

# Technology Summit for Business Solutions

2004

## Meet The Experts

OVER 100 TOP SPEAKERS .

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BUSINESS.

OVER 50 LEADING VENDORS AND  
SOLUTION PROVIDERS .

Data Center Management   Wireless

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To Register Call 1-800-Con-Site  
or  
Log on to [www.techsummit.com](http://www.techsummit.com)

June 15, 16, and 17, 2004

**HYATT**  
REGISTRY  
Princeton, NJ

## **Event Schedule**

### **For June 15, 16, and 17th 2004**

Global Dialogue Keynotes 9:30 -10.30a.m.

Technology Summit Conference 9:30a.m.-10:30 a.m.

MarketPlace Exhibits 9:30a.m.-12:30 p.m.;  
3:30-p.m.- 5:00p.m.

4Ward Showcase 10:30a.m.-12:30 p.m.;  
3:30p.m.- 5:00p.m.

Solutions Circle 10:30a.m.-12:30 p.m.;  
3:30p.m.- 5:00p.m.

## **Who Should Attend**

Technology Summit focuses exclusively on the needs of three powerful audiences:

\* **Mid-Market** - Business and technology decision makers, companies with 100-1,000 employees. Breakthrough solutions built around your needs: value, speed, simplicity, and competitive advantage.

\* **Enterprise** - Business and technology leaders/strategists, companies with 1,000+ employees. Powerful resources for driving value today... as you prepare to dominate tomorrow.

\* **Influencers** - Business and trade press; industry and financial analysts. Your one-stop briefing on the business technology innovations that matter most.

## **Sponsor**

### **How to Participate**

Participation in Technology Summit is designed to give you an ideal environment to accelerate the purchase process of your target customers. Choose between sponsorship options that give you access to speaking and case study opportunities, one-on-one presentations in meeting rooms and/or turnkey exhibit space environments.

Your opportunities include:

#### **1. Presenting Sponsor of Technology Summit:**

Two events with a ten month campaign includes a presence in both Solutions Circle and MarketPlace

#### **2. Solutions Circle Sponsor:**

A meeting room in the executive briefing center where you will meet with director-level and above customers in an exclusive environment

#### **3. MarketPlace Exhibitor:**

Turnkey exhibits in the hands-on demonstration area

## **Exhibits**

### **Where solutions stand out!**

The Technology Summit MarketPlace offers hands-on demonstrations of business technology in a clear, ordered and clutter-free environment.

MarketPlace is designed to promote information over hype, so buyers can quickly get to the heart of the matter — finding the best solutions for their pressing business needs. Customers can assess functionality, reliability and implementation issues before making their recommendations. IT suppliers can quickly assess the state of

A compelling look at the future of technology

Working in partnership with MIT Technology Review, we proudly present the 4Ward exhibits, an innovation area showcasing ground-breaking new technologies. 4Ward provides leading technology labs a platform to display their forward vision with valuable customers like you. Peek into the future of technology with MIT Technology Review and 4Ward.

4Ward Showcase:

Tuesday, June 15: 10:00am - 5:00pm

Wednesday, June 16: 10:00am - 5:00p.m.

## **Travel and Hotel**

### **Facility Location**

The Hyatt Regency  
2025 Princeton Pike  
Princeton, NJ 08648  
Phone (609) 551-3300  
[www.HyattRegency.com](http://www.HyattRegency.com)

### **Special Hotel Rates**

Please make reservations by June 10th, 2004.

Technology Summit has secured a room block for our attendees at The Hyatt Regency from Monday, June 14th through Thursday, June 17th. For reservations please call 1800-HyattRg direct at (609)-551-3300 and identify yourself as an attendee of Technology Summit.

\$189.00 - Single Room Rate

\$189.00 - Double Room Rate

In order to guarantee the above rate you must book your reservations by June 10th, 2004 at 5:00pm PST. Special rates are per room, per night and all room rates are subject to additional state and local taxes. You may cancel your reservations without consequence up to 72 hours before your arrival date.

Mercer County Airport is located about 12 miles from the conference venue.

Private taxi service is available for approximately \$35 one way. Additionally, Hyatt Regency has a special rate of \$13 with Super Shuttle - 1-800-BLUE-VAN or [www.supershuttle.com](http://www.supershuttle.com).

### **Special Assistance**

If you require any special assistance covered under the Americans with Disabilities Act, please contact us directly at 866-761-7282 to make arrangements.



## Partners

### About eWEEK



eWEEK is the essential technology information source for builders of enterprise infrastructure. eWEEK enables readers to successfully evaluate, deploy and leverage new technology solutions for competitive advantage. The publication delivers to its readers breaking news, technology evaluations, and strategic analysis on the technologies, platforms, and trends that impact enterprise-wide computing. eWEEK reaches 445,000 enterprise technology buyers who are evaluating and purchasing technology solutions for their company. eWEEK delivers news, analysis and technology reviews in print weekly and on a daily basis on the Web.

### About CIO Insight



CIO Insight is a strategic business journal for today's senior IT decision makers. Its mission: to provide IT executives with cutting-edge strategies, management techniques and technology perspectives. Each month, CIO Insight provides an IT business source that senior-level technology executives can depend on for strategic business thinking and proprietary research. Writers are either proven experts in their fields or journalists who are well versed in technology and management issues. As a result of this elevated editorial approach, CIO Insight reaches a predictive group of CIOs, CTOs and vice presidents of IT/IS/MIS. CIO Insight's subscribers include only IT executives who are charged with setting their company's IT business goals, direction, strategy and budget.

### About Baseline



Baseline, published by Ziff Davis Media, is a practical guide to costing and managing the deployment of leading-edge information systems. Through case studies, news stories, company dossiers, and financial tools, the publication provides technology leaders and business executives with a detailed look at how their peers are implementing information technology. The success or failure of each implementation is measured by the company's actual progress against "baseline" expectations of financial returns and technology deliverables. Please visit [www.baselinemag.com](http://www.baselinemag.com) for recent issues. Promoting the understanding of emerging technologies and their impact on leaders. Anchored by

### About Technology Review, Inc.



Technology Review, Inc. is the only media company dedicated to promoting the understanding of emerging technologies and their impact on leaders. Anchored by its award winning magazine, which was founded at MIT in 1899, Technology Review's product offerings have expanded to include weekly newsletters, a robust website and signature events, such as The Emerging Technologies Conference at MIT.

### About WITI



WITI is the premiere global organization empowering women in business and technology to achieve unimagined possibilities and transformation through technology, leadership and economic prosperity. WITI has powerful programs and partnerships that provide connections, resources, and opportunities. WITI has delivered value since 1989 to individuals, small businesses, corporations, government and academia. Products and services include: Networking, Marketplace, Career Services/Search, Conferences and Events, Publications and Resources, Small Business Programs, Research, and more. [www.witi.com](http://www.witi.com). Build. Empower. Inspire.

### About Fast Company



Fast Company is the how-to magazine for the people who make business work. It's smart and rewarding, chronicling the practices, people, products, and ideas that shape how work gets done. Most of all, Fast Company equips readers with the tools they need to blaze their own trails into the future.