

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

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



**PHYSICAL &**  
**CYBER SECURITY**  
**SHOWCASE**

**SECURE YOUR POSITION** IN THE CALIFORNIA  
GOVERNMENT SECURITY MARKET!

# YOUR JUMP-OFF FOR CALIFORNIA SECURITY 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 physical and cyber security that will give decision makers hands-on time with your company's solutions.



A technical showcase focused on physical & cyber security will give buyers hands-on time with your company's solutions.



## PHYSICAL & CYBER SECURITY SHOWCASE

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

## SECURITY IS TOP-PRIORITY IN 2009!

Security is at the core of public-sector priorities in 2009 per the *Government Technology* 2008 Reader's Survey, showing that information security is top priority in the coming year. Entities providing public service consider physical and cyber security more important than ever before. In response to this priority, the conference has been developed from precision surveys of public-sector executives, aligning with this important issue. **Be part of securing California's Future!**

### PHYSICAL & CYBER SECURITY FAST FACTS

95%

OF ALL EMAIL RECEIVED BY THE STATE OF CALIFORNIA IS SPAM

61%

OF IDENTITY EXPOSURE COMES FROM THEFT OR LOSS OF GOVERNMENT HARDWARE

60%




OF IDENTITIES EXPOSED DUE TO SECURITY BREACHES COME FROM THE PUBLIC SECTOR



# A TECHNICAL SHOWCASE DESIGNED BY AND FOR GOVERNMENT LEADERS

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

## Advisory Committee members developing the Physical & Cyber Security Showcase include:

-  **Mark Weatherford**, Director, California Office of Information Security and Privacy Protection
-  **Kevin Dickey**, Chief Information Security Officer, Contra Costa County
-  **Jim Reiner**, Information Security Officer, Sacramento County

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

“THERE ARE MANY ASPECTS OF ‘COMPUTER SECURITY’ BUT AS CUSTODIANS OF SO MUCH PERSONAL CITIZEN INFORMATION, I STILL BELIEVE THAT PROTECTING THAT INFORMATION NEEDS TO BE A PRIORITY FOR STATE GOVERNMENTS. WE HAVE A HIGHER MORAL OBLIGATION PERHAPS THAN THE PRIVATE SECTOR DOES BECAUSE OUR PUBLIC CONSTITUENTS REALLY CAN’T DECIDE TO OPT OUT OF WHETHER THEY DO BUSINESS WITH THE GOVERNMENT OR NOT.”

MARK WEATHERFORD, DIRECTOR, CALIFORNIA OFFICE OF INFORMATION SECURITY AND PRIVACY PROTECTION (OISPP)

\$50 B

ANNUAL WORLDWIDE  
PRODUCTIVITY LOSS DUE  
TO SPAM

47%

OF DATA BREACHES IN THE  
UNITED STATES OCCUR IN THE  
GOVERNMENT, EDUCATION  
AND MILITARY SECTORS

100+

DISTINCT EMAIL SYSTEMS  
OPERATED BY STATE OF  
CALIFORNIA

Sources: State of California EDD, Center for Digital Government, Symantec, Sophos, Information Week.



# PHYSICAL & CYBER SECURITY SHOWCASE

## A QUALIFIED BUYER AUDIENCE THROUGH TARGETED ATTENDEE MARKETING

A tailored communications plan will target key physical and cyber security buyers. These promotions will attract decision-makers to the Physical & Cyber Security Showcase during the Conference on California's Future.



# SECURE YOUR POSITION IN CALIFORNIA'S GOVERNMENT SECURITY 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

### STRATEGIC ACCOUNTS



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### NEW ACCOUNTS



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## CONTACT

800.598.1377

## OR VISIT

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