

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

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



WEB 2.0
SHOWCASE

EXPAND YOUR COLLABORATIVE NETWORK IN THE
CALIFORNIA GOVERNMENT WEB 2.0 MARKET!

YOUR JUMP-OFF FOR CALIFORNIA WEB 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 web technologies that will give decision makers hands-on time with your company's solutions.



WEB 2.0 SHOWCASE

Featuring "Best of Breed" solutions from Web 2.0 technology companies and government agencies.

A technical showcase focused on Web 2.0 technologies will give buyers hands-on time with your company's solutions.

DRIVING THE FUTURE OF CALIFORNIA COLLABORATION

The public sector is becoming more and more involved in leveraging the web to get its work done. As regards communications and collaboration, consumers — especially Millennials — have been using Web 2.0 technologies and now expect to use them within the workplace and as a channel for citizen interaction. In implementing new web technologies the public sector can expect increased relevancy of communication and gains in productivity. **Expand your network and drive the future of California communications and collaboration.**

WEB 2.0 FAST FACTS*

10,000+
STATE OF CALIFORNIA
SERVERS

1,500+
CALIFORNIA
WEB SERVERS

3 MILLION+
UNIQUE WEB PAGES
ACROSS ALL STATE OF
CALIFORNIA WEBSITES



A TECHNICAL SHOWCASE DESIGNED BY AND FOR GOVERNMENT LEADERS

The Web 2.0 Showcase has been designed in close coordination with California public-sector web technology leaders. The showcase provides a perfect enclave for face-to-face interaction between government decision-makers seeking web solutions and the technology companies that deliver them.

Advisory Committee members developing the Web 2.0 Showcase include:

- 📄 **Andrew Armani**, Deputy Secretary, California State and Consumer Services Agency
- 📄 **Carolyn Lawson**, CIO, California Public Utilities Commission
- 📄 **Stacey Walker**, Senior Information Systems Analyst, Office of eServices

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

“WEB 2.0 TECHNOLOGIES WILL TRANSFORM SERVICE DELIVERY, MAKE SMARTER POLICIES, FLATTEN SILOS AND, MOST IMPORTANTLY, REINVIGORATE GOVERNMENT. IT OFFERS THE PUBLIC SECTOR HUGE OPPORTUNITIES TO COLLABORATE WITH ALL STAKEHOLDERS.”

CAROLYN LAWSON, CIO, CALIFORNIA PUBLIC UTILITIES COMMISSION

1.8 MILLION
APPROXIMATE PAGE
VIEWS PER MONTH AT
WWW.CA.GOV

753,185
APPROXIMATE VISITS
PER MONTH TO
WWW.CA.GOV

32 MILLION
ANNUAL UNIQUE VISITORS
TO CALIFORNIA FRANCHISE
TAX BOARD

**Source: State of California, Office of the State CIO; DTS eServices Office; Human Factors International, Center for Digital Government*



WEB 2.0
SHOWCASE

A QUALIFIED BUYER AUDIENCE THROUGH TARGETED ATTENDEE MARKETING

A tailored communications plan will target key web technology buyers. These promotions will attract decision-makers to the Web 2.0 Showcase during the Conference on California's Future.



EXPAND YOUR COLLABORATIVE NETWORK IN THE CALIFORNIA GOVERNMENT WEB 2.0 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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