

SOUTH AFRICA

JAPAN

UNITED STATES

BRAZIL

SPAIN

AUSTRALIA

INDIA

The World's **Most Important** Gathering of CIOs and Senior IT Executives



16 – 20 October
Orlando, Florida

gartner.com/us/symposium

Gartner
SYMPOSIUM ITXPO® 2011

Symposium/ITxpo 2011



Unparalleled Global Reach

In 2011, the global Symposium/ITxpo series will attract more than **16,000 senior IT executives, including 4,500 CIOs.**

About Symposium/ITxpo

Gartner Symposium/ITxpo is the world's most important gathering of CIOs and senior IT executives.

For over 20 years, our flagship conference has explored what's new and predicted what's next with confidence and accuracy enabling senior executives to create, validate and execute transformative business technology strategies.

Delivering independent and objective content with the authority of the world's leading IT research and advisory organization, Gartner Symposium/ITxpo has built a reputation among IT and business executives as the most trusted source of insight, inspiration, tools and relationships in the world.

Here is why Symposium/ITxpo is the destination of choice for thousands of CIOs and senior IT executives every year:

Knowledge. Over 450 analyst presentations, interactive workshops, clinics and roundtables offer actionable take-aways that address today's hot topics.

Insight. Access to the unrivalled authority and collective brainpower of the most respected analyst team in the industry.

Timing. Attendees return to the office with the actionable strategies and tactics they need to create a clear action plan for the next three, six and twelve months.

Solutions. Ability to evaluate IT products and services from the world's leading technology and service providers in an exclusive setting.

Connections. Networking with more than 8,000 IT professionals who share their challenges and concerns.



The CIO Focus

The CIO Program at Symposium/ITxpo is a key component of the conference – attracting CIOs from the world's leading organizations. The focus is on the issues, decisions and actions required for CIOs to effectively drive business forward through IT-led innovation and operational excellence.

The fact that Symposium/ITxpo draws an ever expanding global audience of CIOs is due in large part to the forward-thinking, actionable advice they can only obtain in this forum. The combination of exclusive content, peer networking and interaction with the leading technology and service providers add up to a must-attend event for CIOs.

Re-imagine IT: Leading from the Front

Few IT leaders can recall a time of more fundamental IT change. Now is the time to pose new questions—with new answers—that will help CIOs and senior IT executives make the leap into an IT future built around performance, growth and agility. Success lies in re-imagining IT as a strategic catalyst, and leading confidently from the front. With IT re-imagination as the fulcrum of the CIO agenda, the IT organization is poised to embrace new infrastructure delivery options, broaden its sphere of influence, and deliver the business value crucial to competitive advantage.

This year's agenda is built around the priorities that CIOs have identified as pivotal to enterprise IT success—delivering new ways to re-think, redefine and re-imagine the essential elements of IT, from infrastructure and cost factors to people and processes.

Track Descriptions*

I. Applications

Cloud, software as a service, social, collaboration, mobile, integration and intelligence technologies – this track focuses on how these forces will dramatically overhaul the application portfolio and require new skills for application leaders to balance new and legacy investments.

II. Business Intelligence & Information Management

This track explores drivers for why organizations must modernize approaches to analyzing data and understanding business performance, by leveraging emerging techniques for pattern identification and visualization. It also highlights the criticality of strengthening the underlying information management infrastructure for greater agility and control in how data is accessed, integrated and shared.

III. Business Process Improvement

You can't re-imagine IT when you're burdened with outdated business processes and antiquated skills. This track will help IT leaders define a vision that establishes clear accountability, nurtures process excellence, encourages innovation, and enables a resilient process framework that responds favorably to change.

IV. CIO

Leading CIOs are finding answers to the new questions raised by demands for growth, globalization, consumerization and operational excellence. These answers require addressing fundamental issues such as benefits realization, IT skills and redefining IT's strategic purpose. The answers come from CIOs and business leaders seeing IT with fresh eyes to re-imagine IT.

