

Whether you go by the numbers...

97% of attendees surveyed were "very satisfied" or "satisfied" with their overall Fusion 2008 experience. Fusion consistently exceeds expectations.

98% of attendees surveyed would recommend Fusion to a colleague. Referrals and word of mouth are strong factors in Fusion's success.

100% of attendees surveyed were "very satisfied" or "satisfied" with the overall quality of the speakers.

\$3.2 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...

"We have a fast growing organization and we came with the intent of absorbing as much as we could. In that respect, every presentation was invaluable to us and provided us with terrific insight."

Nels Andersen, CTO, Franklin Energy

"Networking with other CIOs is a huge benefit. The topics presented by my peer group of CIOs are also done in a candid and transparent manner, with much of the material easily applicable to my own IT operation."

Rick Davidson, SVP & CIO, Manpower

"This is still the best event that I have attended! Relevant topics, great peer to peer discussions and great learning opportunity."

Brian Brylow, CTO, R.W. Baird & Co.

"I found the joint CEO/CIO session very useful. One of the key challenges for me is alignment with the business and it was very useful to see these two perspectives presented side by side."

Philip Loftus, CIO & VP, Aurora Health Care

"Fusion 2008 illustrated the power of sharing. The collective thoughts that intertwined in the presentations and discussions are invaluable"

Oskar Anderson, CIO, State of Wisconsin

"I thought the topics were spot-on relevant"

Karl Richards, VP of IT, Dean Health Plan

"I very much liked the diverse group. It gave me the resources to talk to about current situations and hear what others are doing."

Tom Kress, Director of IT, Journal Sentinel

This is the symposium you want to be at in 2009.

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.

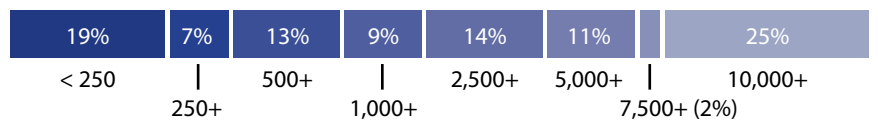
That's why Fusion has sold out four years in a row.

Titles of non-vendor attendees

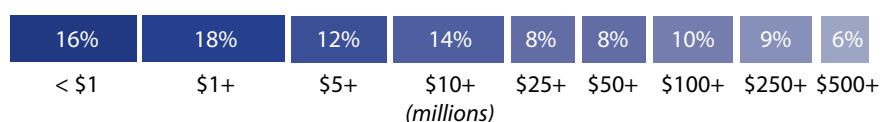
"Other" includes government and education titles, association board members, and press.



Sizes of non-vendor organizations (employees)



IT budgets of end-user attendees' organizations



Fusion CEO-CIO Symposium attendees are senior-level business and technology executives with purchasing power, including CEOs, CIOs, VPs and directors. Fusion 2008 took place on March 3 and 4, 2008, at the Fluno Center for Executive Education in Madison, Wisconsin. An e-mail survey was conducted among 201 of the attendees after the event and through March 31. The survey received responses from 117 attendees (58% response rate). Some figures also from registration data.