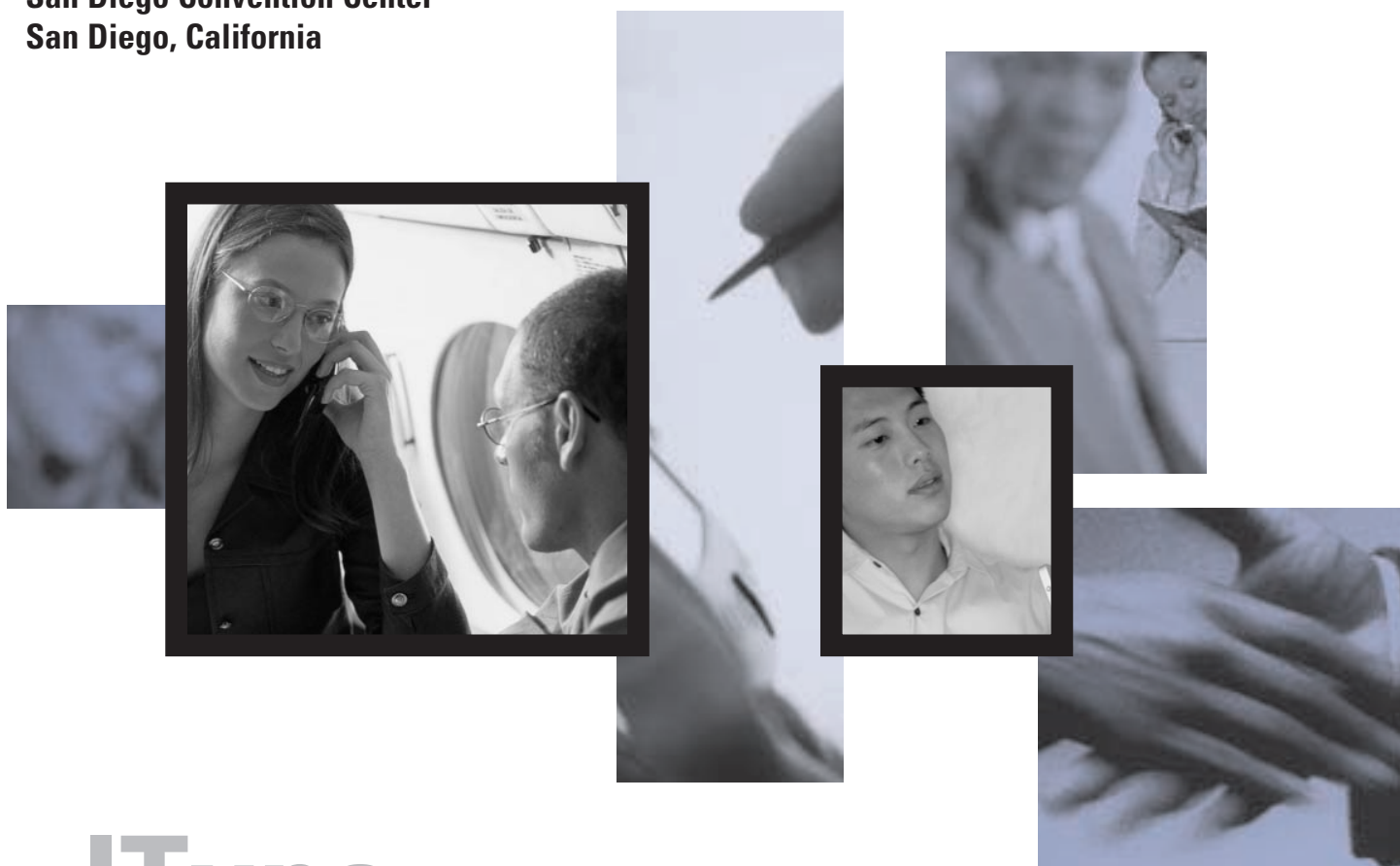


Gartner  
**SYMPOSIUM ITXPO**



March 24-26, 2003  
San Diego Convention Center  
San Diego, California



# ITxpo Advertising and Marketing Opportunities Catalog

[www.gartner.com/ITxpo](http://www.gartner.com/ITxpo)

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**Additional opportunities available, not ready for press time and/or subject to change**

## Speaking Opportunities

### Vendor Solution Presentations (VSP)

Enhance your exposure through face-to-face discussions with key customers and prospects by conducting a small-group product demonstration in your own private session room. Maximize your exposure to this audience above and beyond your booth presence.

