Why is this OK?

1. The Magic Quadrant graphic and recognition are separate from the Forrester Wave.
2. Proper attribution to the Gartner report is included.
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5. The Gartner slide is 1 of 4 slides — 25% of the total.
**The 70/30 rule**

**Why is this OK?**

1. Proper attribution is included.
2. The required disclaimers are included.
3. The expert recognition (Magic Quadrant recognition) is less than 30% of the total flyer.
4. The Gartner logo is used to promote an authorized reprint of the report — this is an acceptable use of the logo.
The 70/30 rule

Why is this OK?

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The 70/30 rule

Exhibitor Booth — Example

Why is this OK?

1. The Magic Quadrant and Customers’ Choice recognitions appear on separate panels, creating a delineation between expert recognition (Magic Quadrant) and customer recognition (Customer’s Choice).
2. Proper attribution to each is included.
3. The required disclaimers are included.
4. The expert recognition (Magic Quadrant) is less than 30% of the total booth.