V. Enterprise Architecture

Public and private sector organizations are using enterprise architecture (EA) as a tool for business transformation and innovation. Whether scaling for growth or restructuring for survival, EA enables change management, adaptability and strategic re-imagination. This track demonstrates the tools and best practices that mature EA teams employ to fuel success.

VI. Industries

These thought-provoking sessions concentrate on the industry specific issues and decisions needed to ensure IT actions lead to business success. Our insight will help organizations lead by promoting innovation and clarifying the converging trends that will reshape business and operational assumptions, anticipate disruptions and energize business progress.

VII. Infrastructure & Operations – Data Center, Server, Storage & IT Operations

CIOs have told us developing a flexible infrastructure is one of their top priorities. For true flexibility I&O leaders must embrace new infrastructure technologies and operational management capabilities to enable business innovation and growth. This track will guide building a strategy to cut through the hype of cloud computing's many implications while delivering tangible improvements in IT agility, quality of service and efficiency.

VIII. Infrastructure & Operations – Mobile, Client Computing & Communications

This track will provide the foundation to build I&O strategies that span mobility, client computing and communications while addressing the ambitions of end users, IT and the business as a whole.

IX. Program & Portfolio Management

Organizations look to PPM to deliver the right business capabilities within a volatile business context. To ensure future success, the PPM landscape must be navigated with a new vision and PPM leaders must become true 'change innovators.' This track will guide these leaders in plotting the way forward.

X. Security & Risk Management

The sessions in this track will equip security and risk leaders to balance efficiency and effectiveness with true business value, within the parameters of governance and compliance requirements.

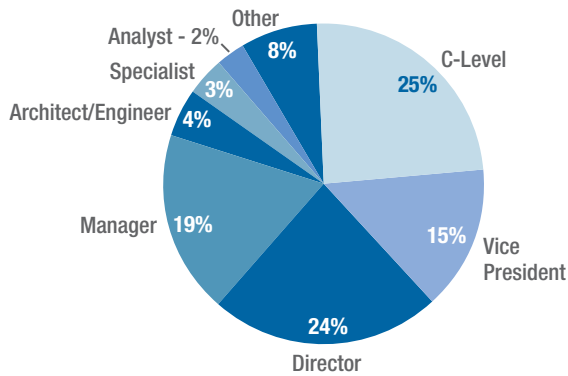
XI. Sourcing & Vendor Relationships

Optimal sourcing of products and outsourcing services requires leadership from the front. While players are merging, offshore geographies are diverging and new entrants are emerging, this track will aid in navigating the current IT services landscape with practical advice on disruptive trends and contract negotiation.

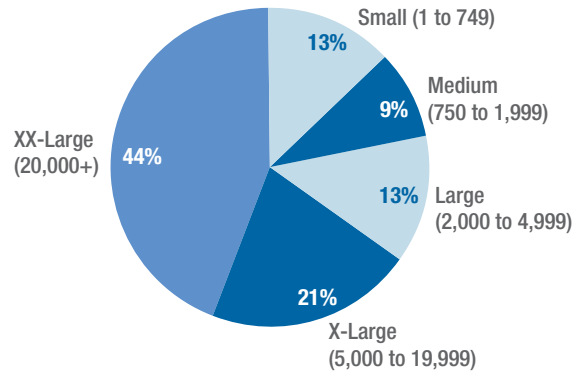
**Visit gartner.com/us/symposium for full track descriptions*