Price:	\$15,000
Availability:	25*
Production Responsibility:	Gartner & Sponsor
Specifications:	Exhibitor to provide 4-color and b&w logos
Deadline:	January 21, 2003
Submit to:	ITxpo on-line exhibitor manual
Description Deadline:	December 6, 2002
Submit to:	ITxpo@gartner.com
Speaker Information:	Speaker package to be mailed approx. 4 weeks pre-event



### Package includes:

- 1 hour for your presentation. We suggest that 45 minutes should be dedicated to your presentation and 15 minutes for Q&A.
- Meeting room
  - Room assignments will be made just prior to Symposium/ITxpo 2003 and will be based on pre-session registration numbers
  - Complimentary Lead Retrieval
  - Copy of leads will be provided to speaker
- Audio Visual\*\*
  - Podium with wired lavalier microphone
  - 800 x 600 resolution barco (or equivalent)
  - interface for use with your computer
  - screen (sized appropriately for each room)
  - Complimentary audio tape of session
- Signage
  - Podium sign with logo
  - Session room sign
- Speaker Evaluation
- Listings in
  - Welcome Kit (submit VSP description by December 6, 2002)
  - Program Guide (submit VSP description by January 21, 2003)
  - Symposium/ITxpo Times
  - Web
  - Interactive Kiosks

### VSP Specifications:

\*(1) VSP per exhibiting company (including divisions)

\*\*Additional A/V requests are charged back to the exhibiting company

Note: Gartner analyst quotes not permitted in description, signage, and presentation

## Networking Sponsorships

### **NEW** Monday Night Event: Hospitality Suite

Leave a lasting impression with attendees by sponsoring an exciting on-site event that allows your company to be imaginative in creating a lively atmosphere to interact with your clients and prospects. Be creative, this is your chance to stand out with your own fun and exciting event!

Price:	\$20,000
Availability:	min. 5
Production Responsibility:	Gartner, Sponsor
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual
Description Deadline:	January 21, 2003
Submit to:	ITxpo@gartner.com



#### Package includes:

- Sponsoring companies will be provided with one hospitality area in the headquarter hotel assigned on a first-come first-served basis on the submission of your suite description. Examples of themes include: Margaritaville, NASCAR, Mardi Gras, Sports, Rodeo, etc.
- Listings with b&w corporate logo in:
  - Welcome kit (if all sponsors are submitted in time)
  - Program Guide
  - Symposium/ITxpo Times
  - Interactive Kiosks
  - Special event brochure
    - > 50 word “creative” description
- Signage
  - Entrance banners (all sponsors)
  - Entrance to each “suite” (individual sponsor)
  - Misc. signage throughout event
  - Misc. Signage throughout Headquarter Hotels
- Attendee Giveaway
  - Individual giveaway (provided by each sponsor)
    - > Production, shipping, etc. responsibility of sponsor
    - > No dollar amount restricted
- Food & Beverage
  - Responsibility of individual sponsor
  - Billed back to individual sponsor
- Gartner available to provide planning assistance
  - Please call +1.203.316.6100

## Networking Sponsorships

### Tuesday Night Event: Special Event

Often, the best way to capitalize on networking opportunities with attendees is in an informal setting. The perfect opportunity is the popular special event night (Special event theme TBD).

