

Advertising & Marketing Opportunities

Enhance your presence at Symposium/ITxpo 2003 by including advertising, sponsorship and signage in your Exhibitor Package. These opportunities are exclusive to ITxpo exhibitors.

SYMPOSIUM/ITxpo 2003 ONSITE GUIDE

The Symposium/ITxpo 2003 Onsite Guide is a high-quality four-colour magazine style publication, which will be distributed to delegates at Symposium/ITxpo 2003.

Select a prime position in this well-read publication and be seen by all delegates as they find their way around the Symposium/ITxpo program.

Back Cover

Inside Front Cover

SOLD

Inside Back Cover

SOLD

Centre Spread

SOLD

2-page Spread

Run of Book

HIGHLIGHTING YOUR CORPORATE PROFILE

Double Sided Banners

For double exposure consider a double-sided drop banner (approx. 4000mm x 1200mm) displaying your corporate logo in up to three colours, rigged over the ITxpo show floor. Highly visible from the main entrance and throughout the exhibition hall. Limit of one (1) banner per exhibiting company.

Single Sided Banners

Single sided banners, strategically positioned throughout the concourse areas of the conference session rooms. These banners will display your corporate logo in up to three colours. Limit of one (1) banner per exhibiting company.

Corporate Logo Floor Tiles

Strategically located throughout the ITxpo show floor, floor tiles featuring your corporate logo, in up to 3 colours, will highlight your presence at Symposium/ITxpo. Limit of one (1) floor tile per exhibiting company.

NETWORKING FUNCTIONS and REFRESHMENT BREAKS

ITxpo Welcome Reception – Exclusive Sponsorship

Tuesday 11 November 2003

The perfect opportunity to be noticed and appreciated! Sponsoring the ITxpo Welcome Reception, held on the ITxpo show floor, on Tuesday evening is a great opportunity to expose your company to the delegates over a welcoming drink.

Sponsorship may include the following:

- Sponsorship acknowledgement on signage throughout the ITxpo show floor
- Recognition of your sponsorship will be included in the Onsite Guide
- Provision of serviettes, coasters or similar with company logo, supplied to Gartner for use at the Reception.

ITxpo Networking Reception – Exclusive Sponsorship

Wednesday 12 November 2003

The Networking Reception, scheduled on Wednesday evening and held on the ITxpo show floor, is one of the most popular networking opportunities at the event - an excellent chance for delegates to appreciate your hospitality.

Sponsorship may include the following:

- Signage with corporate logo on the ITxpo show floor acknowledging sponsorship
- Corporate logo incorporated on food items or on food packaging offered at the Reception
- Recognition of your sponsorship will be included in the Onsite Guide
- Serviettes incorporating your corporate logo or similar, supplied to Gartner for use at the Reception.

Refreshment Breaks

Refreshment breaks are scheduled throughout the event and will be held on the ITxpo show floor. Sponsoring Refreshment Breaks focuses the delegate's attention on your organisation.

Sponsorship may include the following:

- Signage centre pieces on catering tables
- Specialty food packaging, e.g. popcorn containers displaying your corporate logo
- Recognition of your sponsorship will be included in the Onsite Guide
- Serviettes with corporate logo, supplied to Gartner.

Internet Hub Premium Sponsorship

Tuesday 11 November - Friday 14th November inclusive

The Internet Hub is a high level feature area on the show floor offering delegates the opportunity to log on to their email, read the day's newspapers, catch up with their voice messages, meet with colleagues or just take a break from the program. We will build an eye-catching infrastructure for the Internet Hub, with a view to incorporating high profile, visible naming rights and the inclusion of corporate collateral within this area. Promotion of the Internet Hub is included in all suitable pre-event marketing materials as well as pre-event delegate communications with recognition of the sponsoring company.

We are very happy to discuss sponsorship packages that can be tailored to suit your company's marketing objectives.

Please note: Final placement of banners, floor tiles, multimedia advertisements and Run of Book Onsite Guide ads is at the discretion of ITxpo management. Sponsorship opportunities are not exclusive except where stated. Gartner reserves the right to offer new products or positions throughout the show cycle that may not be listed on this form.