# Promotion of Gartner Content alongside Gartner Competitor Content
## Guidelines for Providers

**In booth/conference signage, Gartner allows promotion of Gartner content alongside content produced by companies that compete with Gartner.** This kind of display is permitted because it does not indicate endorsement by Gartner, but simply informs event/conference attendees of industry recognition. The Gartner research must be clearly separated from content produced by Gartner competitors. Note: Gartner research graphics cannot be displayed; Gartner Peer Insights and Gartner Digital Markets reviews and ratings can be displayed next to competitor content. Below are examples of what is considered acceptable and not acceptable.

## Acceptable



### Why is it Acceptable?

- Gartner research is clearly separated, both text and trademark
- References to Gartner do not make up more than 30% of the total layout
- Attribution is included, that is, month and year of cited research note
- Disclaimers for "branded" research recognition and Gartner logo are included

## Not Acceptable



### Why is it Not Acceptable?

- Gartner research based on analyst opinion, and Gartner Peer Insights and Gartner Digital Markets content are not clearly separated from Gartner competitor content
- Outdated Gartner logo is applied
- Gartner Magic Quadrant graphic is applied
- Disclaimers for "branded" research recognition and Gartner logo are missing
- Attribution is missing

**Gartner**