

A SPECIAL SOLUTION CENTER AT THE CONFERENCE ON CALIFORNIA'S FUTURE

GTC WEST IS: CONFERENCE **ON**
CALIFORNIA'S
FUTURE



GIS/
GEOSPATIAL
SHOWCASE

MAP YOUR ROUTE **TO SIGNIFICANT ROI** IN THE
CALIFORNIA GOVERNMENT GEOSPATIAL MARKET!

YOUR JUMP-OFF FOR CALIFORNIA GIS/GEOSPATIAL SALES

At the Conference on California's Future, the **State of the Future/Future of the State Exposition** will feature a technical showcase focused on GIS and geospatial technologies that will give decision makers hands-on time with your company's solutions.



A technical showcase focused on GIS and geospatial technologies will give buyers hands-on time with your company's solutions.



GIS/ GEOSPATIAL SHOWCASE

Featuring "Best of Breed" solutions from both geospatial technology companies and government agencies.

MAPPING THE FUTURE OF CALIFORNIA

On May 15, 2008, while keynoting the Conference on California's Future, Governor Arnold Schwarzenegger called for the creation of a GIS task force to develop strategy around geospatial systems in California. The growth of GIS/geospatial technology has far-reaching implications for many facets of public service including urban planning, homeland security, emergency management, resource allocation, and public health. State and local governments continue to deliver new and beneficial ways to leverage geospatial intelligence for the common good. **Be part of mapping the future of California.**

GIS/GEOSPATIAL FAST FACTS*

33%
OF ALL GIS INDUSTRY
REVENUE COMES FROM
THE PUBLIC SECTOR.

\$2B
DOLLARS SPENT ON GIS
IN THE CALIFORNIA STATE,
LOCAL AND EDUCATION
MARKET IN 2008.

\$30B
UNITED STATES GIS
INDUSTRY VALUATION
2008.



A TECHNICAL SHOWCASE DESIGNED BY AND FOR GOVERNMENT LEADERS

The GIS/Geospatial Showcase has been designed in close coordination with California public-sector GIS and geospatial leaders. The showcase provides a perfect enclave for face-to-face interaction between government decision-makers seeking geospatial solutions and the technology companies that deliver them.

Advisory Committee members developing the GIS/Geospatial Showcase include:

- 🌐 **Christy Quinlan**, Chief Deputy Director/Undersecretary, Office of the State CIO
- 🌐 **Mary Cook-Hurley**, Chairman, California GIS Association
- 🌐 **Michael Byrne**, eServices Policy Manger, CA Department of Public Health

Companies sponsoring the showcase will participate in the Advisory Committee.
Call us for details at 800.598.1377.

“THE GOVERNOR RECOGNIZES THE VALUE OF GIS TO BETTER SERVE OUR PEOPLE AND GIVE POLICY MAKERS AND THE PUBLIC ENHANCED DECISION-MAKING TOOLS.”

TERI TAKAI, CHIEF INFORMATION OFFICER, STATE OF CALIFORNIA

11,000
INDIVIDUAL GIS DATASETS
OR CATALOGED PROJECTS
IN THE CALIFORNIA STATE
GIS LIBRARY (CASIL).

200
TERABYTES OF DATA
DOWNLOADED THROUGH
CASIL SINCE 2001.

200+
STATE AND LOCAL
ENTITIES CONTRIBUTING
TO CALIFORNIA STATE
GIS LIBRARY.

**Source: California GIS Taskforce, CalGIS, United States Bureau of Economic Analysis*



A QUALIFIED BUYER AUDIENCE THROUGH TARGETED ATTENDEE MARKETING

A tailored communications plan will target key GIS and geospatial technology buyers. These promotions will attract decision-makers to the GIS/Geospatial Showcase during the Conference on California's Future.



MAP YOUR ROUTE TO SIGNIFICANT ROI IN THE CALIFORNIA GOVERNMENT GEOSPATIAL MARKET!

CONTACT YOUR ACCOUNT MANAGER TODAY!

"WHEN SELLING INTO THE STATE AND LOCAL GOVERNMENT MARKET, ONE HAS TO MANAGE RELATIONSHIPS WITH VARIOUS DECISION-MAKERS AND INFLUENCERS WITH TECHNOLOGY AND BUSINESS ROLES. **GTCs HAVE CONSISTENTLY PROVIDED A FLEXIBLE AND SUCCESSFUL VENUE** FOR DOING THIS WHILE MAXIMIZING OUR TRADESHOW ROI."

GARY SHOEMAKER, BUSINESS DEVELOPMENT MANAGER, EMC

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