8,000 Attendees • 2,000 CIOs • 3,200 Companies

Job Title

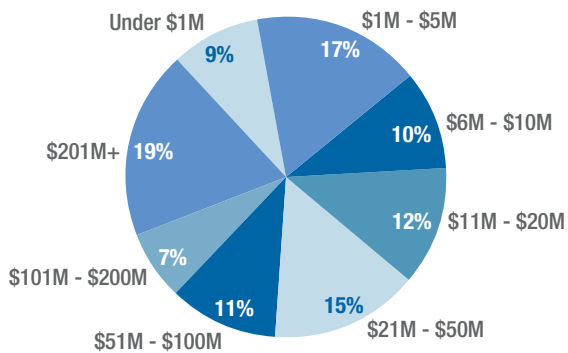


Company Size

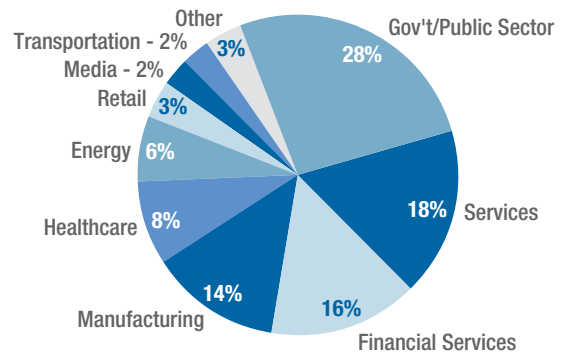


70% Fortune 1000
80% Global 500

IT Budget



Industries



*based on Symposium/ITxpo Orlando 2010 attendees

“ Outstanding, one-of-a-kind event that sets the tone for the IT industry for next year. ”

Chief Information Officer, Performance Food Group

Audience Insights*

Purchasing Authority

91% of attendees have a role in the purchasing process

72% make purchases for their entire company

74% have IT budgets of \$6M and higher

Purchase Intent

85% of attendees have an active IT project in their organizations that they are personally involved in

48% say their project was their primary attendance motivator

65% of attendees are likely or very likely to do business with ITxpo sponsors as a result of attending

80% of expect to conduct this business within 12 months of the event

**based on 2010 Symposium/ITxpo Orlando audience survey data*

Event Highlights:

- 450+ Sessions
- 150+ Gartner Analysts
- 5 Keynotes
- 9 Role-based Tracks
- 11 Industry Tracks on Industry Sunday
- 68 Analyst/User Roundtables
- 128 Workshops
- 29 Gartner Magic Quadrant Sessions
- 54 Solution Provider Sessions
- 11 ITxpo Marketplaces
- 225 Solution Providers

Who Will Attend?

- CIOs
- CTOs
- CFOs
- Technology and business strategy executives
- Applications leaders
- Business intelligence leaders
- Business process improvement leaders
- Data center and IT operations leaders
- Enterprise architects
- Enterprise information management leaders
- Infrastructure and operations leaders
- Networking, wireless and mobility leaders
- Program and portfolio management leaders
- Security and risk management leaders
- Sourcing and vendor management leaders
- Institutional investors and venture capitalists

Top 10 CIO Technology & Business Priorities in 2011

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

Sample Fortune 1000 companies that attend

- Aetna
- Allstate Insurance
- Bank of America
- Boeing
- Cardinal Health
- Chevron
- Citigroup
- Delta Air Lines
- Eli Lilly & Company
- Exxon Mobil
- FedEx Corporation
- Ford Motor Company
- GE Energy
- GEICO
- General Dynamics
- General Electric
- General Mills
- General Motors
- Hess Corporation
- Johnson & Johnson
- JPMorgan Chase
- Kimberly Clark
- Kraft Foods
- Lockheed Martin
- Lowe's Companies
- Lincoln Financial Group
- Macy's
- McDonald's
- McGraw-Hill
- MetLife
- NBC Universal
- New York Life Insurance
- Northrop Grumman
- Northwestern Mutual
- Pratt & Whitney
- Procter & Gamble
- Sealed Air Corporation
- State Farm Insurance
- Sysco Corporation
- Target Corporation
- United Parcel Service
- UnitedHealth Group
- Universal Music Group
- WellPoint
- Wells Fargo
- Xerox
- Yum! Brands

based on 2010 Symposium/ITxpo Orlando attendees

Team Send Program

More than 150 organizations took advantage of our Team Send Program in 2010, with **five or more IT leaders in attendance**. Below are a few of the organizations that attended as teams.

