

Media Alert: Gartner Vision Events Announces Small Business Vision 2005

What: Small Business Vision – One-Day Events for 2005

Details:

- *Small Business Vision* is a series of eight 'one-day' events designed to facilitate partnership building and knowledge exchange between IT vendors and regional resellers.
- Each event will have a regional focus, and be designed to maximize the return on investment and resources of participating vendors.

Dates and Venues:

- May 10, 2005, The Donald E. Stephens Convention Center, Rosemont, Illinois
- May 20, 2005, Hyatt Regency Grand Cypress, Orlando, Florida
- June 16, 2005, Boston Seaport Hotel, Boston, Massachusetts
- June 30, 2005, Hyatt Regency Dallas at Reunion, Dallas, Texas
- August 11, 2005, Pacific Palm Resort, City of Industry, California
- August 16, 2005, Doubletree Hotel San Jose, San Jose, California
- September 13, 2005, The Hyatt Regency Minneapolis, Minneapolis, Minnesota
- September 15, 2005, The Washington DC Convention Center, Washington DC

Small Business Vision 2005 will feature:

- **“Round Robin” information sessions** enable vendors to make product presentations to selected groups of IT resellers at one time. These presentations will showcase the latest IT solutions and channel programs for small business, and enable vendors and resellers to exchange dialogue on both specific product solutions and broader industry issues.
- **Business Central** is a dedicated area where vendors and resellers conduct one-on-one meetings to continue partnership discussions and discuss specific business opportunities.
- **Small Business Insight Sessions** provide both vendors and resellers with exclusive intelligence on the latest channel conditions and technology trends to develop new business and drive technology sales.
- **Keynote address** will be featured from a prominent industry leader in the small business channel.
- **World Premiere Presentations** will feature major product announcements and rollouts from specific vendors. These special presentations are made to all participating resellers.
- **Luncheon, Cocktail Reception and Prize Giveaways** will comprise the

networking events during the day and evening.

Summary

The small business marketplace represents a \$200 billion market. According to Gartner, no single vendor holds more than 3 percent mindshare for IT integrated solutions for small business. Small Business Vision is designed to enable vendors to maximize the regional reseller partnerships critical for penetration and success in the small business space. The format features a structured business environment where IT vendors make business presentations to and network with regional resellers of small businesses, the consumer channel, and digital home markets. Event details are available at www.smallbusinessvision.com.

Qualified resellers receive free admission and the opportunity to win significant prizes. Regional resellers interested in participating should contact Hilary Carney at 603-471-4240 or hilary.carney@gartner.com

Vendors interested in participating should contact Michael McGoldrick at 603-471-4225 or michael.mcgoldrick@gartner.com.

About Vision Events

Vision Events, a Gartner, Inc. company, is a leading producer of highly focused business events that bring resellers and end-users together with leading and emerging vendors in private case study presentations to form strategic partnerships and secure new business in the technology sector. Additional information about Vision Events can be found at www.visionevents.com.

About Gartner

Gartner, Inc. (NYSE: IT and ITB) is the leading provider of research and analysis on the global information technology industry. Gartner serves more than 10,000 clients, including chief information officers and other senior IT executives in corporations and government agencies, as well as technology companies and the investment community. The Company focuses on delivering objective, in-depth analysis and actionable advice to enable clients to make more informed business and technology decisions. The Company's businesses consist of *Gartner Intelligence*, research and events for IT professionals; *Gartner Executive Programs*, membership programs and peer networking services; and *Gartner Consulting*, customized engagements with a specific emphasis on outsourcing and IT management. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, and has more than 3,500 associates, including approximately 1,000 research analysts and consultants, in more than 75 locations worldwide. For more information, visit www.gartner.com.

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