

# Fact Sheet

## Mission

COMDEX Canada 2003 is designed to serve the needs of distinct communities of technology buyers, and to facilitate commerce between IT buyers and sellers. COMDEX Canada delivers on this promise via the industry's most comprehensive Educational Programs, an Exhibition themed by technology segments of sellers, and printed publications designed to facilitate comparison and evaluation of business-critical technology solutions.

## A community of buyers

COMDEX Canada is a marketplace that attracts motivated technology buyers. You will find professionals from enterprises and small and midsize businesses such as:

- Business decision makers
- IT/IS professionals
- Channel professionals
- Developers
- Government leaders
- Venture capitalists/Press members/Analysts

## Industry influencers attend COMDEX Canada

COMDEX Canada is the largest gathering of industry influencers in Canada. More than 250 members of the media and industry analysts from around the world attend the event.

## Many types of buyers attend COMDEX Canada

- Small and midsize business professionals **70%**
- Corporate executives and managers **46%**
- Enterprise professionals **35%**
- Technologists and developers **35%**
- IT/IS executives and managers **26%**
- Technology channel (mass merchandisers, retailers, resellers, distributors, systems integrators, VARs, VADs, and VAPs) **15%**

## COMDEX Canada attendees are qualified and motivated technology buyers

The average company IT budget represented at COMDEX Canada 2002 totaled **\$38.2 million**.

**83%** of attendees have a role in purchasing IT products and services.

**72%** of attendees plan to purchase hardware products.

**71%** of attendees are likely to consider making a purchase from vendors seen at COMDEX Canada.

**40%** of attendees plan to purchase software products.

**30%** of attendees plan to purchase Internet/networking products and/or services.

**5%** of attendees plan to purchase other products and/or services.

Source: COMDEX Canada 2002 Attendee Survey

## Technology Zones

COMDEX Canada 2003 will cover the entire information technology spectrum, with particular focus on innovation, product and initiative launches, business transformation, and thought leadership. COMDEX Canada will feature the following Technology Zones to make it easier for buyers to find the products they need.

### Information Security

Security will continue to top spending priority for companies throughout 2003. COMDEX Canada will focus on information security, biometrics, antivirus, firewalls, security services, and security management software.

### Wireless and Mobility

Businesses are going mobile at an ever-increasing pace. Data access, devices, applications, security, and connectivity solutions must be explored in great detail to ensure business viability. This zone features WAP, Bluetooth, HomeRF, WiFi, wireless Ethernet, broadband, fixed wireless, and more.

### Networking and Communications

This is where buyers come to find solutions and to align their network infrastructures with their business objectives. There is a strong focus on network infrastructure equipment, integration, storage area networks (SANs), virtual private networks (VPNs), network processors, voice-over IP technologies, service provider solutions, managed services, hosting, and content delivery.

### Software Platforms and Solutions

Whether buyers are looking for operating systems, utility applications, analytics, collaborative software, databases, supply-chain management, CRM, ERP, or e-commerce and e-business solutions, there is no better comparative platform than COMDEX.

### Digital Imaging and Document Management

Enterprise publishing, whether outputting to paper or the Web, has gone digital, as have document management and distribution. COMDEX will focus on the technologies and solutions that drive efficiency, productivity, and creativity for businesses.

### Services

This area will focus on the wide range of services buyers are looking for: IT services, including integration and support services; training and educational solutions, including distance learning, career management, and recruitment; management consulting; and financial services. Web services, the burgeoning set of technologies that allow software to offer identical functions on multiple devices, will also be showcased.

## Cost of exhibit space

CDN\$39.95 per square foot. US\$36.95 per square foot.

## Visit [www.comdex.com/canada](http://www.comdex.com/canada)

This online resource includes the latest in exhibitor information, participating companies, conference information, special program overviews, and registration information. It contains an online exhibit program checklist including deadlines and deliverables, online exhibitor and product category listings, and the online Exhibitor Services Manual.

## Reserve your space today.

For more information, contact Annie Bensoussan ([annie.bensoussan@key3media.com](mailto:annie.bensoussan@key3media.com)) at 514-738-2297, or Daniel Bauer ([daniel.bauer@key3media.com](mailto:daniel.bauer@key3media.com)) at 519-521-8656.