

COMDEX®

FALL 2003

THE GLOBAL TECHNOLOGY MARKETPLACE

Exhibit at COMDEX...

It Works



In the technology business, there are certain strategies you build into the system for one simple reason: **They work. Every time.**

Exhibiting at COMDEX is one of those strategies.

COMDEX draws thousands of the most empowered executives, decision makers, and buyers in the industry.

The top three reasons attendees come to COMDEX Fall are for product evaluation (87%), purchasing (69%), and face-to-face contact (65%).*

* COMDEX Fall 2001 Attendee Survey

Why Exhibit?

COMDEX is the best place to...

- **Generate**
new leads
- **Shorten**
sales cycles
- **Launch**
new products
- **Develop**
new partnerships
- **Increase**
brand awareness
- **Gain**
the spotlight with
press and analysts

It All Happens at COMDEX

Be Here in Fall 2003

COMDEX

Because it works.

"Among all business managers and executives, business to business publications and business to business trade shows were the most valuable media helping them to build their business and do their job better." —Yankelovich Partners and Harris Interactive

Bottom Line

COMDEX attracts the most qualified buyers

- 92% of attendees purchased an IT product or service since COMDEX Fall 2001.
- The average COMDEX Fall attendee has already spent \$310,700 on IT products and services.
- Total projected purchases for six months following COMDEX shows is equal to \$4.6 billion.
- The average annual IT budget of COMDEX attendees' organizations is \$13.3 million.

COMDEX Draws Top Analysts and Press Representatives

COMDEX Fall hosts the largest gathering of industry influencers in North America. More than 2,500 media professionals and industry and financial analysts from around the world attend, including:

Associated Press
BusinessWeek
CIO
CNBC
CNet
CNN
CRN
Dow Jones
Financial Times

Fortune
Fox
Information Week
PC Magazine
Reuters News
Wall Street Journal

Meet the Best IT Buyers

Types of decision makers
who attend COMDEX Fall

- Business Decision Makers 29%
- IT Managers 24%
- Executive Managers 21%
- IT Strategists 15%
- Developers 8%
- Other 3%

The Best Buyers Attend COMDEX Fall to See Today's Technologies, Tomorrow's Innovations

"Among attendees to Key3Media Shows, the Internet and trade shows were the most influential sources of information in marketing purchasing decisions for IT products." —Exhibit Surveys



COMDEX Fall 2003 is the ultimate platform for **practical innovation**.
If you sell information technology, you can't afford to miss COMDEX.

COMDEX Fall 2003 will feature the following technology themes to make it easier for buyers to find the business-transforming solutions they need.

COMDEX Fall Attendee Facts
Get face to face with the best

- Only show attended in past year was COMDEX **49%**
- Attended the last three shows **33%**
- Spend 12.8 hours (average) at exhibits **33%**
- Work for large companies **35%+**
- Represent Fortune 1000 organizations **5,000+**
- From companies with \$1 billion in revenue **10%**

* Comdex Fall 2001 Attendee Survey

Security

Security will continue to be a top-spending priority for companies in 2003 and 2004. The Information Security segment at COMDEX Fall 2003 will showcase information security solutions, security management software, security services, firewalls, antivirus software, and biometrics.

Real-Time Enterprise Solutions

Real-time data access, analysis tools, and business storage solutions remain a key focus for companies of all sizes. The Real-Time Enterprise Solutions segment at COMDEX Fall 2003 will feature collaborative software, supply chain management, CRM, ERP, databases, e-commerce and e-business solutions, Web services, and more.

Digital Lifestyles

Technologists and line-of-business professionals who attend COMDEX are the perfect target market for digital conveniences and tools. Exhibit at COMDEX and help these early adopters decide which products and services they just can't live without.

Communications

The Communications segment at COMDEX Fall 2003 will spotlight network infrastructure solutions, and wireless technologies, including wireless Ethernet, broadband, fixed wireless, WAP, Bluetooth, HomeRF, and WiFi™.

OEM and International Components Manufacturers

No venue in the world is more important than COMDEX for technology vendors and channel members to build new product and distribution partnerships. But it's not just about building new partnerships. It's also about commerce: 57% of COMDEX Fall 2001 attendees purchased components or OEM products, with an average spend of \$33,600—and with more spending planned over the next 12 months.



Think Outside the Booth

Traditional exhibit spaces and turnkey booth solutions are the basics of exhibiting at COMDEX. Here are a few other opportunities you can take advantage of for maximum pre-event and on-site exposure:

- Pre-event and on-site advertising
- On-site signage and promotional opportunities
- Theme and conference sponsorships
- Customized event marketing programs

Exhibit at
Fall 2003

For more information, Call Karmen Bailey at **323-954-6097** today.

Educational Program Sponsorships Put Your Technology Solutions in the spotlight

COMDEX Fall supports its technology themes with intensive educational programs created and led by the industry's top minds. Attendees:

- Learn the latest information about the newest hardware, software, and design and development tools.
- Explore ways to maximize existing technologies and plan for new ones.
- Find new ways to align IT strategies and business objectives.
- Discover best practices for managing IT services and support.
- Explore recent developments in technology applications and ways to leverage them for business success.

Educational Programs: Your Prime Opportunity

Sponsors at COMDEX Fall 2003 will get unprecedented opportunities to increase their brand exposure and target specific buyers. Sponsorship benefits include:

- Your company's name, products, and logo are featured in a multimillion-dollar campaign that includes print and online advertising, direct mail, e-mail, faxes, PR, and alliances.
- Your company's brand messaging will repeatedly reach the entire COMDEX audience.
- Your company's logo will be included in several COMDEX promotions to the greater IT and business communities.
- Your company's brand image will be included in numerous marketing materials targeted to influential IT managers, developers, and business managers.
- Your company will enjoy on-site networking, speaking, and content distribution opportunities that are exclusive to our sponsors.

COMDEX works. Exhibit at Fall 2003



Sign Up Now.

Call Karmen Bailey at
323-954-6097 today.