Price:	\$15,000
Availability:	10
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide 4-color and b&w logos
Deadline:	All logos due January 21, 2003
Submit to:	Txpo on-line exhibitor manual

#### Package includes:

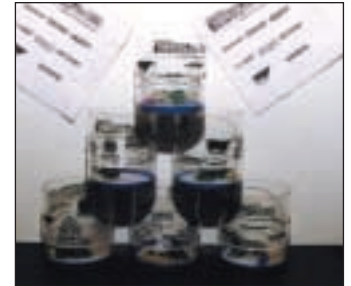
- Listings with b&w corporate logo
  - Welcome Kit (if submitted)
  - Program Guide
  - Symposium/ITxpo Times
  - Interactive Kiosks
  - Special event brochure
- Signage
  - Entrance banners (all sponsors)
  - Misc. signage throughout event
  - Misc. Signage throughout Headquarter Hotels
- Novelties with b&w corporate logo
  - TBD based upon theme chosen
- Sponsor may donate/provide gifts (along with approximate gift value) for raffle

## Networking Sponsorships

### Cocktail Receptions

Evening Cocktail Receptions on the ITxpo show floor draw record crowds. Co-sponsor one of the nightly receptions in the epicenter of activity for the ideal way to familiarize attendees with your company.

Price:	\$8,000
Availability:	max. 5 per night
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide 4-color and b&w logos
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual



### Package includes:

- Listings with b&w corporate logo
  - Program Guide
  - Symposium/ITxpo Times (listing only)
  - Interactive Kiosks
  - Session Announcements (listing only)
- Signage
  - Entrance Unit (all sponsors) at ITxpo
  - Buffet stations (all sponsors)
  - Misc. signage throughout event
  - Misc. Signage throughout Headquarter Hotels
- Novelties with b&w corporate logo
  - Cups
  - Napkins



## Networking Sponsorships

### **NEW** Refreshment and Coffee Breaks

The plentiful buffets on the ITxpo show floor are a perennial attendee favorite. This sponsorship opportunity has been enhanced to include the continuous coffee breaks located outside the conference session rooms all day long. Be the official sponsor of all Conference refreshment stations for a day, and your organization will be noticed.

Price:	\$10,000
Availability:	max. 5 per day
Production Responsibility:	Gartner
Specifications	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

#### **Package includes:**

- Listings with b&w corporate logo
  - Program Guide
  - Symposium/ITxpo Times (listing only)
  - Interactive Kiosks
  - Session Announcements (listing only)
- Signage
  - Entrance Unit (all sponsors) at ITxpo
  - Buffet stations (all sponsors)
  - Beverage stations in session areas (all sponsors)
  - Misc. signage throughout event
  - Misc. Signage throughout Headquarter Hotels
- Novelties with b&w corporate logo (only at show floor stations)
  - Cups
  - Napkins



## Networking Sponsorships

### **NEW** Attendee Meal Sponsorship

Jump-start the attendees' days and open their eyes to your company before anyone else by sponsoring the attendee breakfast at the Marriott. Continue your networking by taking advantage of the huge lunch crowd at the San Diego Convention Center. This is a unique networking opportunity that lasts all week long.

Price:	\$15,000
Availability:	5
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

#### **Package includes:**

- 4 day sponsorship (Monday through Thursday)
- Listings with b&w corporate logo
  - Program Guide
  - Symposium/ITxpo Times
  - Interactive Kiosks
- Signage
  - Breakfast: > large directional sign with b&w corporate logo  
> tent cards on tables
  - Lunch: > large white vinyl banner with b&w corporate logo  
> tent cards on tables
- Novelties with b&w corporate logo
  - Napkins

## Networking Sponsorships

### NEW 5K Fun Run

Sponsors of this brand new special event at Symposium/ITxpo can promote their own fitness by promoting the physical fitness of attendees. Give the conference a great kick off and be on the attendees' minds a day before the start of the event by sponsoring this unique opportunity. By sponsoring this outdoor event, you'll also gain valuable exposure to the San Diego public.

