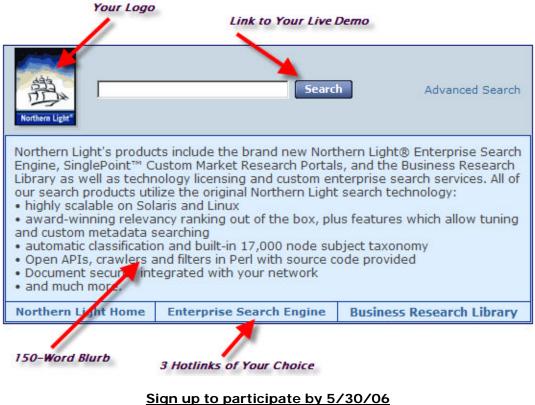# Put Your Search Demo in Front of those Seeking an Enterprise Solution!

All companies with an enterprise search, taxonomy, or other search-related solution are invited to participate free in the new DemoSpace at ITI's Enterprise Search Center.

Participation involves only your commitment to create and operate a live demonstration of your enterprise search (or related) solution and let us link to it from the center.

Your Demo Space

To help us showcase your solution, just provide us with a link to the demo of your choice, a copy of your logo, a 150-word description of your product, and up to three URL links of your choice.

Your Logo

Link to Your Live Demo

Search   Advanced Search

Northern Light's products include the brand new Northern Light® Enterprise Search Engine, SinglePoint™ Custom Market Research Portals, and the Business Research Library as well as technology licensing and custom enterprise search services. All of our search products utilize the original Northern Light search technology:
• highly scalable on Solaris and Linux
• award-winning relevancy ranking out of the box, plus features which allow tuning and custom metadata searching
• automatic classification and built-in 17,000 node subject taxonomy
• Open APIs, crawlers and filters in Perl with source code provided
• Document security integrated with your network
• and much more.

Northern Light Home   Enterprise Search Engine   Business Research Library

150-Word Blurb

3 Hotlinks of Your Choice

Sign up to participate by 5/30/06
Early Sign-Up Bonus: We'll also list you as a "featured demo" on the site's home page—free for 90 days.

Terms

Basic participation in the demo center, including all the listing features illustrated on the previous page, will continue to be free for as long as you want to maintain the demo link.

In the future, ITI plans to offer you the opportunity to receive automatically the contact details for the site's registered users who test-drive you demo. (A fee may be applied to this option at the time it becomes available, but you will be under no obligation to upgrade your listing to include lead feeds.)

Other promotional opportunities to advertise the availability of your demo will also be available, starting immediately at the time the site launches.

Demo Tips

To be most effective, your demo should be working against a content collection that will have an automatic appeal to the site's target audience: professionals from companies, government agencies and other enterprises who are charged with identifying, specifying and buying content management solutions, including search.

Choose a content set that will showcase what your engine can do, while at the same time permitting users to pose their real search questions on topics of interest to them.

At your option, feel free to use ITI's Web sites as the content set. ITI publishes on a wide variety of topics of interest to information and IT managers. ITI's enterprise Web sites include:

> www.kmworld.com
> www.econtentmag.com
> www.infotoday.com
> www.destinationcrm.com
> www.streamingmedia.com

You have ITI's permission to crawl these sites, but you are not required to use our set of content if you would rather demo against another content collection.

Tip: Use some of your 150-word product description space to describe the scope of your demo. What collection does it search? What features do you want test-drivers to notice?

Next Steps

Send your demo link (search box), logo, 150-word description, and up to three resource links in an e-mail message to: Dick Kaser kaser@infotoday.com, cc: Bill Spence spence@infotoday.com and cc: Paul Johnston pjohnston@infotoday.com.

Technical Questions? Send an e-mail to those listed above.

About ITI

ITI is in the business of connecting information technology buyers with sellers.

Our annual Enterprise Search Summit has helped to define the enterprise search space. The event draws hundreds of qualified buyers together with sellers in a conference format that promotes the adoption of search technology within companies, government agencies, and other enterprises.

In the pages, web sites and e-newsletters of KMWorld, EContent, ITI NewsBreaks and a dozen other publications, our editors feature, comment, and report upon a host of topics of interest to those charged with providing content management solutions for their enterprises.

ITI's many outlets and venues, including white paper projects and webinar services, consistently deliver qualified leads to our sponsors, advertisers, and technology partners.

About the Enterprise Search Center

Our new Web portal specifically targets the enterprise search market. The new site will feature:

- News gathered by ITI editors and fed daily to the site.
- In-depth articles, case studies, and interviews organized into topic centers
- Product demonstration space for search and related companies
- User-generated content space
- White paper distribution center
- Weekly e-newsletter blasts

An annual printed Enterprise Search Sourcebook will also be produced (2007)

Act now to get your solution in front of the buyers visiting our site at its initial launch (Spring 2006)

Demo with Us

To reserve your place in ITI's Enterprise Search Center DemoSpace, contact any member of the development team.

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Advertise with Us

Your spot in the DemoSpace is free. To discuss other promotional options and opportunities, contact your ITI sales representative.

Advertising Sales (East Coast):	Advertising Sales (West Coast):
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