Company	# of Attendees
Boeing	27
Compassion International	23
Ernst & Young	32
Gordon Food Service	10
General Dynamics	18
Raytheon Corporation	14
Rich Products Corporation	11
State Farm Insurance	32
US Environmental Protection Agency	32
US Federal Government	29



ITxpo Marketplaces

The ITxpo exhibit floor is arranged into eleven marketplaces to assist attendees in their solution discovery process and enhance vendor visibility. Aligned to the roles of IT leaders the marketplaces include:

- Applications
- Business Intelligence, Data Management & Integration
- Business Process Management
- Content, Collaboration & Social Software
- Data Center & IT Operations
- Enterprise Architecture
- Enterprise Networking & Communications
- Outsourcing & IT Services
- Program & Portfolio Management
- Security & Compliance
- Wireless & Mobile

ITxpo: Technology in Action



The ITxpo exhibit floor provides IT leaders with direct access to the leading technologies and services. Attendees gain insight into their specific issues in conference sessions and analyst one-on-ones and can take this knowledge to ITxpo for deeper discussions with relevant solution providers.

Attendees have told us ITxpo provides their best opportunity all year to assess the vendor landscape while away from the distractions of the office. They come with future projects in mind to have meaningful discussions and identify technology providers for follow-up. Sponsors at ITxpo define themselves as key players in their technical area and have a unique opportunity to reach an elite group of CIOs and IT leaders.

“ Symposium/ITxpo provides a single place for access to leading analysts and vendors on tactical and strategic technologies. ”

IT Manager, PepsiCo



Activities on the ITxpo Exhibit Floor

Magic Quadrant Theater Sessions

Analyst led sessions focusing on Gartner Magic Quadrants. These sessions give attendees the unbiased vendor assessment information they need to support their technology acquisition decisions with qualitative analysis on specific technologies and the suppliers in the space. Held conveniently on the exhibit floor, attendees can follow-up directly with the solution providers relevant to their needs.

ITxpo Theaters

Sponsor led sessions focused on product vision, client case studies, road maps and new product announcements.

Learning Labs

An attendee favorite, learning labs immerse end-users in hands-on tutorials to test, explore and understand the features of the industry's latest and greatest products. Up to 20 attendees can join each session to get an up-look at a sponsor's product.

Emerging Technologies Pavilion

The most intriguing up-and-coming providers in IT, including Gartner Cool Vendors, are brought together here. This area debuted in 2010 and garnered much attention and positive feedback from our attendees. Participating vendors give brief presentations and highlight their innovative technologies in the adjacent Emerging Technologies Theater.

NEW! Demonstration Zone

The newest attraction for attendees at ITxpo, the Demonstration Zone is an area where sponsors can showcase their latest devices and gadgets. Attendees come here to test drive everything from tablets to smartphones and everything in between.

ITxpo Receptions

Attendees enjoy the ITxpo receptions as a place to network, find solutions for upcoming projects and learn about the latest technologies. ITxpo is designed to facilitate a meaningful exchange of ideas, and the lively environment is enhanced with good food and drink.

Face-to-Face Sponsor Meetings

Attendees confer privately with sponsors in 30-minute prearranged meetings that they can request through the online agenda builder.



In-Person Access and Insight Worldwide

Gartner Events produces the world's leading technology events for CIOs, senior IT leaders and business executives. The programs are content-rich information downloads specially designed to address today's most pressing IT challenges. Each event features analyst-led sessions, cutting-edge technology showcases, peer exchange workshops, one-on-one meetings with analysts, consulting diagnostic workshops and keynotes by top leaders and visionaries.

Gartner Events are simply the most cost-effective and time-efficient way to stay on top of what's current.

Gartner Events Portfolio

The Gartner Events portfolio has been carefully crafted to deliver both breadth and depth to CIOs and the IT roles that support the organization.

