

Gartner Symposium/ITxpo Sales Letter

Dear Colleague,

If you had a sales force of thousands and an unlimited budget, you wouldn't have to decide where to invest your marketing dollars...

But if you're like most, working with limited resources, you'll want to know about Gartner's Symposium/ITxpo, an unparalleled opportunity to get the most out of your sales and marketing investment.

Why ITxpo? Since you have not exhibited at ITxpo in previous years, you might not know of the cachet ITxpo has earned, around the world, among high-level executives serious about finding the most up-to-date and effective solutions for their IT needs.

International exposure that will expand your business reach.

Gartner's Symposium/ITxpo events are held in several US locations, Italy, France, Australia and Japan. These worldwide events are the perfect venues for you to enter new markets and roll out your products on a global scale. You are assured the same high level of attendees at each ITxpo, and our Global Discount Package makes your international presence an unbeatable value!

Gartner is the strategic partner of choice for savvy IT professionals.

Thousands of top-level executives depend on the expertise of Gartner's analysts to make their strategic technology planning decisions. Those same savvy executives, many from companies with revenues exceeding \$1 billion, come to Gartner's prestigious Symposium to get the leading-edge insight and vision they need to plan their IT future. At ITxpo they will make major buying decisions in an interactive, hands-on exhibition and learning forum. This provides you with a unique opportunity to showcase your products and services for a demographic unmatched at any other IT event.

Direct Access to 10,000 high-level IT customers.

Because it runs concurrently with Gartner's prestigious Symposium, ITxpo consistently attracts high-level IT decision-makers empowered and ready to buy. In fact, many IT managers build ITxpo into their purchasing cycle — the better to see which products and vendors will meet their needs best.

What does that mean for you? Over three full days, you'll have continuous contact with purchase-ready IT professionals who want to hear what you have to say — an ideal way to create and build lasting relationships that are the hallmark of selling success.

Space is filling quickly. Return the enclosed contract today.

Sign up today to exhibit at ITxpo 2006 by returning the enclosed contract, contacting us at itxpo@gartner.com, or calling our account team at 203.316.6100. Take time to consider how you can maximize your presence through the various advertising and sponsorship opportunities available at Symposium/ITxpo. Please see the enclosed brochure for detailed exhibit information and pricing for all of our Symposium/ITxpo events.

We look forward to hearing from you and to seeing you at ITxpo 2006!

Sincerely,

Marni G. Vinci
Director, US ITxpo Programs

P.S.

Exhibit spaces typically sell out six months in advance — don't wait to secure yours!