

“Because different vendors use different approaches to the same problem. COMDEX provides the opportunity to review it all in one place.”



**COMDEX**<sup>®</sup>  
THE GLOBAL TECHNOLOGY MARKETPLACE

COMDEX is the consummate meeting place for IT professionals to network, learn, and make decisions.

**EDUCATIONAL PROGRAMS:** November 15-20, 2003

**EXHIBITION:** November 17-20, 2003

Las Vegas Convention Center | Las Vegas, Nevada



# Surveys show that COMDEX attendees are empowered through the knowledge, contacts, and products at the show. That's where you come in.

## QUALIFIED BUYERS, SUPERIOR EXHIBITORS

COMDEX is the number one global resource for business buyers of information technology and attendees come knowing they'll find what they need @ and what they've only imagined @ at COMDEX Fall.

## BUYERS ARE DRIVING THE FUTURE OF TECHNOLOGY.

### WHY NOT GIVE THEM DIRECTIONS TO YOUR BUSINESS?

COMDEX Fall 2003 will focus on providing IT Buyers the technology they need. The different business buyer communities are supported through:

- In-depth, timely programming targeted to your needs
- Interactive face-to-face events
- Targeted Marketplaces
- Online resources and printed publications
- Comprehensive exhibition floor, emphasizing the most-relevant technologies, products and services.

## WE KNOW WHAT YOUR CUSTOMERS WANT.

### LET US HELP YOU GIVE IT TO THEM.

Buyers Go to COMDEX to be at the business technology event of the year

- 97% attend to evaluate see new products and technology.
- 70% want to improve their day-to-day job abilities in using and implementing technology.
- 65% are seeking face-to-face contact, looking to be part of a professional community filled with the movers and shakers in IT.

## COMDEX ATTRACTS THE BUYERS YOU WANT TO REACH.

### PROVEN RESULTS FOR BUYER AND SELLERS

COMDEX offers unparalleled face-to-face marketing opportunities, as well as the capacity to reach thousands with a single investment. Exhibitors choose their level of customer interaction, but regardless of the method -@ the results are proven.

- 96% of attendees were interested in one or more products at COMDEX Fall.
- Attendee companies' average annual budget for IT products and services is \$17.3 million.
- 94% of attendees anticipate they will influence people at their companies with information from COMDEX.
- 78% of attendees are likely to attend COMDEX Fall 2003.

## COMDEX FALL 2003 -- BETTER THAN EVER.

The conference and special exhibition programs educate and provide a comparative environment to create smarter, better IT buying decisions.

## CONFERENCE TRACKS

Conference sessions covers specific technology trends and applications and the exhibition focuses on technologies critical to the buyer communities.

Tracks will cover:

- Open Source
- Web services
- Storage
- Security
- Enterprise applications
- Windows
- Data center
- Wireless
- Collaboration



The Fall 2003 schedule is structured so attendees don't have to choose between sessions, so they won't miss a thing. The event will increase emphasis on user applications, software integration, and services, building events around five core themes.

- User Application of Technology, focusing on government, healthcare and finance
- Technology Futures and Innovation
- The Business of Technology
- Public Policy/ Economics
- Core Technologies

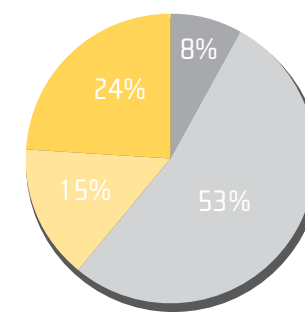
## MORE ABOUT CORE TECHNOLOGIES

The COMDEX exhibition is constantly evolving @ ensuring you're versed on the latest trends. Core technologies planned for Fall 2003 include:

- Information Security
- Communications/Wireless Technologies and Applications
- Subsystems and Components
- Systems/Servers/Information Appliances
- Digital Content Management and Delivery
- Software Platforms and Applications
- Internet/Web Services

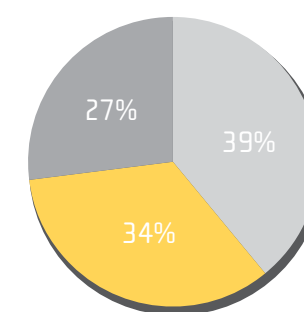
## BE A PART OF THE FUTURE OF TECHNOLOGY.

Visit [www.COMDEX.com/fall2003](http://www.COMDEX.com/fall2003) to secure your exhibit space or contact your sales representative.



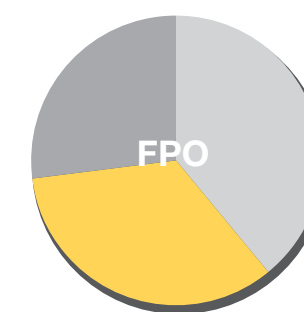
## JOB TITLE

- Developers
- Business decision makers
- IT strategists
- functional IT professionals



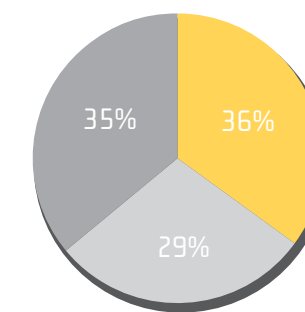
## PROFESSIONAL LEVEL

- Executive level
- Managers
- Staff



## COMPANY TYPE

- FPO
- 25 to 499 employees
- Less than 25 employees



## COMPANY SIZE

- 500 or more employees
- 25 to 499 employees
- Less than 25 employees