

Including graphics from firms that compete with Gartner

- Why can't we include a vendor-specific graphic from another analyst firm on booth signage appearing at a Gartner event?
 - Graphics from a direct competitor of our Research, Consulting and ExP organizations are strictly prohibited on event signage for Gartner events. Gartner does not want to appear to endorse or support a competitor's work – *ever*.
- Why can't we include a vendor-specific graphic from another analyst firm next to a Gartner graphic?
 - We believe placing graphics produced by different research organizations beside Gartner's graphics (such as Magic Quadrants or Hype Cycles) implies a direct comparison between research methodologies, analysis and conclusions, potentially diminishing and misrepresenting the value of Gartner research.