

# Midsize Enterprise Event Portfolio

## Top 5 Reasons to Sponsor Midsize Enterprise Summits -- East & West

**1) Meet the Best Prospects in the North American Midmarket IT Community -- from Coast to Coast.** Participate in our East and West Summits, and you'll meet the "cream of the crop" of serious IT buyers in the midmarket sector. Our Audience Development Team conducts your prospecting for you -- identifying and inviting senior decision-makers who are in an active buying mode.

**2) Make Contact at 2 Key Points in the Midmarket Buying Cycles.** Our Fall Summit occurs as IT budgets are being approved for the year ahead. Make your mark while new IT funds are available and IT executives are planning new investments for their IT portfolios. Our Spring Summit occurs as technology research is being conducted for the year's new initiatives. Meet IT executives in time to get on their "short lists" for RFP selection. By playing a major role in both Summits, you will achieve year-round brand exposure with the midmarket IT executives who sign the contracts and write the checks.

**3) Midmarket CIOs Make Faster Buying Decisions -- Get On Their "Short Lists" in Just 30 Minutes.** Unlike their Fortune 500 counterparts, CIOs of midmarket companies are known for their accelerated purchasing decision cycles. They enthusiastically accept an invitation to Midsize Enterprise Summit -- expressly because they value the opportunity to meet technology providers in crisp, half-hour Private Boardroom Appointments.

### **4) Expand Revenue in the Growing Midmarket through IT Partnerships.**

With midmarket IT spending growing at a rate of 6%, technology providers are aggressively targeting the CIOs of medium-sized firms. Our delegates tell us they get 2 to 3 prospecting calls per day -- but only have time to actually meet with less than 2 new technology providers and existing IT partners per month. Increasingly, midmarket CIOs view events as their primary sourcing tool -- where they can conduct all their technology research in one place, at one time.

**5) Play a Major Role at the Most Respected Midmarket Event.** CIOs of midmarket companies depend on the Midsize Enterprise Summit for the recommendations and research to guide their strategy decisions. Technology providers who play a major role at this event bask in unequalled brand exposure -- and generate real brand loyalty -- among these IT executives who are actively seeking midmarket solutions.

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## To become a sponsor and for more information, contact:

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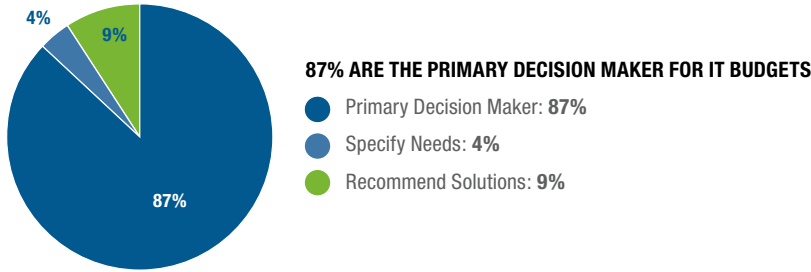
DAN ANIBAL (Companies M-Z)  
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*We saw companies that we never would have looked at otherwise -- who weren't even on our radar screen."*

