

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

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

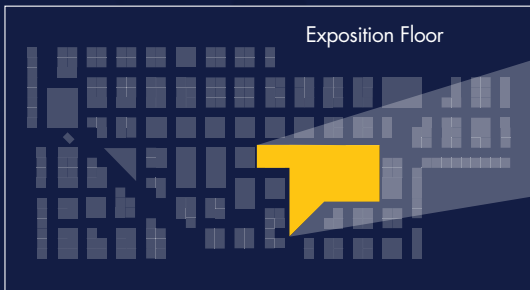


**GREEN**  
**TECHNOLOGIES**  
**SHOWCASE**

MAKE THE COMPETITION GREEN WITH  
ENVY IN THE **CALIFORNIA GOVERNMENT**  
**GREEN TECHNOLOGIES MARKET!**

# YOUR JUMP-OFF FOR CALIFORNIA GREEN TECHNOLOGY 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 green technologies that will give decision makers hands-on time with your company's solutions.



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



## GREEN TECHNOLOGIES SHOWCASE

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

## GROWING A GREENER CALIFORNIA

The focus on green technologies continues to grow within the public sector with ever-increasing emphasis on using computing and operating resources efficiently. With benefits for all stakeholders and a significant increase in the bottom line, green technologies are highly relevant in increasing government efficiency and providing for the general welfare. **Make the competition green with envy by helping grow a greener California.**

## GREEN TECHNOLOGIES FAST FACTS\*

**4.2 MEGAWATTS**

ON-SITE GREEN ELECTRICAL GENERATION  
INSTALLED IN CALIFORNIA PROJECTS  
STATEWIDE SINCE 2006

**37%**

GROWTH IN STATE  
INSTALLATION OF PHOTO  
VOLTAIC PANELS IN 2008

**40%**

AVERAGE ANNUAL  
GROWTH IN CALIFORNIA  
SOLAR INDUSTRY



# A TECHNICAL SHOWCASE DESIGNED BY AND FOR GOVERNMENT LEADERS

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

## Advisory Committee members developing the Green Technologies Showcase include:

- 💡 **Shell Culp**, CIO, California Department of Toxic Substances Control
- 💡 **Linda Brughelli**, Chair, Green Office, California Department of Justice, Office of the Attorney General
- 💡 **David Villanueva**, CIO, Sacramento County

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

“WITH OUR INVESTMENT IN RENEWABLE ENERGY PROJECTS, CALIFORNIA HAS A BRIGHT ENERGY FUTURE AHEAD THAT WILL HELP US FIGHT CLIMATE CHANGE WHILE DRIVING OUR STATE’S GREEN ECONOMY.”

ARNOLD SCHWARZENEGGER, GOVERNOR, STATE OF CALIFORNIA

**75%+**  
OF DESKTOP AND LAPTOP MACHINES OWNED BY STATE OF CALIFORNIA ARE ENERGY STAR COMPLIANT

**2.7 BILLION**  
ESTIMATED PIECES OF PAPER USED BY THE STATE OF CALIFORNIA EACH YEAR

**402,500 TONS**  
ESTIMATED AIR POLLUTION REDUCTION IF ALL CALIFORNIA STATE EMPLOYEES TELECOMMUTED ONE DAY PER WEEK

*\*Source: California DGS; California Public Utilities Commission; California Department of Toxic Substances Control, Center for Digital Government*



GREEN  
TECHNOLOGIES  
SHOWCASE

## A QUALIFIED BUYER AUDIENCE THROUGH TARGETED ATTENDEE MARKETING

A tailored communications plan will target key green technology buyers. These promotions will attract decision-makers to the Green Technologies Showcase during the Conference on California's Future.



## MAKE THE COMPETITION GREEN WITH ENVY IN THE CALIFORNIA GOVERNMENT GREEN TECHNOLOGIES MARKET!

## CONTACT YOUR ACCOUNT MANAGER TODAY!

### STRATEGIC ACCOUNTS



**Arlene Boeger**  
916.932.1315  
aboeger@govtech.com

### NEW ACCOUNTS



**Paul Dangberg**  
# - I  
916.932.1344  
pauld@govtech.com



**Pat Hoertling**  
J - Z  
916.932.1448  
phoertling@govtech.com

"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

GTC WEST IS CONFERENCE ON  
CALIFORNIA'S  
FUTURE

### CONTACT

800.598.1377

### OR VISIT

WWW.CAL-FUTURE.COM TO  
SPONSOR OR EXHIBIT TODAY!