

Custom Events

Meet the Decision-Makers

Reaching the IT decision-makers in a vast, decentralized market can be a challenge. That's why *Government Technology* brings them to you. Our market intelligence and breadth of state and local connections make our custom events the ideal platform to build long-term relationships with the full spectrum of buying influence in targeted jurisdictions.

From Internet Seminars that reach a national audience in minutes, to intimate, thought-provoking C-level roundtables, our sole-sponsored custom events put your sales teams in direct, exclusive contact with the decision-makers you need to know to close more sales.

100% Turnkey Production

Our seasoned events team will manage your entire program including: content creation, speaker recruitment, onsite logistics and registration, so you can focus on your sales strategies and goals.

“Government Technology is a vital media partner when it comes to credibility, relationships and results in the state and local market ... Their dedication and commitment to Adobe’s success in the market is truly valued by us.”

Group Manager, Global Government Solutions, Adobe Systems

Clients Include:

Accela
Adobe
Alcatel
AT&T
CA
CDWG
Cognos
FileNet
Gateway
GTSI
Hewlett-Packard
Microsoft
Novell
Oracle
Panasonic
Qwest
RIM/Blackberry
SAP
Symantec
And many more...



Road Shows

Speaking Opportunity in Strategic Jurisdictions

Our half-day Road Shows provide the perfect opportunity to build long-term customer relationships and present how your solutions address the business challenges of a targeted jurisdiction. As the only industry representation in the room, you'll have the exclusive opportunity to solidify your market credibility, network with prospects and build your sales pipeline.



Sample Event Synopsis:
Location: Olympia, WA

Government Technology produced a half-day Road Show addressing IT security best practices, cyber crime scenarios and maximizing security investments. Following presentations from a Senior Fellow from the Center for Digital Government, the state CISO and sponsor, the event concluded with a private/public-sector panel discussion including the CISO, Port of Seattle, CISO, The University of Washington and a Supervisory Special Agent from the Seattle FBI Field Office.

With a combination of the sponsor's attendee "wish-list" and our solid relationships with the state, the event proved tremendously successful with over 50 government professionals in attendance from various departments and jurisdictions.

Pricing: Road show pricing is determined by the quantity of events purchased. Price range is \$24,500 - \$27,500 net.

Key Highlights:

Estimated Event Time Frame:

3 to 3 ½ hours

Attendance Quantity: 25-40

- ✓ *Government Technology* establishes program content to meet your marketing goals.
- ✓ *Government Technology* secures keynote/moderator and 2-3 government panelists.
- ✓ Sponsor speaking opportunity in front of a region's top prospects.
- ✓ A combination of our vast corporate database and sponsor's "wish-list" generates targeted recruitment list.
- ✓ A dedicated events manager oversees the day-to-day operations and onsite delivery.
- ✓ Sponsor receives attendee evaluation summaries and full contact information for future sales efforts.

Sample Seminar Topics

Virtualization Solutions & Shared Infrastructure:

Helping governments leverage richer applications for cost efficiency, security, disaster recovery and more computing power.

Business Continuity:

Steps for improving disaster recovery operations and business continuity planning across regions in times of crisis.

Project & Performance Management:

Best practices and efficiency advantages of a project and portfolio management solution.

Health and Human Services:

The transformation of a citizen-centered case management system.

Solution Series

Estimated Event Time Frame: 2 to 2 ½ hours

Attendance Quantity: 25-40

For a more condensed format, we offer a Solution Series option. This is similar to our Road Shows but is shorter in time frame and does not include a panel deliverable.

Pricing: Solution Series pricing is determined by the quantity of events purchased.

Price range is \$19,500 - \$22,500 net.

“Each of the people spoke openly about many of the issues that they faced everyday, much of which had to do with the processes of IT infrastructure consolidation and integrations. I personally felt like I was in their ‘inner circle’ for a day.”

Area Manager,
Enterprise Messaging Solutions
Symantec Corporation

Turnkey Deliverables

Roadshows, Solutions Series and Editorial Roundtable Deliverables Include:

- ✓ Program content creation
- ✓ Speaker recruitment and logistics
- ✓ Dedicated and experienced events manager
- ✓ Custom email promotion
- ✓ Audience acquisition including: telemarketing, registration and confirmation
- ✓ Custom designed signage and agendas (as applicable)
- ✓ All venue negotiations — including food and beverage, audio-visual and meeting rooms
- ✓ Mailing and shipping services
- ✓ Final registration and attendee lists with full contact information

Editorial Roundtables

Build High-Level Partnerships

These editorially-driven roundtable discussions — moderated by a senior-level *Government Technology* executive — are an informal, face-to-face setting to initiate high-level relationships with state and local government leaders in a select jurisdiction.

