

CALIFORNIA: WHERE TOMORROW IS INVENTED FOR THE REST OF THE WORLDSM

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GTC WEST 2008 IS:

C O N F E R E N C E O N
C A L I F O R N I A ' S F U T U R E

S A C R A M E N T O C O N V E N T I O N C E N T E R

BE PART OF



A LEADERSHIP CONVERSATION ON CALIFORNIA'S FUTURE.

AS THE NATION'S FASTEST GROWING, most populous and ethnically diverse state, California ranks as one of the top economic regions on the planet.

What is invented here — from Silicon Valley to Hollywood — defines the future for the rest of the world.

As perhaps no other time in its history, California's public sector faces challenges and opportunities like never before in areas such as:

- ✓ Transportation
- ✓ Education
- ✓ Environment
- ✓ Public Safety
- ✓ Health and Human Services
- ✓ Technology & Telecommunications

In 2008, GTC is expanding its scope to include a broader focus on these key policy, program and operational issues that government will be facing in the next 10 to 20 years.

Join leaders from the public and private sectors in a conversation that will

ENVISION, SHAPE AND LEAD

California's government for tomorrow.

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The Conference on California's Future will draw an unprecedented level of public sector leadership around the new ideas and technologies shaping tomorrow for the Golden State.

WHAT

Aligned around the Governor's strategy for California, this specially engineered conference is unlike any other.

This event is designed around core leadership summits coupled with corresponding "interactive pavilions" focused on the "Pillar" issues driving California's future.

Conference on California's Future means:

Executive engagement: sponsors participate in the planning process on small committees with California government and education executives.

Leadership summits discussing the most important issues facing California today with corresponding pavilions on the exhibit floor.

Re-envisioned exposition featuring over 300 top companies.

WHO

- ✓ Elected officials
- ✓ Appointed and senior public sector executives
- ✓ Government professionals who deliver California's future
- ✓ Private sector business leaders
- ✓ Not-for-profit leaders

Strategic engagement designed to enhance the sales process for your company.



"SEE THE FUTURE" EXPOSITION PAVILIONS on the "Pillars" of California's Future:

- ✓ Public Safety
- ✓ Connected Government
- ✓ Health and Human Services
- ✓ Education
- ✓ Intelligent Transportation
- ✓ New Things for Better Living, Working and Playing

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The 2008 conference offers an unprecedented opportunity for the private and public sector to build a vision together.

AS A SPONSOR AND EXHIBITOR YOU WILL:

SEE

thousands of California public sector leaders.

TOUCH

billions of dollars in current and pending California Information Technology projects.

HEAR

what is on the mind of California government leaders regarding the major trends and drivers toward government services.

ENGAGE

with California's state and local government leaders in shaping the vision and solutions that will carry this great state forward.

SPONSORSHIP AND EXHIBIT MODELS

PREMIER SUPPORTER

As the industry leader of a specialized planning group comprised of senior California government executives and private sector partners, you will guide the planning of a summit and corresponding pavilion focused on one of the Pillars of California's future.

ANCHOR SPONSOR

Participation in a specialized planning group comprised of senior California government executives and private sector partners that will plan a summit and corresponding pavilion on the exposition focused on one of the Pillars of California's future.

EXHIBIT OPPORTUNITIES

Showcase your solutions and position your company on the "See the Future" exposition designed around communities of interest.

Additional executive level sponsorships and promotional opportunities are available.

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