

Media Alert: Gartner's Vision Events Announces Midsize Enterprise Summit 2005

What: Midsize Enterprise Summit 2005

When and Where:

- April 17-20, 2005 at the Hyatt Regency New Orleans, New Orleans, Louisiana.
- September 18-21, 2005 at The Grand America Hotel in Salt Lake City, Utah.

Details:

- *Midsize Enterprise Summit 2005* is celebrating its 5th anniversary as the largest - and the only global – midmarket-focused event in the IT industry.
- *Nearly 500 Senior-Level Executives* from high-growth industry segments with the greatest IT purchasing power (budgets range from \$1 million to more than \$50 million) will be personally prequalified and invited as guests at the Summit.
- *Leading Vendors* will have an unsurpassed opportunity to forge profitable relationships with executive decision-makers in private boardroom appointments, peer exchange workshops, SummitView Vendor Forums, and one-on-one meetings at a showcase of exhibits.

Industry Insight:

Gartner Industry Analysts will be addressing the issues for both IT executives and vendors with:

- *The IT Executive Agenda* will focus on top 2005 midsize enterprise IT management issues and technologies at general and breakout sessions that include “Aligning Business and Technology,” “IT Strategy and Project Prioritization,” and “Best Practices for Negotiating with Microsoft.”
- *The Vendor Agenda*, which includes all sessions in the IT Executive Agenda, also features value-added sessions on “Best Practices in Selling IT to the Midmarket,” and “The IT Watch Midmarket Spending Outlook.”

With the midsize market representing \$200 - \$240 billion in revenues, more vendors than ever are targeting this segment – increasing the challenges of vendor selection for CIOs.

Midsize Enterprise Summit brings together senior level IT executives and technology vendors, providing unparalleled exposure to Summit sponsors and vendors. This year, sponsors include global solution providers including Gateway, Intel, Siebel, Oracle, Citrix, MPC, PeopleSoft, Q4bis, Salesforce.com and Sun Microsystems.

Additional information on the Midsize Enterprise Summit is available at www.midsizeenterprise.com, or by contacting Kimberly Bise at 1-877-619-7956, ext. 497 or e-mail at midsize@gartner.com.

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