Price:	\$10,000
Availability:	3
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

### Package Includes:

- Listings with b&w corporate logo
  - Program Guide
  - Symposium/ITxpo Times (listing only)
  - Interactive Kiosks
  - Flyers in hotels and convention center
- Signage
  - Entrance Unit (all sponsors) at ITxpo
  - Misc. signage throughout event
  - Misc. Signage throughout Headquarter Hotels
- Novelties
  - B&W logo on complimentary T-shirt for racers
- Sponsor giveaway
  - Sponsors may supply a prize (maximum value \$500) for up to three race winners

Production, shipping, etc. responsibility of sponsor

## Interactive Advertising

### Event Web Site Hyperlink with Logo

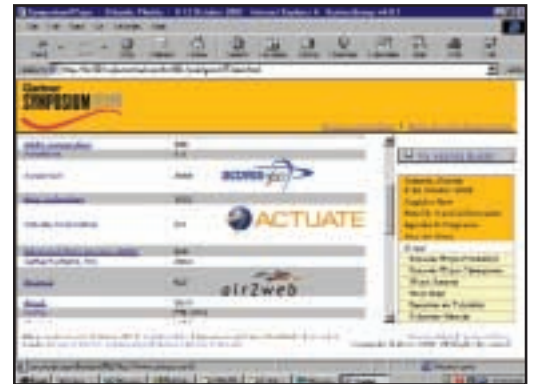
Stand out from the rest. Many attendees visit gartner.com for the most up-to-date information on our event. In addition to your complimentary listing on gartner.com you can add your company logo to hyperlink to your company's URL from gartner.com/symposium. As a bonus, if you sign up early enough, you can gain double exposure for your organization through the new online Welcome Kit.

Price:	\$3,000*
Availability:	unlimited
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide 4-color logo
Deadline:	February 14, 2003
Submit to:	see below

#### Package includes:

- Complimentary listing of company information and 50 word description
- URL hyperlink from color logo
- Specifications:
  - Exhibitor to provide 4-color logo
  - Format: transparent gifs
  - Height: 50 pixels or less
  - Width: no specifications
  - File must be less than 10k
  - Color: depends on company
- \*additional links available for \$500 each
  - links can be set to white papers, product announcements/information, press releases, or various corporate websites, etc.
- Submit to:
  - My An Williams (myan.williams@gartner.com).  
SUBJECT LINE MUST HAVE: Company name/Website logo & hyperlink/Booth No.

Note: No modifications will be made by the Design Team.



## Interactive Advertising

### Banner Ads on the Interactive Kiosks & Mouse Pads

Don't miss the opportunity to get your message in front of attendees via the Interactive Kiosks, our onsite web-based information/communication tool.

Price:	\$10,000
Availability:	10
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide b&w logo
Deadline:	January 21, 2003
Submit to:	ITxpo on-line exhibitor manual
Banner Ad Deadline:	February 24, 2003
Submit to:	see below



#### Package includes:

- Company banner ad (single rotating, up to 3 messages)
- Novelties with b&w corporate logo
  - Mouse pads
- Signage
  - Signage at each interactive kiosk location (all sponsors)

#### Specifications:

- Banner ads will be 125x50 pixels
- Banner ads will rotate and be displayed for 10-12 seconds each
- Banner ads will be linked to the web site of the company being advertised in the banner ad
- Up to 10 Banner ads will rotate and be displayed for 10-12 seconds each and be rotated evenly.

#### Format Options

- Provide 3 separate jpeg files in the size specified above: company logo, marketing message, and ITxpo message where Gartner will create a single rotating banner ad.

#### Submit to:

- Please email file(s) to myan.williams@gartner.com
- The subject line must have Company name/Banner Ad/Booth number

#### Specifications for mouse pads:

All Black and White Corporate logos must be sent electronically in Macintosh OS and saved as an EPS file in Adobe Illustrator 8.0 format, minimum of 300 dpi.

Important: All Logo Files must be sent EXACTLY as you would like them to look.

NO MODIFICATIONS WILL BE MADE BY THE GRAPHICS DEPARTMENT.

## Pre-Event Documentation

### Welcome Kit

This comprehensive electronic booklet gets posted online months in advance of the event. The welcome kit is the pre-conference “bible” for all pre-registered attendees and information seekers. Promote your company, product, or product education session in this important online manual well in advance of the event to catch their attention early.

