

Gartner Data Center Conference 2010

December 6 – 9, 2010 • Caesars Palace • Las Vegas, NV
gartner.com/us/datacenter

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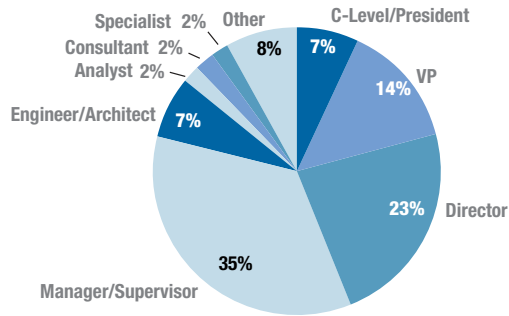
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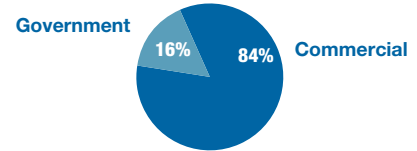
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Audience Profile*

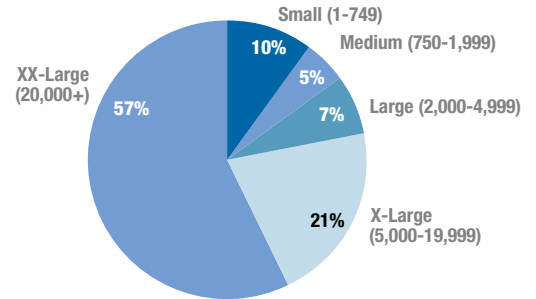
Job Title



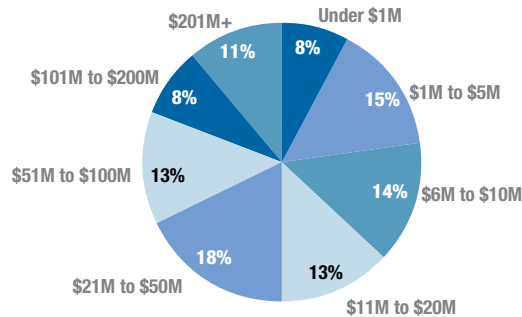
Attendees by Sector



Company Size – Commercial Sector



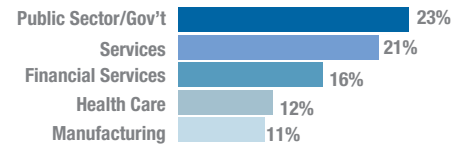
IT Budget



Client vs Non-client



Industry – Top 5



*based on 2009 registered Data Center attendees

Who will attend?

- IT operations, data center, infrastructure and consolidated operations executives
- Storage planners
- Managers
- Project leaders
- Business continuity management
- Disaster recovery professionals
- Data center asset managers and planners
- Vendors involved in developing, marketing, or maintaining products and services for IT operations centers.

To sponsor, contact:

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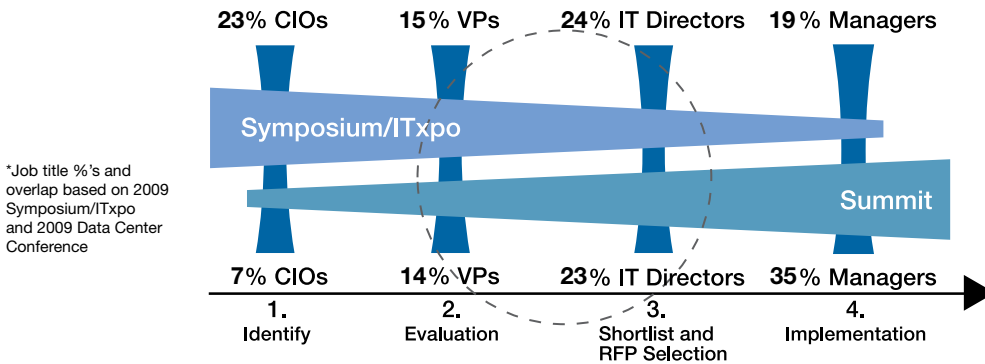
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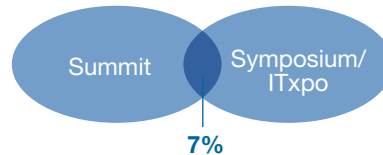
Collaborative Buying Process

Gartner events attract powerful and complementary audiences. Symposium/ITxpo represent 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.



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

There is only a 7% overlap between Summit and Symposium/ITxpo attendees.



2010 Infrastructure & Operations Gartner Events Portfolio

Americas

IT Infrastructure, Operations & Management Summit

June 14 – 16, Orlando

Data Center Conference

December 6 – 9, Las Vegas

EMEA

Data Center Summit

November 22 – 23, London

Symposium/ITxpo

Data Center & IT Operations Marketplace

October 17 – 21, Orlando, FL

October 25 – 27, Tokyo, Japan

November 8 – 11, Cannes, France

November 16 – 18, Sydney, Australia

Top 10 CIO Business and Technology Priorities in 2010

Top 10 Business Priorities	Ranking	Top 10 Technology Priorities	Ranking
Business process improvement	1	Virtualization	1
Reducing enterprise costs	2	Cloud computing	2
Increasing the use of information/analytics	3	Web 2.0	3
Improving enterprise workforce effectiveness	4	Networking, voice and data communications	4
Attracting and retaining new customers	5	Business Intelligence	5
Managing change initiatives	6	Mobile technologies	6
Creating new products or services (innovation)	7	Data/document management and storage	7
Targeting customers and markets more effectively	8	Service-oriented applications and architecture	8
Consolidating business operations	9	Security technologies	9
Expanding current customer relationships	10	IT management	10

Source: Gartner EXP (January 2010)

The CIOs surveyed represent more than \$126 billion in corporate and public-sector IT spending, encompassing 1,586 enterprises across 41 countries and 27 industries.

To become a sponsor and for more details

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