

Midsize Enterprise Summit

ENABLING STRATEGIC IT DECISION-MAKING

Gartner Midsize Enterprise Summit dramatically accelerates the sales cycle for technology providers looking to profit by the 7% increase in 2006 spending in the midmarket IT market. Based on the successful Vision Events format, the Summit gives vendors unparalleled opportunities to meet firsthand with CIOs and Senior IT Executives of medium-sized firms at Private Boardroom Appointments and Pre-Scheduled One-On-One Meetings. With multiple IT initiatives to implement, these Senior IT Decision-Makers tell us they are just as eager to meet the vendors – as you are to meet them.

Target Audience: Senior IT Executives of Medium-Sized Organizations including Chief Information Officers, Chief Technology Officers, Vice Presidents, Directors, and Managers of IT Enterprise Architects. The majority of these Senior Executives oversee IT budgets between \$1 million and \$50 million.

Midmarket IT Spending: Growing at Twice the Rate of Fortune 500 Companies

According to Gartner Research Vice President John Bace, “We’re seeing a positive response by midsize businesses toward the technology offerings that are being placed before them. The increase in affordable functionality is driving investment interest.”

The Challenge for Midmarket CIOs: How to Do It All?

The major challenge for these CIOs – who have limited IT staff – is evaluating the onslaught of products, services and vendors targeted at the midmarket. Faced with increased pressure from their customers, trading partners and suppliers to conduct more business electronically, the survival and success of medium-sized firms often depends on establishing unique and competitively advantaged links with external parties. As a result of this drive to automate – and because of their close relationship to upper management – midmarket CIOs make faster decisions and have more accelerated purchasing cycles than their Fortune 500 counterparts.

Top Midmarket Analyst Team Leads Midsize Enterprise Summit



Jim Browning
Research Vice President
Gartner

Event Chair, Gartner Research Vice President, Jim Browning along with the world renowned Gartner Midsize Research Group will be addressing the Summit theme, Leadership & Execution: Overcoming Business Challenges with Successful IT Strategies:

Among the topics expected to be addressed at the Summit are:

- Consumer Technologies & 2nd Internet Revolution
- Planning for Vista and Office 12
- Security on a Budget
- VoIP and IP Telephony
- Server Trends
- Document Management for Every Budget
- Affordable Disaster Recovery
- Outsourcing
- Malicious Code
- Saving Money in Your Network
- Storage Strategy
- Intrusion Prevention
- Server Consolidation
- The High-Performance Workplace
- Managed MPLS

midsizeenterprisesummit.com

**Midsize
Enterprise Summit™**

CIOs of medium-sized firms have 7% more money in their IT budgets for 2006, which is more than double the 3.4% increase in spending by Fortune 500 firms.

“Forces are converging to create the most active technology buying spree ever undertaken by the global midsize business community. Technology investments made by midsize businesses in all regions through 2006 will eclipse those that occurred among similar organizations during the dot.com boom.”

— Gartner Research

MIDSIZE ENTERPRISE SUMMIT EAST

May 14-17, 2007

The Hyatt Regency Atlanta
Atlanta, Georgia



MIDSIZE ENTERPRISE SUMMIT WEST

September 16-19, 2007

La Quinta Resort & Club
La Quinta, California



MIDSIZE ENTERPRISE SUMMIT EUROPE

26-28 June, 2007

Hotel New York®
Disneyland® Resort
Paris, France



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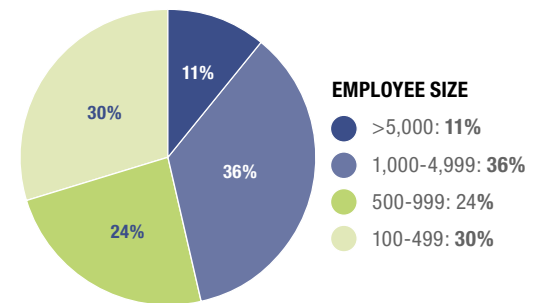
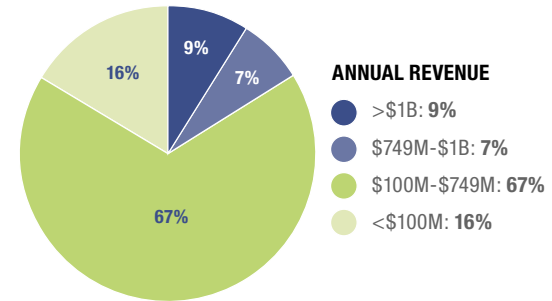
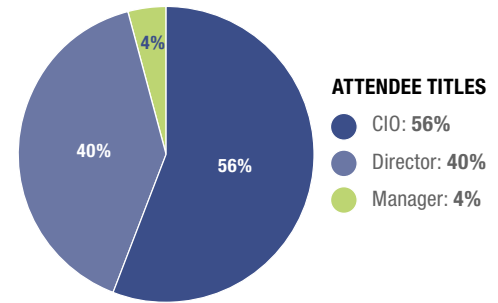
DAWN SHULTZ
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The Gartner Vision Events Format: Built for Business

- **Guaranteed Private Boardroom Appointments** give you uninterrupted presentation time to hand-selected groups of midmarket CIOs and Senior IT Executives interested in your product and service offerings.
- **Pre Scheduled One-on-One Meetings with Senior Decision Makers** using Gartner's unique online Self Scheduling System. This tool allows both Vendors and Senior IT Executives to request meetings before and during the event with who they most want to see. These meetings are also a great follow up to your boardroom presentations, and are the best method to build individual relationships and turn contacts into customers.
- **Gartner Analyst One-on-One Meetings** with Vendors are another uniquely valuable feature, giving you a private face-to-face meeting with a Gartner Analyst to discuss your specific midmarket initiatives and opportunities.
- **Gartner Insight Sessions** enable you to hear about the latest midmarket technology and business market trends from top thought leaders.
- **Corporate Sponsor Showcase of Exhibits** is an exciting, interactive setting for your live product demonstrations and face-to-face meetings.
- **Networking Program** includes structured events designed to help you enhance your relationship- building, culminating in the Midsize Enterprise Innovation™ Awards Gala.
- **Sponsorship Opportunities** allow you to boost your visibility and mindshare among midmarket IT prospects before, during, and after the Event.

This unique Event invites and hosts only pre-qualified CIO's and Senior Executives from mid-sized firms. The highly structured agenda gives you access to your best customers and prospects in pre-scheduled presentations and One-on-One meetings. Our proven event model enables you to sell and retain customers through a format that is built upon client feedback as their preferred method to learn, analyze, compare and decide about new technologies and existing partners.

"It's our 3rd time participating in MES. Fantastic – always very successful. A lot of people who stop by have business problems that we can help them with. We always walk away with 2 or 3 clients per show." — **Ken Parmalee and Peter Lipovsek, Everdream**



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