Price:	varies, see below
Availability:	unlimited
Production Responsibility:	Gartner
Deadline:	December 6, 2002
Submit to:	see below

### Package includes:

- 4-color ads
  - Inside Front Cover \$7,500
  - Inside Back Cover \$6,500
  - Run of Book, 1 page \$4,000



### Specifications:

Please review the policies and specifications outlined below. **IT IS IMPERATIVE THAT THE DEADLINES AND SPECIFICATIONS ARE ADHERED TO. Please e-mail or mail a pdf file of your advertisement to:**

My An Williams  
 Gartner  
 56 Top Gallant Road  
 Stamford, CT 06904-2212  
**myan.williams@gartner.com**  
 Phone: 203.316.3181

### Acceptance of Advertising Policy:

Advertising accepted and published entirely on the consideration that the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits based on any aspect of subject matter or of advertisement. The publisher reserves the right to reject advertisements considered unacceptable as to wording or appearance, or for any other reason. Advertising that simulates editorial content is not acceptable.

## Pre-Event Documentation

### Welcome Kit (continued)

#### Advertisement Placement Policy:

Unless an advertiser has contracted for a special position, ads will be placed in the best position possible. Every attempt will be made to honor these placement requests.

**Advertising Page Sizes:** Please keep all live copy 1/4" from trim

	Trim Size	Bleed Size	Nonbleed Ad
Full Page/Cover	8 1/2" x 11"	8 3/4" x 11 1/4"	Will be centered on page
2-Page Spread	17" x 11"	17" x 11"	Will be centered on page

#### Ad Specifications:

- PDF file (a copy of the advertisement) must be e-mailed or mailed (see address above) to myan.williams@gartner.com for content approval (ad will not print without Gartner approval)
- Advertisements supplied as high res on zip disk or CD only.
- Mac format: 300 dpi for all artwork.
- All art, fonts, high res images and documents must be included.
- Quark, Illustrator or PageMaker are preferred document formats. 100 mg ZIP or CD is preferred media. 4/C process or Black and White half tones.
- Contract color proof must accompany all supplied ads.

## Pre-Event Documentation

### Symposium/ITxpo CD-Rom

All ITxpo exhibitors receive a complimentary company name listing on the Symposium/ITxpo CD-ROM. Stand out from all other ITxpo exhibitors by taking this opportunity to educate attendees about your products and services before they come on-site. Registrants receive this pre-event to access documentation through CD-ROM. No hard copy of the documentation will be available on-site.

Price:	\$5,000
Availability:	unlimited
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide 4-color logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

#### Package includes:

- Company color logo
- Hyperlink to company URL
- Hyperlink to Product Description

#### CD-ROM logo Specs:

- Format: TIF, EPS, or native PhotoShop (.PSD)
- Size: At least 4" minimum on the smallest dimension at no less than 72dpi
- Color: Unless black & white, it should be either indexed, RGB, or CMYK
- Transparency: If possible, the background should be transparent

#### Avoid the following:

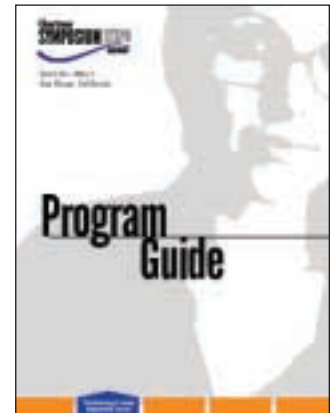
- Images in .JPG and .GIF format, as these are compressed, and will not always resize properly.
- Extremely small file sizes. If the file is only 2kb to 10kb, it will most likely be way too small.

**On-site Advertising and Signage**

**Symposium/ITxpo Program Guide**

Considered a “bible” for our attendees, The Symposium/ITxpo Program Guide is distributed to all attendees in their documentation bags, giving you guaranteed impressions.

