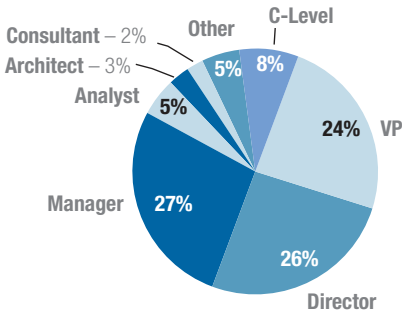


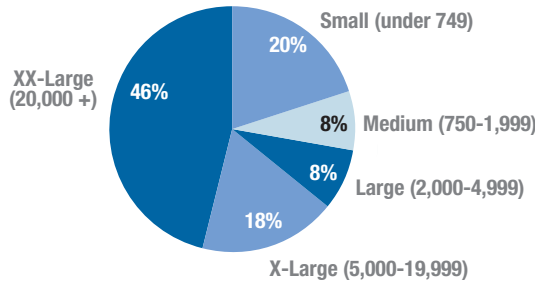
Gartner Customer 360 Summit 2012

March 14 – 16, 2012 | Gaylord Palms Resort | Orlando, FL | gartner.com/us/crm

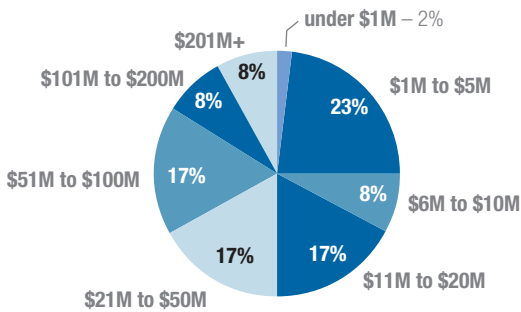
Job Title



Company Size – Commercial Sector

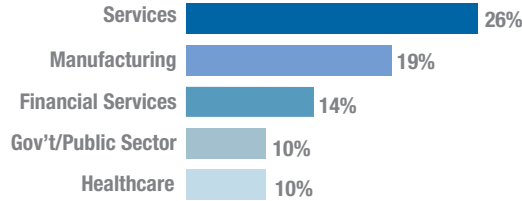


IT Budget



75% have budgets of \$6M and higher

Attendees by Industry – Top 5



Client vs Non-client



**based on 2011 registered attendees*

Attendee survey highlights

- 89% have involvement with IT budgets
- 85% come to learn about new products & technology providers
- 92% attend 2 or fewer meetings with new technology providers at the office

** based 2011 pre-event attendee survey*



Who will attend?

Senior business and IT leaders responsible for understanding:

- Chief customer officers
- Chief marketing officers
- Chief information officers
- Marketing and sales leaders
- Customer experience and service executives
- Web and social media strategists
- Managers of customer data and analytics

2012 Sponsors

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Sitecore
SugarCRM
Sword Ciboodle
Verint Systems
Vision Critical
Vivisimo

as of 1/4/12



Collaborative Buying Process

Gartner events attract powerful and complementary audiences. Symposium/ITxpo represents the industry's most senior executive decision-makers – they have budget authority and seek information on a range of technology solutions. The combination of a Summit, Symposium/ITxpo sponsorship offers unique access to greater levels of executives across all stages of the buying and implementation cycles resulting in a opportunity to influence the collaborative buying process.

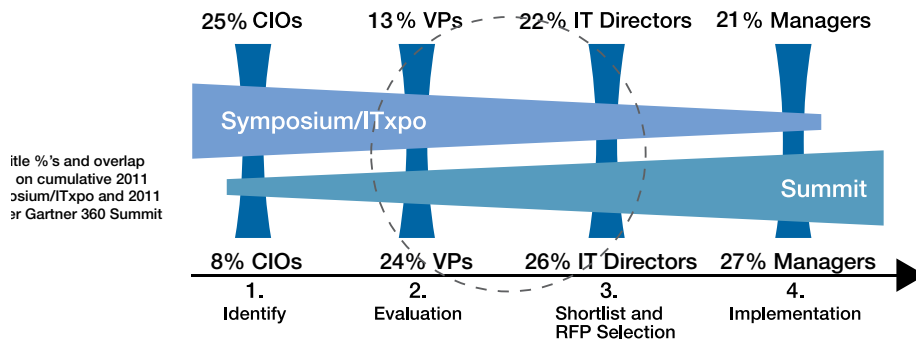
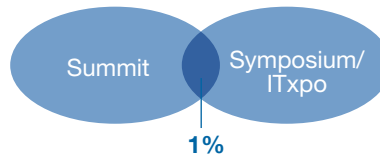


Figure 1: Audience title %'s and overlap on cumulative 2011 Symposium/ITxpo and 2011 Summit at Gartner 360 Summit

Meet a Qualified Audience at both a Summit & Symposium/ITxpo Event

There is only a 1% overlap between Summit and Symposium/ITxpo attendees.



Companies that Sponsor both the Summit Event & Symposium

Autonomy	Echopass Corporation	Interactive Intelligence	Pegasystems
D&B	IBM	Microsoft	Sitecore

2012 Gartner Events Portfolio for Applications

Americas

Portals, Content & Collaboration Summit

March 12 – 14, Orlando, FL

Customer 360 Summit

March 14 – 16, Orlando, FL

Application Architecture, Development & Integration Summit

November 27 – 29, Las Vegas, NV

EMEA

Customer Relationship Management Summit

June 11 – 12, London

Application Architecture, Development & Integration Summit

June 21 – 22, London

Portals, Content & Collaboration Summit

September 19 – 20, London

Symposium/ITxpo 2012

Applications Marketplace

August 28 – 30, Cape Town, South Africa

October 3 – 5, Tokyo, Japan

October 10 – 12, Goa, India

October 21 – 25, Orlando, FL

October 29 – 31, Sao Paulo, Brazil

November 5 – 8, Barcelona, Spain

November 12 – 15, Gold Coast, Australia

Top 10 CIO Business and Technology Priorities in 2011

Top 10 Business Priorities	Ranking	Top 10 Technology Priorities	Ranking
Increasing enterprise growth	1	Cloud computing	1
Attracting and retaining new customers	2	Virtualization	2
Reducing enterprise costs	3	Mobile technologies	3
Creating new products or services (innovation)	4	IT management	4
Improving business processes	5	Business Intelligence (BI)	5
Implementing and updating business applications	6	Networking, voice and data communications	6
Improving the technical infrastructure	7	Enterprise applications	7
Improving enterprise efficiency	8	Collaboration technologies	8
Improving operations	9	Infrastructure	9
Improving business continuity, risk and security	10	Web 2.0	10

Source: Gartner EXP (January 2011)

The CIOs surveyed represent more than \$160 billion in corporate and public-sector IT spending, encompassing 2,014 enterprises across 38 industries and 50 countries.

To become a sponsor and for more details, contact:

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