

IT ChannelVision

CHANNEL DRIVEN. MARKET FOCUSED.

itchannelvision.com

IT ChannelVision and IT ChannelVision Latin America, co-located in a single venue, are designed to provide IT product and service Technology Providers the opportunity to engage with North and Latin America's leading channel executives in the white box, value-added, enterprise and digital home channels. The proven format is ideal for conducting in-depth partnership meetings, product presentations, idea exchange, and networking. Take advantage of the premier industry Event focused on helping you build market alliances and market share in the IT channel.

Target Audience: IT ChannelVision hosts only executive level IT Decision Makers. In North and Latin America these executives are major and emerging System Builders (including a full range of PC Assemblers) and xSPs (Solution Providers, System Integrators and VARs) serving small, midsize and large businesses. All participants are pre-qualified and attend by invitation only which means you are assured to meet the highest quality of IT Decision Makers ready to do business.

The North American IT Channel: Embracing New Changes and Challenges

A rapidly changing market with new technologies, new buyers and new preferences is altering the IT channel landscape throughout the Americas and around the world. Margins keep getting tighter, and the transition to solution selling continues to be a major focal point. In five years, Gartner projects that there will be fewer suppliers and channel companies, and those that will succeed will be the ones with a targeted market focus and collaborative network of customers and partners. For Technology Providers, these changes in the channel offer both challenges and opportunities. More than ever, Technology Providers need a sustainable channel strategy to leverage current and potential partnerships, acquire new business and improve profitability.

Leading Gartner Analysts Featured at IT ChannelVision:



Tiffani Bova
Research Director

Tiffani Bova, Analyst Chair and Research Director and Luis Anaviarte, Research Vice President along with analysts: Eric Goodness, Andrew Johnson and Michele Cantara, will lead Industry Insight Sessions

Among Emerging Technologies and Markets expected to be addressed at the Event are:

- MSP: Networking & Infrastructure Outsourcing
- System Builder--State of the Market
- Security Solutions
- SMB Market Trends
- Other Hot-Button Topics on IT Channel Trends and Selling Strategies

Gartner
IT ChannelVision™
2007

The audience at IT ChannelVision features ...

- System Builders with \$10-\$100 million in sales and representing over 40% of the white-box market
- xSPs doing between \$20 million-\$1 billion in annual sales
- Leading System Builders and xSPs representing more than 6 Latin American countries doing between 25-\$100 million in annual sales

"Technology providers are under extreme pressure to grow their current relationships and find new customers in the IT channel. Reaching and educating key channel executives about new products and services on an ongoing basis is vital. The most successful providers leverage opportunities to effectively engage with the major players and maintain and grow their place in the value chain." — Gartner Research

IT CHANNELVISION SPRING

May 6-9, 2007

The Westin Diplomat
Resort and Spa
Hollywood, Florida



IT CHANNELVISION FALL

October 20-24, 2007

La Quinta Resort & Club
La Quinta, California



**ACT
NOW**

RESERVE YOUR PRIVATE BOARDROOM APPOINTMENTS:

MARY FOGARTY (Companies A-B)
603.471.4227 or mary.fogarty@gartner.com

JANICE DOW (Companies C-N)
603-471-4225 or janice.dow@gartner.com

KATHLEEN FITZPATRICK (Companies O-Z)
603-471-4292 or kathleen.fitzpatrick@gartner.com

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The Gartner Vision Events Format: Proven to Build Market Partnerships

