

# COMDEX Canada 2003 Overview

COMDEX Canada 2003 is the technology marketplace where buyers and sellers meet, learn, and make business technology decisions. This powerful event gives IT and business decision makers a clear perspective on applications and solutions through Educational Programs and interactive environments conducive to meaningful business dialogue.

## COMDEX Canada is the ultimate platform for business technology vendors and service providers to:

- Generate and close leads
- Shorten sales cycles
- Support existing clients
- Develop channel distribution or technology partnerships
- Position or launch new products
- Increase brand awareness
- Gain exposure to press and analysts
- Generate demonstrable ROO and ROI

## There are multiple ways to participate in COMDEX Canada, including:

- Traditional exhibit space
- Turnkey booth solutions
- Pre-event and on-site advertising
- On-site signage and promotional opportunities
- Conference sponsorships

## Looking for qualified and motivated technology buyers?

Find them at COMDEX Canada. With more than **40,000** qualified buyers — **83%** of whom make purchasing decisions — COMDEX Canada is where the business of business technology gets done.

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

# Who attends COMDEX Canada?

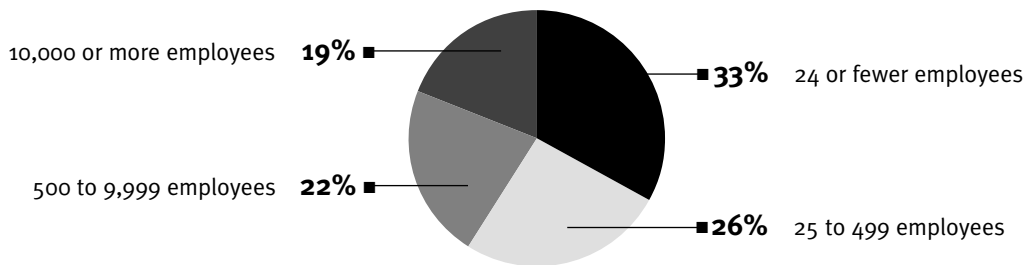
## Industry influencers

COMDEX Canada is the largest gathering of industry influencers in Canada and attracts more than 250 media members and industry analysts from all parts of the world.

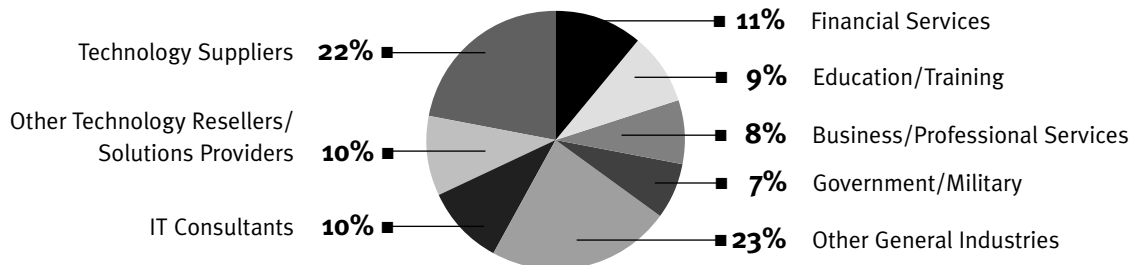
Source: Exhibit Survey's COMDEX Canada 2001 Show Report

## Industry professionals

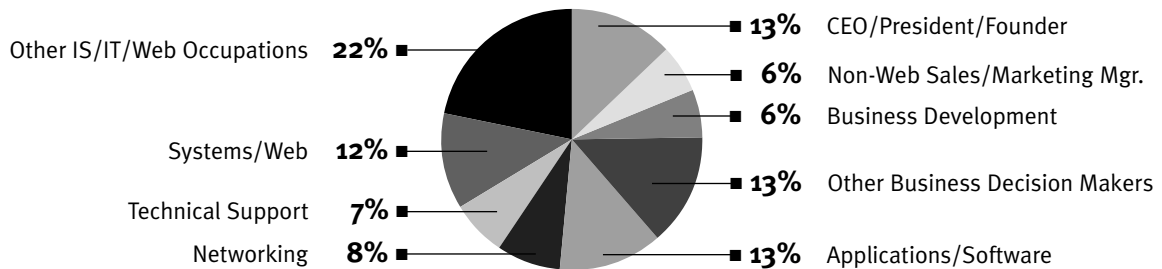
Number of employees in organization, including all locations



## Industries represented by attending organizations



## Job function within organization



# Today's Leading Technologies Are Showcased at COMDEX Canada

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 2003 will feature the following Technology Zones to make it easier for buyers to find the products they need.

## Information Security

Security will be a top spending priority for companies throughout 2003 and 2004. 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. WAP, Bluetooth, HomeRF, WiFi, broadband, fixed wireless, and more will be featured in this zone.

## 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 has 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 that 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 allows software to offer identical functions on multiple devices, will also be showcased.

## COMDEX Canada 2003 Educational Programs Put Your Technology Solutions in the Workplace

Business technology decision makers need a deep understanding of how IT solves challenges, generates revenue, and streamlines existing business processes. COMDEX Technology Zones are supported by world-class Educational Programs created and led by industry thought leaders and practitioners.

### COMDEX Educational Programs:

- Provide a rich technical education in the newest generation of hardware and software platforms, as well as design and development tools
- Demonstrate how to maximize existing technologies, align IT strategies and business initiatives, manage IT services and support, and plan for new technologies
- Explore recent developments in the application of technology, and learn how to leverage them for business success
- Answer the most compelling questions about information access, storage, and security
- Enable IT and business decision makers to ensure that business technology is driving business value

### Take advantage of Educational Program opportunities.

Sponsorships at COMDEX Canada 2003 give you an unprecedented opportunity to increase your brand exposure while targeting the buyers you most wish to influence.

- Your company, products, and logo will be featured in a multimillion-dollar campaign that includes print and online advertising, direct mail, e-mail, faxes, PR, and alliances.
- The entire COMDEX community will be repeatedly exposed to your brand and messaging.
- The IT and business communities will receive several COMDEX promotions with your company logo.
- Influential IT managers, developers, and business managers will receive numerous COMDEX marketing materials featuring your brand image.
- You will enjoy the benefits of on-site networking, speaking, and content distribution opportunities.

### Your success is our success.

Given the current market conditions, there are very few face-to-face marketing platforms left with a proven and consistent track record of attracting qualified buyers to relevant content and technology. COMDEX is the most important and relevant business information technology event on the planet. The COMDEX Canada team stands ready to help you meet your marketing and business objectives. Our team will work with you to create ROO- and ROI-sensitive experiences for you and your customers that will be 100% focused on meeting and exceeding your goals.

## Act 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.