

Ensure Your Success in the Profitable Midmarket.

Midsize Enterprise Summit
Enabling Strategic IT Decision-Making Europe

If your technology products and services offer solutions to midsize companies, then **Midsize Enterprise Summit Europe** is the place to do business in 2004. You'll have far more than the opportunity to set up your stand in an exhibit hall – you'll have guaranteed access to nearly 200 CIOs, IT Directors and IT Managers of midsize companies from the United Kingdom and Ireland.

In fact, Sponsors and Vendors can select from a variety of ways to deliver their midmarket message and build business relationships to gain the best return-on-investment:

- **Guaranteed Private Boardroom Appointments**

The Senior IT Executive delegates are divided into groups of 16-20 so you can present your products and services to one or more groups in the privacy of your allocated boardroom. The audience is guaranteed and ready to follow your agenda for 30-minutes with no outside distractions.

- **World Premieres**

At **World Premieres**, you may address a strategic IT issue, make a technology announcement, or launch a new product, program or service. You will benefit from the impact made by addressing a large cross-industry audience all at once in an exclusive theatre-style presentation.

- **Corporate Sponsor Showcase of Exhibits**

Use this informal business venue to schedule meetings and demonstrate the full range of your IT solutions during two afternoons of the Event. It's the ideal environment to expand upon your **Boardroom Appointment** offerings, and build relationships with prospects and customers.

- **Networking Events**

Midsize Enterprise Summit Europe is designed to reinforce your connections with our qualified audience through focused networking functions that are built into the Agenda. You can raise your profile as high as you want through sponsorship of networking functions on a first reserved basis, so by the time you leave, you'll have established relationships that deliver real, positive results.

Since 1986, **Gartner Vision Events** has successfully staged more than 100 events with this unique format. It's focused, it's proven and it works.

To choose from effective Sponsor and Vendor packages that will meet your needs, call Bill Blenkarn now at +44 (0) 1784 268 516.

[Click here](#) to view a detailed agenda for this Event.



United Kingdom & Ireland

16-18 June 2004

CityWest Conference and Golf Resort
Dublin, Ireland

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