

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

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

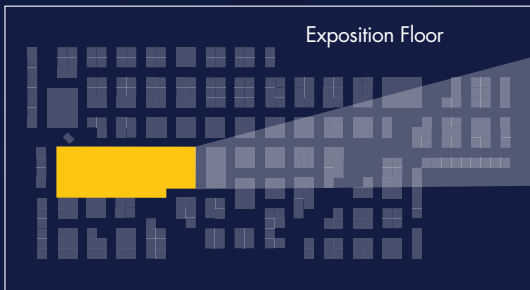


MOBILITY &
COMMUNICATIONS
SHOWCASE

BROADCAST YOUR SOLUTIONS AS A PARTNER IN
THE FUTURE OF **CALIFORNIA CONNECTIVITY**

YOUR JUMP-OFF FOR CALIFORNIA MOBILE AND COMMUNICATIONS 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 mobile and communications technologies that will give decision makers hands-on time with your company's solutions.



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



MOBILITY & COMMUNICATIONS SHOWCASE

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

THE FUTURE OF CALIFORNIA CONNECTIVITY

Telecommunications is increasingly becoming the primary channel of interaction between government and its citizenry. While user populations of all technologies continue to grow, mobile and networked telecommunications must expand to meet the growing expectation of flexibility within government service delivery. Information receipt and delivery volume expands every day. Telework and remote connectivity continue to propagate as options with the continued convergence of broadband and mobile network solutions. **Broadcast your solutions as a partner in the future of California connectivity.**

MOBILITY & COMMUNICATIONS SECURITY FAST FACTS *

200,000 +
STATE MOBILE
PHONES

17,300+
PDAS

383,000
STATE LANDLINE
PHONES



A TECHNICAL SHOWCASE DESIGNED BY AND FOR GOVERNMENT LEADERS

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

Advisory Committee members developing the Mobility & Communications Showcase include:

-  **Gail Overhouse**, Acting Chief Deputy Director, CA Department of Technology Services
-  **Shell Culp**, Chief Information Officer, CA Department of Toxic Substances Control (DTSC)
-  **Irene Roberts**, IT Manager, Sacramento County Sheriff's Department

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

"MOBILITY IS THE NEXT WAVE THAT TECHNOLOGY BRINGS US. OUR FUTURE IS ONE THAT GETS US AWAY FROM CONCENTRATING OR AGGREGATING PEOPLE IN OFFICES DOWNTOWN. THEY WANT TO BE ABLE TO BE CONNECTED, TO DO THEIR WORK, TO BE SOCIAL, WHEREVER IS MOST CONVENIENT FOR THEM."

J. CLARK KELSO, FORMER CIO (2002-2007), STATE OF CALIFORNIA

71
CALL
CENTERS

227,000
MILES OF
CABLE

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

**Source: State of California, Office of the State CIO, California DTSC, Center for Digital Government*



MOBILITY & COMMUNICATIONS SHOWCASE

A QUALIFIED BUYER AUDIENCE THROUGH TARGETED ATTENDEE MARKETING

A tailored communications plan will target key mobile and communications technology buyers. These promotions will attract decision-makers to the Mobility & Communications Showcase during the Conference on California's Future.



BROADCAST YOUR SOLUTIONS AS A PARTNER IN THE FUTURE OF CALIFORNIA CONNECTIVITY

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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SPONSOR OR EXHIBIT TODAY!