Price:	varies, see below
Availability:	unlimited
Production Responsibility:	Gartner
Logo Deadline:	January 21, 2003
Submit to:	ITxpo on-line exhibitor manual
Ads Deadline:	January 21, 2003
Submit to:	see below



**Package includes:**

- 4-color ads
  - Back Cover \$15,000
  - Belly Band (see specs below) \$13,000
  - Bookmark \$12,000  
(2 sides- 1 sponsor per side)
  - Inside Front Cover- (gatefold) \$12,000
  - Inside Back Cover \$8,000
  - Two-Page Spread \$6,000
  - Premium Position, Tab Dividers \$5,500
    - > General Conference Info.
    - > Mastermind Keynotes
    - > Daily Calendars & sessions schedule.
    - > Sun. & Mon. Session Descriptions
    - > Tues Session Descriptions
    - > Weds. & Thurs. Session Descriptions
    - > ITxpo Page
    - > ITxpo Product Locator (formally known as Industry Category)
    - > ITxpo Product Descriptions
    - > Special Thanks
  - Special Positions various locations \$5,000
    - > Across from table of contents
    - > Floorplan
  - Run of Book Full Page \$4,000
- B&W logo next to company product description \$500

*Logo Specifications*

*All logo specifications and submission procedures are available via the ITxpo Online Exhibitor Manual.*

## On-site Advertising and Signage

### Program Guide (continued)

#### Specifications:

Please e-mail or mail a pdf file of your advertisement to:

My An Williams  
 Gartner  
 56 Top Gallant Road  
 Stamford, CT 06904-2212  
**myan.williams@gartner.com**  
 Phone: 203 316 3181

#### Acceptance of Advertising Policy:

Advertising accepted and published entirely on the consideration that the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits based on any aspect of subject matter or of advertisement. The publisher reserves the right to reject advertisements considered unacceptable as to wording or appearance, or for any other reason. Advertising that simulates editorial content is not acceptable.

#### Advertisement Placement Policy:

Unless an advertiser has contracted for a special position, ads will be placed in the best position possible. Every attempt will be made to honor these placement requests.

**Advertising Page Sizes:** Please keep all live copy 5/16" from trim

	Trim Size	Bleed Size	Nonbleed Ad (1/8" all white border)
Full Page Ads	8 3/8" x 10 7/8"	8 5/8" x 11 1/8"	Ads will be centered on page
Cover Ads (3 Page)	24.5625" x 10 7/8"	24.8125" x 11 1/8"	All live copy .5 from trim
2-Page Spread	16 3/4" x 10 7/8"	17" x 11 1/8"	Ads will be centered on pg.

#### Specifications: Ads, Belly Band, Bookmarks and Logos

##### Ad Specifications

- PDF file (a copy of the advertisement) must be e-mailed or mailed (see address above) to myan.williams@gartner.com for content
- Approval (ad will not print without Gartner approval)
- Advertisements supplied as high res on zip disk or CD only.
- Mac format: 300 dpi for all artwork
- All art, fonts, high res. images and documents must be included.
- Quark, Illustrator or PageMaker are preferred document formats. 100 mg ZIP or CD is preferred media. 4/C process or Black and White half tones.
- Contract color proof must accompany all supplied ads.

## On-site Advertising and Signage

### Program Guide (continued)

#### Belly Band Specifications

Specs are 17 1/2" x 3 1/2" printing 4/0 (4-color process) on 80# gloss cover. Trim and apply bellyband around Program Guide with fugitive glue. NOTE: specifications are subject to change due to size increase/decrease of program guide. Sponsor will be informed of any changes prior to final ad submission date. Gartner is not responsible for costs incurred due to changing ad specifications.

#### Bookmark Specifications

Specs are 3" x 10 7/8" printing 5/5 (4-color process plus varnish) on 100# Gloss Cover with a die-cut at one end of the bookmark (in the shape of a half-moon) for clipping onto a page of the Program Guide.

Finished size: 3" x 10 7/8"

Bleed size: 3 1/4" x 11 1/8"

Electronic file must be Mac format, Hi-Res Art

#### Logo Specifications\*

All Black and White Corporate logos must be sent electronically in Macintosh OS and saved as an EPS file in Adobe Illustrator 8.0 format, minimum of 300 dpi.

**Important:** All Logo Files must be sent **EXACTLY** as you would like them to look.

**NO MODIFICATIONS WILL BE MADE BY THE GRAPHICS DEPARTMENT.**

If we are unable to open or read your e-mailed file, we will request your logo on disk. Files may be sent to us on a 3" floppy disk, Zip, Jaz or on a CD. Mailed logos must include a hard copy version of the logo.