Symposium/ITxpo

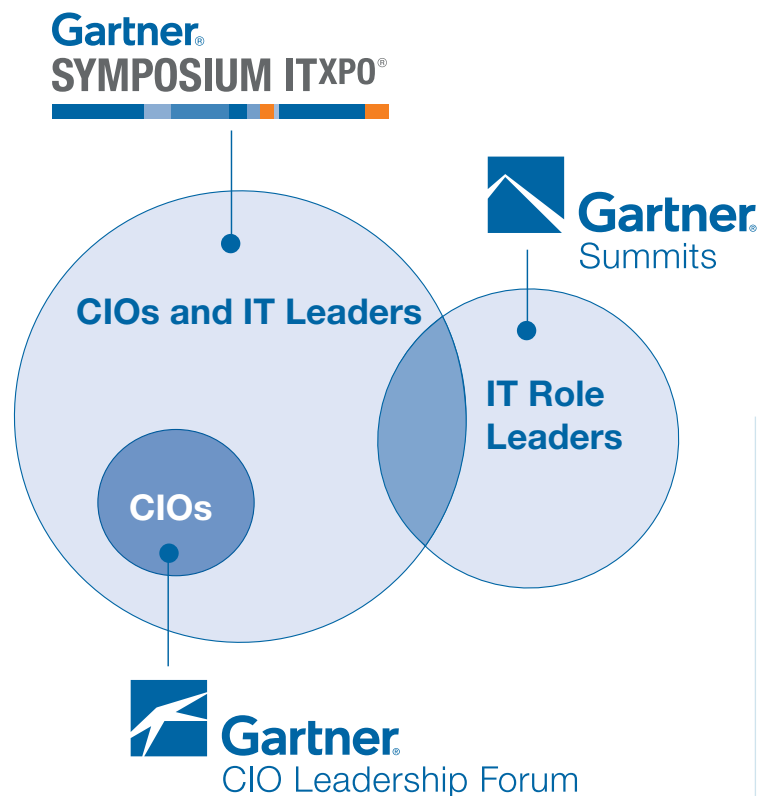
The paramount event for CIOs and senior IT leaders to experience all Gartner offerings in person. Keynotes from leading CEOs and industry thought leaders and the full force of Gartner research immerse attendees in new knowledge and networking.

Summits

Focused programs targeted to specific roles. IT professionals find insight and develop road maps to success for both their organization and themselves.

CIO Leadership Forum

Executive-only programs for exploring business, technology and leadership strategies. Select CIOs discover how to translate strategic direction into actionable results.



“Excellent opportunity to network among peers and discuss business strategies, and opportunity to engage in solutions for the same.”

