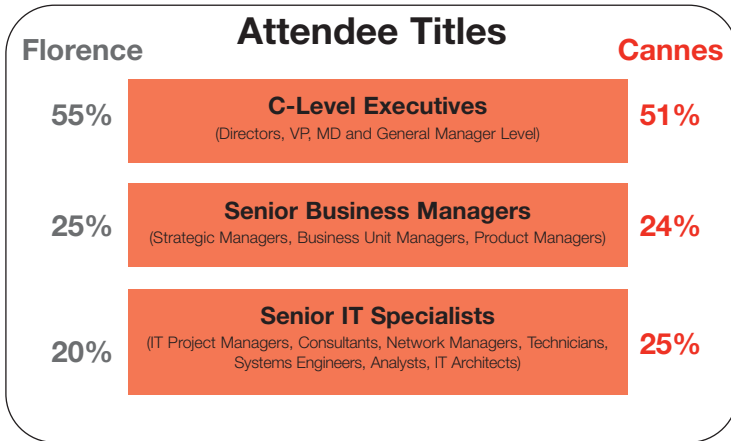
Gartner
SYMPOSIUM ITXPO®
2003

Attendee Demographics

“ 88% of attendees find ITxpo the best event they attend for meeting and assessing vendors ”

“ 60% of attendees were very likely to do business with an ITxpo Exhibitor as a result of visiting the show floor ”

“ 90% of attendees were decision makers or decision influencers ”



Make sure you are a part of IT... Call Today!

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