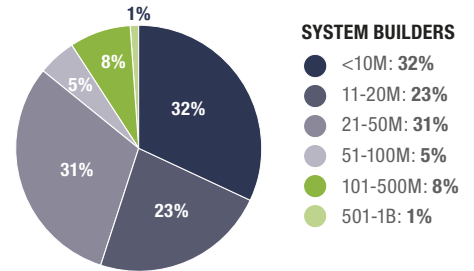
- **Guaranteed Private Boardroom Appointments** give you uninterrupted presentation time to targeted groups of IT channel executives interested in your product and service offerings.
- **Pre Scheduled One-on-One Meetings with Senior Decision Makers** using Gartner's unique online Self Scheduling System. This tool allows both Technology Providers and Resellers to request meetings before and during the event with who they most want to see. These meetings are also a great follow up to your boardroom presentations, and are the best method to build individual relationships and turn contacts into customers.
- **Gartner Analyst One-on-One Meetings** give you private face-to-face meetings with Gartner analysts to discuss your specific IT channel initiatives and opportunities.
- **Industry Insight Sessions** from Gartner analysts and other industry thought leaders provide you with exclusive intelligence on the latest channel conditions and technology trends to develop new business and drive sales.
- **World Premiere Presentations** provide you with the high-impact platform of a theater-style presentation to the entire audience at once.
- **IT Solution Center™** is the exciting, interactive setting for your live product demonstrations and face-to-face meetings.
- **Networking Program** includes structured events designed to help you enhance your relationship-building, culminating with the "Best of IT ChannelVision" Awards Gala.
- **Sponsorship Opportunities** enable you to boost your visibility and mind-share in the North and Latin American IT channel before, during and after the Event.

Meet the Channel at One Single Event

This unique Event invites and hosts only pre-qualified IT channel executives. The highly structured agenda gives you access to your best customers and prospects in pre-scheduled presentations and One-on-One meetings. Our proven event model enables you to sell and retain customers through a format that is built upon client feedback as their preferred method to learn, analyze, compare and decide about new technologies and existing partners.

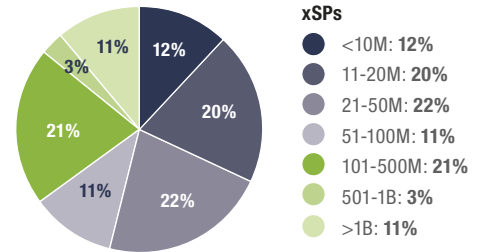
"We got in front of some reseller executives we wouldn't have otherwise. The boardroom meetings were very good." — **Gerald Sturm**, 3Com

ANNUAL REVENUE



SYSTEM BUILDERS

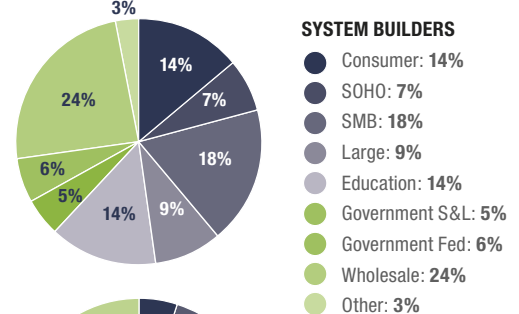
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- 11-20M: 23%
- 21-50M: 31%
- 51-100M: 5%
- 101-500M: 8%
- 501-1B: 1%



xSPs

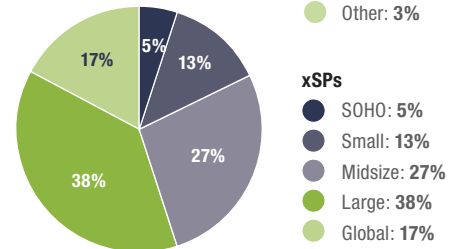
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- 11-20M: 20%
- 21-50M: 22%
- 51-100M: 11%
- 101-500M: 21%
- 501-1B: 3%
- >1B: 11%

MARKET SERVED/FOCUS



SYSTEM BUILDERS

- Consumer: 14%
- SOHO: 7%
- SMB: 18%
- Large: 9%
- Education: 14%
- Government S&L: 5%
- Government Fed: 6%
- Wholesale: 24%
- Other: 3%



xSPs

- SOHO: 5%
- Small: 13%
- Midsize: 27%
- Large: 38%
- Global: 17%

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