

## Whether you go by the numbers...

**99%** of attendees surveyed were "very satisfied" or "satisfied" with their overall Fusion 2010 experience. Fusion consistently exceeds expectations.

**96%** of attendees surveyed were "very satisfied" or "satisfied" with the overall quality of the speakers.

**99%** of attendees surveyed would recommend Fusion to a colleague. Referrals and word of mouth are strong factors in Fusion's success.

**\$11** billion worth of IT spending is directly influenced or authorized by end-user executives at Fusion, according to registration data.

## Or by strong endorsements from satisfied attendees...

"A great combination of thought-provoking presentations and peer discussions during the breaks. This is one of the highest value conferences I attend all year."

*Troy Lethem, CIO, Capitol Insurance*

"As always - relevant topics, excellent speakers, and great take-away ideas. This is like group therapy for CIOs, openly sharing problems and experiences."

*Galen Metz, CIO, Group Health Cooperative*

"This symposium is a valuable resource that provides the opportunity to keep current with current technology/governance trends while the networking provides the pulse of how well we do as a community of adopting these."

*Richard Doty, WI DNR*

"A highly productive day of peer interaction on today's most pressing IT issues."

*Rick Roy, CIO, CUNA Mutual*

"Fusion 2010 continued a tradition of 'making it real and relevant' for CIO's and CEO's alike. This year's session helped shape my 2010 agenda, with the cloud and IT relevance at the top of the list!"

*Steve Cretney, CIO, Lands' End*

"The sessions were informative and interesting. I got an idea and/or learned useful information from all of the speakers."

*Bob Vig, CIO, Swiss Colony*

## This is the symposium you want to be at in 2011.

The Fusion CEO-CIO Symposium is an intimate event at the executive level. Leading executives are selected to deliver non-commercial, value-packed presentations. Vendors forget the booth and leave the gyrosopic laser pens at the office—they're participating in high-level strategic briefings or networking to build relationships with current and potential customers. It's where you want to be if your focus is information technology that drives real business value.

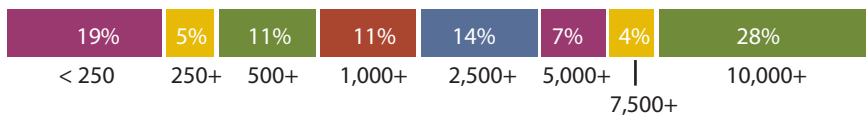
**That's why Fusion has sold out six years in a row.**

### Titles of non-vendor attendees

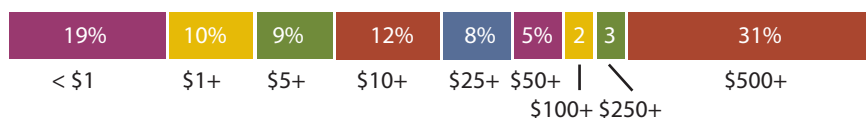
"Other" includes government and education titles, association board members, and press.



### Sizes of non-vendor organizations (employees)



### IT budgets of end-user attendees' organizations (in millions)



Fusion CEO-CIO Symposium attendees are senior-level business and technology executives with purchasing power, including CEOs, CIOs, VPs and directors. Fusion 2010 took place on March 10 and 11, 2010, at the Fluno Center for Executive Education in Madison, Wisconsin. An e-mail survey was conducted among 177 of the attendees after the event and through April 11. The survey received responses from 115 attendees (65% response rate). Some figures also from registration data.