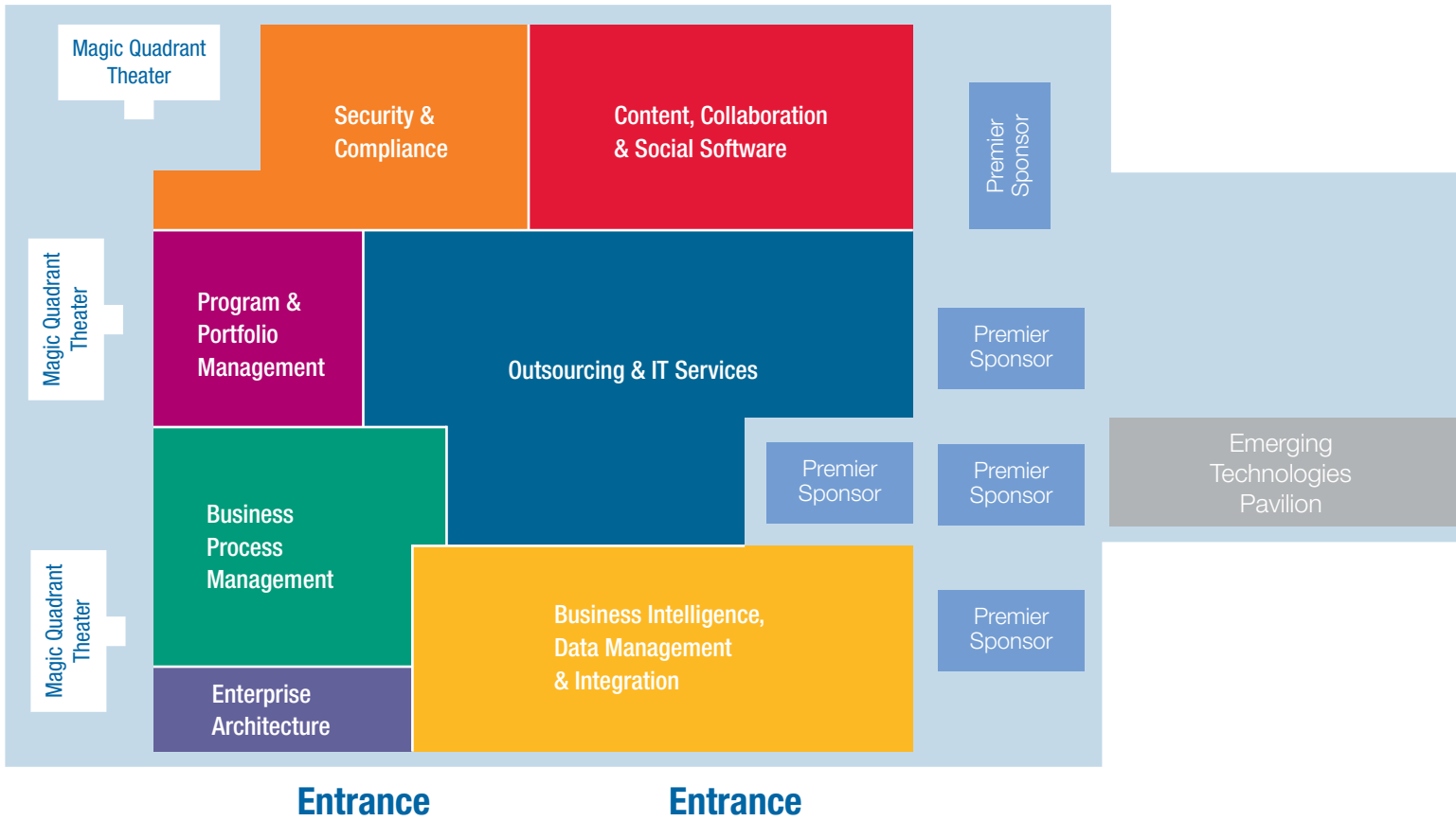
State of Idaho Department of Health & Welfare, IT Administrator