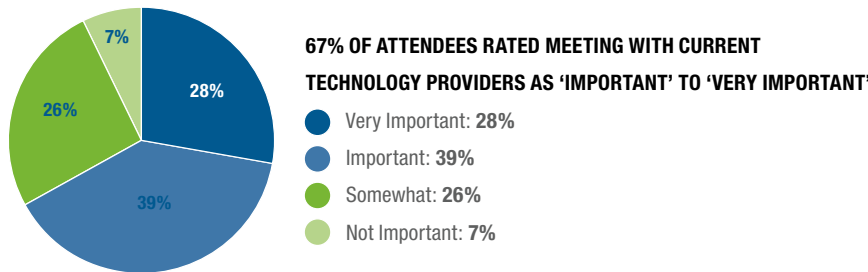
*— Edward Balzano, Hallmark*

# KEY FINDINGS IDENTIFIED BY IT EXECUTIVES WHO ATTEND THE MIDSIZE ENTERPRISE SUMMIT

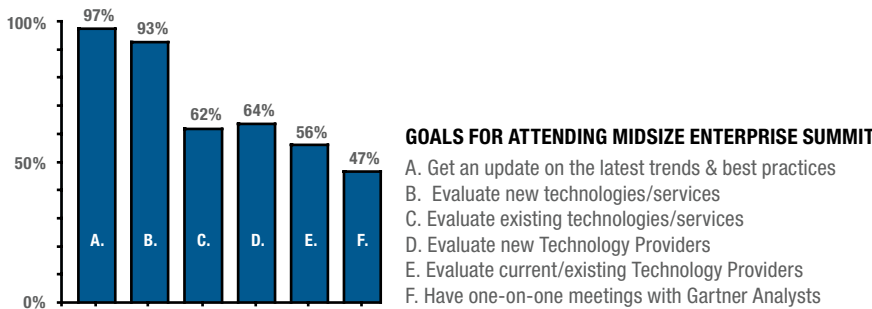
## WHAT IS YOUR INVOLVEMENT WITH IT BUDGETS?



## HOW VALUABLE IS IT FOR YOU TO MEET WITH EXISTING/ CURRENT TECHNOLOGY PROVIDER PARTNERS?



## WHAT ARE YOUR GOALS IN ATTENDING THE EVENT?



## Key priorities identified at Midsize Enterprise Summits in 2007

- 40% of U.S. midsize business executive said they consider mobile or wireless security as one of their top 3 security challenges
- 30% of U.S. based midsize businesses cite "green IT" as an important IT initiative for their company
- Nearly one third of U.S. based midsize businesses at Midsize Enterprise Summit West '07 stated that they plan to evaluate an E-Mail archiving Solution in 2008.

**Be An Active Participant In This Midmarket Year-round Community. Do Your Part To Drive Thought Leadership In 2008.**

**ATTEND MIDSIZE ENTERPRISE SUMMIT EAST & WEST:**

**Midsize Enterprise Summit East  
May 4 - 7, 2008  
Buena Vista Palace  
Orlando, Florida**

**Midsize Enterprise Summit West  
September 14-17, 2008  
Gaylord Texan Resort & Conference Center  
Dallas, Texas**

## Partial Lists of Attendee Companies From Midsize Enterprise Summit East & West 2007

Industries	Midsize Enterprise Summit East	Midsize Enterprise Summit West
Financial Services	J. & W. Seligman & Company; Edfinancial Services; Deloitte & Touche; Salem Five; HarbourVest Partners, LLC; Century Business Services Incorporated (CBIZ); IDI, Inc.; Ascend One Corporation; Colonial Properties Trust; Bank of America; Citibank - CBG; Merrill Lynch	Person Financial Services; Resource Management, Inc.; Securities America; Securities America; Guaranty Bank; American Express; Boston Ventures; DST Systems, Inc.; CNL Financial Group; American Student Assistance; Fremont Investment & Loan
Education	Educational Services of America; Georgia State University; Thomas M. Cooley Law School; Middletown Twp School District; National Heritage Academies; University of Texas at El Paso; Chicago State University; Swarthmore College; The School District of Palm Beach County Florida; Nova Southeastern University	British Columbia Institute of Technology; University of the Pacific; Cerritos College; University of Nevada, Reno; University of Georgia; University of Oklahoma; Brown University; Iowa State University Foundation; Northern Michigan University; Iowa State University; University of Miami
Manufacturing	Steelscape; Rheem Water Heating; Sealy Inc.; The Gem Group; Saturn Electronics & Engineering; St Ives; Cabot Microelectronics; The MathWorks; Mitsubishi Electric Power Products, Inc; Atlantis Plastics; Baldwin Richardson Foods; EMS Technologies, inc; Cleaver-Brooks, Inc; Raynor Manufacturing Co.	Lerman Enterprise; Steelscape, Inc; Sun-maid Growers of California; The Walsh Group; Hallmark Cards, Inc; Trek Bicycle Corporation; Beall Corporation; National Frozen Foods Corp.; Rain Bird Corporation; Mark Anthony Group; Canadian Forest Products Ltd; Cabot Microelectronics; Lawson Products, Inc.
Government	Maricopa Community College District; Oregon Lottery; Marion County; McGraw Hill Ryerson; City of Orlando; City of Jacksonville NC; Pratt & Whitney Rocketdyne; Orange County Government; State of Nevada; Commonwealth of MA DTE; York County Government	Multnomah County; State of Nevada; City of Winnipeg; State of Alaska; Deschutes County; City of Park Ridge; ND Department of Transportation; City of Addison; Harris County; City of St. George; City of Quincy; City of Redmond

## To become a sponsor and for more details:

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