

Proper Attribution and Disclaimer Usage

- Why do we have to include the report attribution and legal disclaimer on our event signage?
 - Inclusion of proper attribution for quotes, data and/or recognition claims, as well as specific warnings or expectations for the general public, are standard practice in any industry. Our requirement is no different.
 - It is important to provide event attendees with detailed source information so they can validate the quote, data or claim on their own. We require a specific format to ensure consistency (see Section 6.1).
 - When referencing your company's designation, recognition, rating or placement from "branded" documents (see Section 3.4), Gartner's legal disclaimer must be prominently displayed within the signage to ensure the viewer's expectations are properly set.
 - We realize that including this text may affect the overall look of your design; we will work with you to ensure this impact is minimal.