**On-site Advertising and Signage**

**Symposium/ITxpo Times Daily Newspaper**

The official newspaper of Symposium/ITxpo is distributed daily. Don't miss the opportunity to get your message in front of attendees while they enjoy their morning paper and coffee.

Price: varies, see below  
 Availability: 5 ads per issue  
 Production Responsibility: Gartner  
 Deadline: All ads due February 14, 2003  
 Submit to: see below

**Package includes:**

- 4 color ads
  - Monday-Wednesday
    - > Center Spread \$7,000
    - > Inside Back Cover \$5,000
    - > Full Page \$3,000
    - > Half Page \$1,500
  - Weekly (Monday-Thursday)\*
    - > Center Spread \$21,000
    - > Inside Back Cover \$15,000
    - > Full Page \$9,000
    - > Half Page \$4,500

\*25% discount applies



**Specifications:**

- Send all ad materials in PDF or TIF format at the exact size of desired image area. Please create the files with resolution set for 122 dpi or 100-line screen.
- Press dot gain is 33% overall, total ink weights of 220. Embed all fonts.

**Printed area:**

Center Spread: 20.75"x13" imaginable area.

Full Page: 10.25"x13"

Half Page Horizontal: 10.25"x 6.25"

**Please e-mail or mail a pdf file of your advertisement to:**

My An Williams  
 Gartner  
 56 Top Gallant Road  
 Stamford, CT 06904-2212  
 myan.williams@gartner.com  
 Phone: 203 316 3181

*Logo Specifications*

*All logo specifications and submission procedures are available via the ITxpo Online Exhibitor Manual.*

## On-site Advertising and Signage

### Circular Banners

Be the first thing that the attendees see as they enter the San Diego Convention Center. This circular banner will be hung at the main entrance of the venue. Be one of the co-sponsors of this highly visible opportunity.

Price:	\$4,000 (outdoors); \$7,000(indoors)
Availability:	9 (outdoors); 12 (indoors)
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide 4-color logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual



### Package includes:

- **Outdoors:** (banners hung above main entrance to San Diego Convention Center)
  - 4-Color logo on banner
  - Specifications: 93 3/8" Circular vinyl banner
  - 1 company logo per banner
- **Indoors:** (banners hung inside "sail" area of ITxpo show floor)
  - 4-color logo on banner
  - Specifications: 70" Circular vinyl banner (double-sided)
  - 1 company logo per banner

## On-Site Sponsorships

### Symposium/ITxpo Pocket Guide

This small handy Pocket Guide is distributed to all attendees to put in their badge holder for easy use and referral to conference schedule throughout the week. Gain instant exposure by having your logo and booth number on the back cover of this popular guide. Everyone wears a badge!

Price:	\$15,000
Availability:	3
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

#### Package includes:

- Company B&W logo on back cover of Pocket Guide

#### Specifications:

All Black and White Corporate logos must be sent electronically in Macintosh OS and saved as an EPS file in Adobe Illustrator 8.0 format, minimum of 300 dpi.

Important: All Logo Files must be sent EXACTLY as you would like them to look.

**NO MODIFICATIONS WILL BE MADE BY THE GRAPHICS DEPARTMENT.**



## Speaking Opportunities

### Exhibitor Floor Plan Map

A guaranteed attention grabber is displaying your company's logo on the ITxpo floor plan map! This freestanding piece is distributed to all attendees with their event documentation.

Price:	\$8,000
Availability:	10
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

#### Package includes:

- B&W logo on floor plan
- Booth number will be highlighted



## On-Site Sponsorships

### NEW Attendee Bag

Every Symposium/ITxpo attendee looks forward to getting their official conference bag when they pick up their conference literature. Sponsoring this new, exciting offering will be your way to craft your own message to be included in their conference bags!

Price:	\$25,000
Availability:	6
Production Responsibility:	Gartner & Exhibitor
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual



### Package Includes:

- B&W logo on Attendee Bag
- One (1) page advertorial containing any corporate information to be inserted into attendee bag. Requires Gartner Approval.
  - Production responsibility: Exhibitor/Sponsor
  - Specifications: Advertorial not to exceed 1 page, 8 1/2"x11"
  - Deadline: Submit electronic version by February 22, 2002
  - Submit to: My An Williams (myan.williams@gartner.com)

Note: Pending Gartner approval of advertorial, Gartner will provide exhibitor print requirement and shipping information. Gartner will be responsible for inserting advertorial into attendee bags.

