

**FREE EVENT
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Small to Mid-Sized Business:

IT STRATEGIES FOR SMART GROWTH



latest IT products!

- ▶ actually one size doesn't fit all

spam, viruses, spyware

- ▶ security strategies that work longer than a week

the broadband bandwagon

- ▶ new opportunities or same old headaches

REGISTER TODAY FOR A CITY NEAR YOU

CHICAGO, IL | July 12, 2005

SEATTLE, WA | July 14, 2005

NEW YORK, NY | July 19, 2005

HOUSTON, TX | July 21, 2005

NetworkWorld [®] **LIVE O5**
TECHNOLOGY TOUR AND EXPO

Small to Mid-Sized Business:

IT STRATEGIES FOR SMART GROWTH

Register now at www.nwfusion.com/SMB55B or call 1-800-643-4668

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118 Turnpike Road, Southborough, MA 01772-9108

PRESENTING SPONSORS:

EXHIBITING SPONSORS:

To join sponsors of this premier Network World Event, or to find out more about onsite company training, please contact Andrea D'Amato at 1-508-490-6520 or adamato@nww.com for free, no-obligation information

You are cordially invited to register and qualify for this exclusive professional IT event

Register now!

www.nwfusion.com/SMB55B or call 1-800-643-4668

Small to Mid-Sized Business: IT Strategies for Smart Growth

Small to Mid-Sized Business:

NetworkWorld **LIVE 05**
TECHNOLOGY TOUR AND EXPO

Top 10 Opportunities for SMB Success:

IT STRATEGIES FOR SMART GROWTH

Not every business will start as a five-and-dime in Bentonville, Arkansas and go on to become Walmart. But every business can learn the lesson that fuels that kind of growth — it's knowing enough about IT solutions to choose the ones that will drive your company forward. It's the ability to identify the technology that will add value to your company. To invest in it early enough, at the right level, and deploy it effectively.

At **Small to Mid-sized Business: IT Strategies for Smart Growth**, you'll see how today's technologies can build a foundation that will sustain your company's growth. And you'll see a variety of innovative products and hands-on demonstrations so you can judge for yourself what works best for your organization.

You'll only find this level of practical guidance at **Small to Mid-sized Business: IT Strategies for Smart Growth**. And you can only attend if you're pre-qualified. We review all registrations to ensure this event will be a smart use of your time — and it allows our sponsors to tailor their presentations to include solutions that will be of particular interest to you. We pack a wealth of information into just one day. Don't risk missing out. Please register now to be assured a seat.

register now!
www.nwfusion.com/SMBS5B
1-800-643-4668

what you will learn?

- Driving down costs with voice over internet protocol (VoIP)
- Tightening security with spam, virus and spyware applications
- Increasing productivity with collaborative technologies and wireless broadband
- Avoiding catastrophic losses with data protection, backup and encryption
- Optimizing performance with strategic network management
- Implementing network growth without sacrificing security
- Containing costs with server, storage and other network appliance choices
- Taking advantage of open source options

who should attend?

Small to mid-sized business executives who are responsible for the effectiveness of their organization's IT systems.

- Business owners and managers
- Network and IT directors and managers
- Remote office directors and managers

event schedule

CHICAGO, IL
July 12, 2005
Embassy Suites Hotel
Chicago-O'Hare Rosemont

SEATTLE, WA
July 14, 2005
Hyatt Regency Bellevue

NEW YORK, NY
July 19, 2005
Grande Hyatt New York

HOUSTON, TX
July 21, 2005
XX

host: James E. Gaskin

Principal, Gaskin Computer Services and member of Network World Lab Alliance



Author of 15 books and hundreds of articles, consultant James Gaskin is the expert small and mid-sized companies turn to when they want a workable strategy for building networks that are secure and cost-effective. His experience, insights and indefatigable enthusiasm have made him a sought-after speaker among networking professionals.

10. Find out how to squeeze every nickel and dime out of your IT budget.
9. Discover easy ways to get around your most irritating technical issues.
8. Learn about the collaborative tools that small to mid-sized businesses can't get enough of.
7. Test the latest data protection technology for yourself during one of several hands-on demonstrations.
6. The real reason why wireless will grow faster than wired. (It's not as obvious as you think.)
5. Open source architecture: if it's free, why isn't everybody using it?
4. Find out which technologies your competitors are investing in.
3. Plenty of time for Q & As, so you can put guest speakers and vendors in the hot seat.
2. Take home 'cheat sheets' of all the pertinent information from the sessions.
1. How to protect your data from spam, viruses, spyware, and other dangerous elements.

Small to Mid-Sized Business: IT STRATEGIES FOR SMART GROWTH

8:00

Registration
Small and Mid-sized Businesses Expo Open
Continental Breakfast

9:00

OVERVIEW
Keynote by James E. Gaskin, "Secure Growth and Network Protection"

9:30

PARTNER PERSPECTIVES I
Rapid-fire 15-minute partner presentations
Event leader analysis, and interviews provide technology in context

10:45

Break
Small and Mid-sized Businesses Expo Open
Refreshments

11:15

PARTNER PERSPECTIVES II
Rapid-fire 15-minute partner presentations
Event leader analysis, and interviews provide technology in context

12:30

Lunch
Networking
Small and Mid-sized Businesses Expo Open

1:30

BEST PRACTICES
James E. Gaskin on "Top 10 Things Business Owners Really Say About Technology"

2:00

INSIGHTS & SOLUTIONS
Get heard and get answers as your event host comes into the audience to field your questions and frame your comments in a spirited Q&A with our experts and partners

2:30

BEST FOR LAST
Key takeaway from each event partner
Timely and tangible, enterprise-ready, strategies and solutions

Advance reservations required for complimentary attendance: Attendance is strictly limited to professionals involved in the planning and purchase of network products and services.

Register and qualify to attend now at www.nwfusion.com/SMBS5B or call 1-800-643-4668