

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

INDUSTRY
SPONSORSHIP
PROSPECTUS

CONFERENCE ON
CALIFORNIA'S FUTURE

CALiFORNiA

WHERE TOMORROW IS INVENTED
FOR THE REST OF THE WORLD.SM

"WE ARE IN A NEW AGE WHERE TECHNOLOGY IS EVERYWHERE AROUND US AND DRIVES EVERYTHING THAT WE DO. IT IS ALSO OUR **GREATEST PARTNER** AND ASSET AS WE WORK TO CONQUER THE CHALLENGES THAT THREATEN OUR FUTURE."

ARNOLD SCHWARZENEGGER, GOVERNOR, CALIFORNIA, MAY 15, 2008, CONFERENCE ON CALIFORNIA'S FUTURE



On May 11 - 15, 2009, Sacramento will host the Conference on California's Future — a **one-of-a-kind event** that brings together top public sector leaders from throughout the state to focus on the ideas, issues and technologies that will help California meet its daunting challenges ahead.

Over 10,000 people including the Governor's Office, Legislature, City/County and State managers will participate in this unique forum that combines Leadership Summits and a **State of the Future/Future of the State Exposition**. This event will give top decision makers the opportunity to step outside their day-to-day challenges and engage with private sector leaders in a leadership conversation about building a better California.

A limited number of sponsorship & exhibitor opportunities available to firms interested in participating in this unique event.

CALIFORNIA FAST FACTS

244,164
CA STATE
GOVERNMENT
WORKFORCE

650,132
CA LOCAL
GOVERNMENT
WORKFORCE

8,000
STATE IT
EMPLOYEES

8TH
CALIFORNIA IS THE EIGHTH
LARGEST ECONOMY IN
THE WORLD

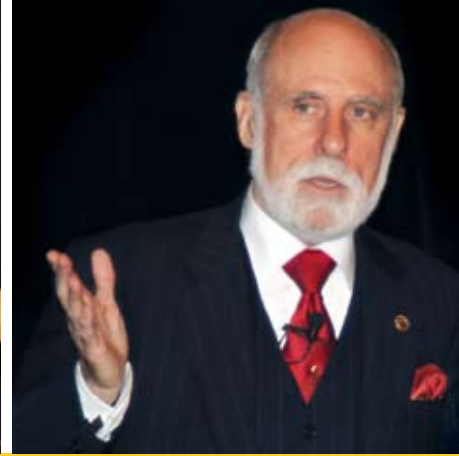
CONFERENCE ON
CALIFORNIA'S FUTURE

LEADERSHIP SUMMITS



"WITH RENOWNED FEATURED SPEAKERS AND CORE LEADERSHIP SUMMITS, THIS CONFERENCE HAS BEEN DESIGNED FOR PARTICIPANTS TO FOCUS ON KEY TOPICS THAT ARE CRITICAL TO CALIFORNIA'S FUTURE SUCCESS."

ROSARIO MARIN, STATE AND CONSUMER SERVICES AGENCY SECRETARY, CALIFORNIA



The Conference on California's Future is organized around **Public/Private Leadership Summits** aligned to the critical issues facing cities, regions and the state.

SUMMIT TOPICS INCLUDE:

- ✓ Communities of the Future
- ✓ Connected Government
- ✓ Serving the Next Generation Citizen
- ✓ Transportation 2.0
- ✓ Sustainable Environments

These powerful summits bring together the critical stakeholders to move California's planning and policy agenda forward.

CALIFORNIA FAST FACTS

\$202.5 BILLION
TOTAL BUDGET
STATE AND LOCAL

\$1.8 TRILLION
GROSS STATE
PRODUCT

\$8.1 BILLION
TOTAL IT BUDGET
STATE AND LOCAL

CONFERENCE ON
CALIFORNIA'S FUTURE

STATE OF THE FUTURE / FUTURE OF THE STATE EXPOSITION



"THIS IS A FORUM THAT SHOWCASES THE GOVERNOR'S STRATEGIC GROWTH PLAN AND MORE IMPORTANTLY, IT HIGHLIGHTS THE **GOVERNOR'S COMMITMENT** WITH INFORMATION TECHNOLOGY AS A KEY COMPONENT TO ITS OVERALL GROWTH PLAN."

TERI TAKAI, CIO, CALIFORNIA



To help government leaders learn more about new solutions available and make more informed choices on how they invest resources, an executive tour of the State of the Future/Future of the State Exposition accompanies each leadership summit where leaders get a hands-on look at solutions to California's most pressing challenges.

STATE OF THE FUTURE EXPOSITION INCLUDES:

- ✓ Web 2.0
- ✓ Mobility & Communications
- ✓ Green Technologies
- ✓ GIS/Geospatial
- ✓ Physical & Cyber Security
- ✓ Document & Records Management
- ✓ ... And Much More

CALIFORNIA FAST FACTS

#1
IN STATES SEEKING
OIL INDEPENDENCE

55%
INCREASE IN POPULATION
BY 2035 TO 59M

#1
IN GREEN TECHNOLOGY
INVESTMENT

CALL US TODAY TO DISCUSS YOUR COMPANY'S ROLE IN THE CONFERENCE ON CALIFORNIA'S FUTURE.

SPONSORS & EXHIBITORS CAN PARTICIPATE IN:

- ✓ Speaking Opportunities
 - ✓ Steering Committees
 - ✓ Government & Industry
Technical "Communities of Interest"
 - ✓ Participating in the **State of the Future/
Future of the State** Exposition
 - ✓ Industry Trends Luncheons
- ... And MUCH MORE!



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CALL NOW FOR
MORE INFORMATION

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