Gartner Global Event Partners



ITxpo Exhibit Floor* • Walt Disney World Dolphin • Orlando, FL

Pacific Hall

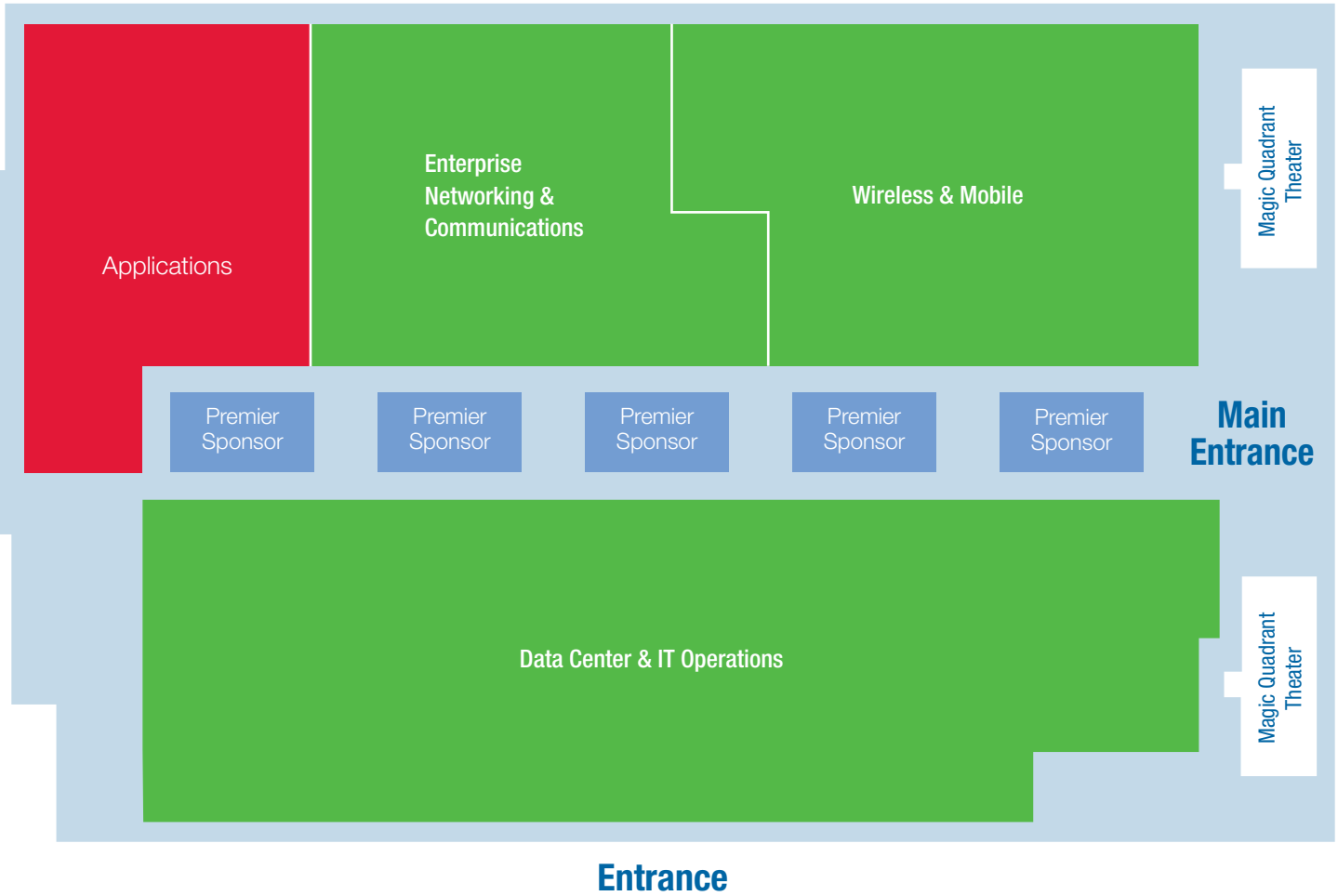


IT Role Alignment:

- | | |
|--|---|
| ■ Applications | ■ Infrastructure & Operations |
| ■ Business Intelligence & Information Management | ■ Program & Portfolio Management |
| ■ Business Process Improvement | ■ Security & Risk Management |
| ■ Enterprise Architecture | ■ Sourcing & Vendor Relationships |

**This floorplan is subject to change.*

Atlantic Hall



2011 Gartner Conferences

SYMPOSIUM/ITXPO® The World's Most Important Gathering of CIOs and Senior IT Executives

Global

Symposium/ITxpo	August 23 – 25	Cape Town, South Africa
Symposium/ITxpo	October 3 – 5	Tokyo, Japan
Symposium/ITxpo	October 16 – 20	Orlando, FL
Symposium/ITxpo	October 25 – 27	Sao Paulo, Brazil
Symposium/ITxpo	November 7 – 10	Barcelona, Spain
Symposium/ITxpo	November 14 – 17	Gold Coast, Australia
Symposium/ITxpo	November 21 – 23	Mumbai, India

CONFERENCES – Gartner conferences focus on specific topics, technologies and industries that are top-of-mind.