## On-Site Sponsorships

### Literature Bag

Conferences and exhibitor literature go hand in hand. Your company's logo on the Literature Bag is arguably one of the best ways for your name to continually be seen by thousands of people throughout the conference and long after.

Price:	\$12,000
Availability:	10
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

#### Package includes:

- B&W logo on Literature bag
- Bags will be located at the entranceways of ITxpo and in the sponsors' booth
- Signage
  - Company name and booth number at ITxpo entrances



## On-Site Sponsorships

### **NEW** Gold Member Lounge

The Symposium/ITxpo Gold Members are the decision-making attendees that attend year after year. Sponsoring the Gold Member lounge gives you unimpeded access to create a memorable impression on the most loyal conference attendees.

Price:	\$15,000
Availability:	5
Production Responsibility:	Gartner & Exhibitor
Specifications:	Exhibitor to provide 4-color, b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

#### **Package includes:**

- Listings
  - Program Guide listing with corporate b&w logo
  - Symposium/ITxpo Times listing
- Signage
  - Banner with corporate b&w logo hung at site
  - Entrance sign with corporate b&w logo
  - Misc. signage throughout facility
- Beverages provided in room
- Product literature allowed in room
- Sponsor donated giveaway allowed in room
  - Gartner reserves the right to restrict giveaway item

#### **Guidelines:**

- The Gold Member lounge is NOT to be used for meetings, consultations, or demonstrations
- Decorations are NOT permitted in the Gold Member lounge

## On-Site Sponsorships

### Meeting Room/Consultation Area

Take advantage of the chance at more intimate interaction with attendees to continue your discussion after demonstrating your product at your booth in this new Meeting Room/Consultation Area located in a separate area of the ITxpo show floor.

Price:	\$3,500 per day; \$6,000 for 2 days
Availability:	10 per day
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide b&w logo
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

### Package includes:

- 10x10 turnkey booth with 4 chairs, 1 round table
- Signage
  - Entrance signage at meeting room location (all sponsors)
  - Signage in front of meeting room (individual sponsor)

### Guidelines:

- The consultation area is to be used for meetings/consultation only.
- Sponsors may NOT distribute giveaways at the meeting room/consultation tables
- Decorations are NOT permitted in the meeting room/consultation area

## On-Site Sponsorships

### Attendee Workroom Lounge

Host an attendee workroom that enhances the attendee experience by providing a virtual office. High speed computer network access, phone banks, and comfortable seating will be available. Don't miss the chance to get on board by sponsoring the attendee "oasis"

Price:	\$7,000
Availability:	5
Production Responsibility:	Gartner
Specifications:	Exhibitor to provide 4-color and b&w logos
Deadline:	All logos due January 21, 2003
Submit to:	ITxpo on-line exhibitor manual

### Package includes:

- Listings
  - Program Guide listing with corporate b&w logo
  - Symposium/ITxpo Times listing
- Signage
  - Banner with corporate b&w logo hung at site
  - Entrance sign with corporate b&w logo
  - Misc. signage throughout facility
- Color logo on mouse pads in network access units
- Product literature allowed in room
- Sponsor donated giveaway allowed in room

### Guidelines:

- The attendee workroom lounge is NOT to be used for meetings, consultations, or demonstrations
- Decorations are NOT permitted in the attendee workroom lounge

## On-Site Sponsorships

### **NEW** Technology Partner/Provider

Technology's most important event doesn't run on manpower alone. If your company has a technological product, service, or application that would provide a more enjoyable and comfortable experience for the attendees, we would like to help you. Don't miss out on this exclusive opportunity to get your technology into the hands of the world's most powerful IT buyers!

A call for papers will be forthcoming. For more details or to submit your ideas in the interim, please speak with your representative or call +1.203.316.6100 or email [ITxpo@gartner.com](mailto:ITxpo@gartner.com)