

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



COMDEX[®]
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

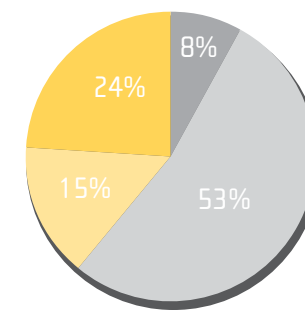
MORE ABOUT CORE TECHNOLOGIES

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

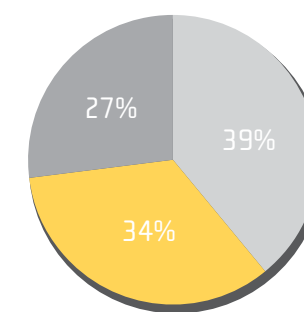
BE A PART OF THE FUTURE OF TECHNOLOGY.

Visit www.COMDEX.com/fall2003 to secure your exhibit space or contact your sales representative.



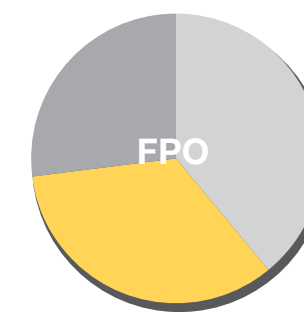
JOB TITLE

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



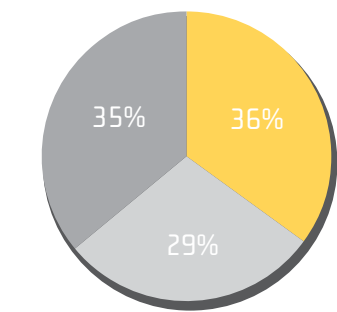
PROFESSIONAL LEVEL

- Executive level
- Managers
- Staff



COMPANY TYPE

- FPO



COMPANY SIZE

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