North America

CIO Leadership Forum	March 20 – 22	Phoenix, AZ
Portals, Content & Collaboration Summit	March 28 – 30	Los Angeles, CA
Customer 360 Summit	March 30 – April 1	Los Angeles, CA
Business Process Management Summit	April 27 – 29	Baltimore, MD
Business Intelligence Summit	May 2 – 4	Los Angeles, CA
Master Data Management Summit	May 4 – 6	Los Angeles, CA
Supply Chain Executive Conference	June 1 – 3	Scottsdale, AZ
IT Infrastructure, Operations & Management Summit	June 13 – 15	Orlando, FL
PPM & IT Governance Summit	June 20 – 22	San Diego, CA
Enterprise Architecture Summit	June 22 – 23	San Diego, CA
Security & Risk Management Summit	June 20 – 23	National Harbor, MD
Catalyst Conference	July 26 – 29	San Diego, CA
Outsourcing & Vendor Management Summit	September 12 – 14	Orlando, FL
IT Financial, Procurement & Asset Management Summit	September 14 – 16	Orlando, FL
Identity & Access Management Summit	November 14 – 16	San Diego, CA
Application Architecture, Development & Integration Summit	November 29 – December 1	Las Vegas, NV
Data Center Conference	December 5 – 8	Las Vegas, NV

EMEA

Business Intelligence Summit	January 31 – February 1	London, UK
Master Data Management Summit	February 2 – 3	London, UK
CIO Leadership Forum	February 28 – March 1	Dubai, UAE
Business Process Management Summit	March 7 – 8	London, UK
Identity & Access Management Summit	March 9 – 10	London, UK
Customer Relationship Management Summit	March 14 – 15	London, UK
CIO Leadership Forum	April 4 – 6	London, UK
Enterprise Architecture Summit	May 9 – 10	London, UK
PPM & IT Governance Summit	June 14 – 15	London, UK
Application Architecture, Development & Integration Summit	June 16 – 17	London, UK
Supply Chain Executive Conference	September 14 – 15	London, UK
Security & Risk Management Summit	September 19 – 20	London, UK
Portals, Content & Collaboration Summit	September 21 – 22	London, UK
Outsourcing & IT Services Summit	September 26 – 27	London, UK
IT Asset Management Summit	September 28 – 29	London, UK
Data Center & IT Operations Summit	November 28 – 29	London, UK

Latin America

Data Center Summit	April 5 – 6	Sao Paulo, Brazil
Outsourcing Summit	June 7 – 8	Sao Paulo, Brazil
Enterprise Technologies Summit	June 15 – 16	Mexico City, Mexico
Enterprise Technologies Summit	August 15 – 17	Sao Paulo, Brazil
The Future of IT Conference	September 13	Lima, Peru
The Future of IT Conference	September 20 – 21	Buenos Aires, Argentina
The Future of IT Conference	October 4 – 6	Mexico City, Mexico

APAC

Business Intelligence & Information Management Summit	February 22 – 23	Sydney, Australia
Infrastructure, Operations & Data Center Summit	March 15 – 16	Sydney, Australia
Business Process Management	August 8 – 9	Sydney, Australia
Application Architecture, Development & Integration Summit	August 9 – 10	Sydney, Australia

Japan

Security & Risk Management Summit	April 19	Tokyo, Japan
IT Infrastructure & Data Center Summit	April 27 – 28	Tokyo, Japan
Sourcing Summit	May 30 – 31	Tokyo, Japan
BPM & SOA Summit	June 30 – July 1	Tokyo, Japan
Business Intelligence & Information Management Summit	July 20	Tokyo, Japan

as of May 3, 2011 and subject to change

Gartner® SYMPOSIUM ITXPO® 2011

For sponsorship
opportunities, call
1 800 356 4740 or e-mail
exhibit@gartner.com.



Premier Sponsors



Marketplace Sponsors



as of May 20, 2011

© 2011 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. For more information, e-mail info@gartner.com or visit gartner.com.

Gartner®