

70/30 Content Rule

- Why can't our event signage consist of more than 30% Gartner published research or references based on expert opinion (e.g. Magic Quadrants, Critical Capabilities, etc.)?
 - This rule is designed to avoid the appearance that the provider has a special relationship, partnership or association with Gartner.
 - An “over emphasis” of Gartner expert recognition may be perceived by attendees as an endorsement. Our data and/or recognition is meant to enhance your event signage messaging, not dominate it.
 - We consider the full scope of content in your booth layout when assessing an appropriate balance between your message and Gartner mentions.
- User-generated content (UGC) does not fall within this rule because it is not based on expert opinion, so the risk of an endorsement by Gartner is lessened.