

General Press Release Guidelines

1. All Gartner published materials are subject to copyright protection.
2. The word "Gartner" may not appear in the title of your press release or any other promotional material. It is not correct to make any reference to Gartner except in attribution at the end of the press release. For example, "Midsize Enterprise Summit™ is produced by Vision Events®, a Gartner, Inc. (NYSE: IT) company." It is absolutely necessary for legal reasons that our full name and stock ticker appear when Gartner is mentioned in a release.
3. When referring to our events, please avoid using the terms "conference" or "trade show." Vision Events is the leading produce of business-focused events. We encourage you to include the following information "About Vision Events" and "About Midsize Enterprise Summit" in your press release.
4. We must **approve** of any releases that you plan to send over the wire and must approve all quotes that you would like to attribute to us. Please send a draft of your release prior to sending, so that we can review your PR for accuracy.

"Midsize Enterprise Innovation™ Award" Press Release Guidelines

Congratulations on winning (or being nominated for) a "Midsize Enterprise Innovation Award". We would like to help you promote your recognition in any way we can. We will be developing a press release on the Award winners, posting it to our Web site, and sending to a targeted list of trade publications. Please feel free to craft your own release, however, we must ask that you follow these important guidelines.

5. The Midsize Enterprise Innovation Awards are voted on solely by the attending Senior IT Executives. It is not correct to make any direct or implied references Vision Events or Gartner selected the award nominees and winners.
6. We would be honored to provide a quote for inclusion in your PR piece. We ask that it is of a general nature such as, "The IT Executives in attendance review many products and services at Midsize Enterprise Summit. A Midsize Enterprise Innovation Award signifies that the attendees viewed the winners as having a level of excellence for IT Vendors in their category," said Charles Badoian, Senior Global Director for Midsize Enterprise Summit.
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Send draft releases to: mark.britton@gartner.com

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10. When referring to our events, please avoid using the terms "conference" or "trade show." Vision Events is the leading produce of business-focused channel events. We encourage you to include the following information "About Vision Events" and "About Midsize Enterprise Summit" in your press release.
11. You may use the enclosed award logo, unaltered, in any marketing activity you choose without permission (e.g., product sell sheets, web site, signage at other events, boxes, etc.).



About Midsize Enterprise Summit

Midsize Enterprise Summit brings Senior IT Executives from midsize businesses together with Gartner Analysts, and leading and emerging Technology Vendors. The focus—enabling strategic IT Decision-Making—embraces midmarket-specific issues, trends and solutions from a horizontal and vertical industry-specific perspective. The business-intensive format includes Gartner-led sessions, Vendor-led World Premiere and Private Boardroom Appointments, a Showcase of Exhibits, and networking functions.

About Vision Events

Vision Events, a Gartner, Inc. (NYSE: IT) company, is a leading producer of highly focused business events that bring resellers and end users together with leading and emerging vendors in private boardroom appointments to form strategic partnerships and secure new business in the technology sector. Additional information about Vision Events can be found at <http://www.visionevents.com>.

If you have any questions regarding these guidelines or need additional help with your PR, please feel free to contact Mark Britton at 603.471.4219 or e-mail mark.britton@gartner.com.

We look forward to seeing you at the next event!