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- Outdated Gartner logo is applied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