

Secure Your Participation at the Remaining 2007 Events for the IT Channel



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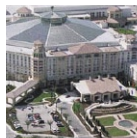
IT ChannelVision™
2007



October 20-24, 2007
La Quinta Resort & Club
La Quinta, California
itchannelvision.com

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IT ChannelVision:
Government Edition
2007



November 28-30, 2007
Gaylord Palms Resort & Conference Center
Orlando, Florida
governmentsolution.com

IT ChannelVision and the newly announced IT ChannelVision: Government Edition (formerly Government Solution Summit) Are two high level Events focused on channel partnership. Both deliver a high level, pre-qualified audience of Decision Makers and access to them through Gartner's proven format, but if you are only attending IT ChannelVision you could be missing out on a huge opportunity in the specialized Government IT market.

Here are the Top 3 Reasons you Need to Attend Both Events

- 1. Market Size:** Government is the second largest vertical market in the United States. State and Local Government sectors are experiencing 6% growth with IT spend expected to reach \$52 billion by 2008. The Federal market also continues to expand with IT spend forecasted at \$76.1 billion by 2010.
- 2. Government Drives Margin Opportunity:** As the second largest vertical market for technology spending in the US, all Technology Providers must have an active focus on the government marketplace. Moreover, the issues of client loyalty, solution repeatability, and compliance with new legislation provide significant margin opportunities for successful Technology Providers in this market. With Solution Providers as the primary channel to the government market, effective partnerships with these firms provide hardware and software Technology Providers with an extended salesforce, targeting marketing messages, access to key CXOs, etc. that drive visibility, profitability and long term success.
- 3. Long Term Value:** Growth into 2010 and beyond is expected to continue. Invest now in a market that has the most potential for long term, profitable relationships. Technology Providers serving the Governmentchannel experience increased loyalty and repeat business which translates into long term profitability.

Opportunities in the Government market continue to evolve. Given the significant size and changing priorities of these opportunities-now is the time to start building relationships throughout the IT channel to ensure you are part of the future profitability.

Contact your Account Executive today to learn more about why you need to participate in both of these successful channel Events.

Companies A-B & Named Accounts

Mary Fogarty

603-471-4227 or mary.fogarty@gartner.com

Companies C-N

Janice Dow

603-471-4225 or janice.dow@gartner.com

Companies O-Z

Kathleen Fitzpatrick

603-471-4292 or kathleen.fitzpatrick@gartner.com