Our editorial roundtables are conducted in a casual atmosphere where open and candid communication can occur with ease. As the exclusive industry participant, you'll get first-hand insight into your prospect's pain-points, current priorities and future plans so you can develop the most effective sales strategy into the region.

2007 Cities Included:

- ✓ Nashville, TN
- ✓ Boston, MA
- ✓ Chicago, IL
- ✓ Raleigh, NC
- ✓ Tallahassee, FL
- ✓ Albany, NY
- ✓ Richmond, VA
- ✓ Denver, CO
- ✓ Lansing, MI
- ✓ Atlanta, GA
- ✓ Columbus, OH
- ✓ Sacramento, CA
- ✓ Springfield, IL
- ✓ Salt Lake City, UT
- ✓ Washington, DC
- ✓ NYC, NY
- ✓ San Francisco, CA
- ✓ Madison, WI
- ✓ Phoenix, CA
- ✓ Las Vegas, NV
- ✓ Austin, TX
- ✓ Indianapolis, IN

Key Highlights:

Estimated Event Time Frame:

2 to 2 ½ hours

Attendance Quantity: 8-12

- ✓ *Government Technology* coordinates with sponsor on discussion content.
- ✓ A *Government Technology* executive serves as moderator and facilitates the discussion.
- ✓ A combination of our public-sector communication lines and sponsor "wish-lists" generates a targeted invitation list.
- ✓ A dedicated events manager will oversee the day-to-day pre-event operations.
- ✓ Sponsor receives attendee evaluation summaries and full contact information for future sales efforts.





Sample Event Synopsis:
Location: Raleigh, NC

Leveraging our connections across North Carolina's public-sector IT leadership, our sponsor was able to exclusively engage a room full of top-tier technology buyers and influencers who talked candidly on state and regional workforce retention challenges, legacy issues and business continuity strategies.

Attendees Included:

- ✓ CIO, City of Raleigh
- ✓ Deputy CIO, NC Information Technology Services
- ✓ CIO, City of Durham
- ✓ CIO, Wake County
- ✓ CIO, NC Office of the State Auditor
- ✓ CIO, Pitt County
- ✓ CIO, Orange County
- ✓ CIO, NC Department of Corrections
- ✓ CIP, NC Department of Agriculture
- ✓ Secretary of State, State of North Carolina

Pricing: Editorial Roundtable pricing is determined by the quantity of events purchased. Price range is \$14,000 - \$16,000 net.

“The audience at our recent Editorial Roundtable represented 50% new prospects for me.”

State and Local Outside Account Executive, Gateway

Internet Seminars

Go Live With a National Audience

Our I-Seminars have become one of the most preferred engagement venues because of their broad and immediate reach with a national audience. They accelerate a company's go-to-market strategy and are extremely effective for building relationships in jurisdictions where you can't dedicate a sales team.

Sponsorship Includes:

Estimated Event Time Frame: 1 hour

Attendance Quantity: 50 minimum

- ✓ Program content creation
- ✓ A *Government Technology* moderator and speaker
- ✓ Speaker recruitment and logistics
- ✓ Dedicated and experienced events manager
- ✓ Custom email promotion
- ✓ Audience acquisition including: telemarketing, registration and confirmation
- ✓ Online polling and results
- ✓ Custom registration fields
- ✓ Ownership rights for sponsor to post archived I-Seminar on company's Web Site after event
- ✓ Final registration and attendee lists with full contact information

Pricing: One hour I-Seminar, 50 attendees. Price is \$25,500 net.

Customer Hosted Option:

Clients may opt to contract for Internet hosting separately, and choose to utilize *Government Technology* for moderator purposes, speaker presentation and/or promotion only. This option allows the client to control the technology prior to and during the event, especially if corporate contracts can be leveraged for economics.

Customer Hosted Option: \$16,500 net

Govtech.com Archive Hosting:

Extend the value of your investment by posting your archived I-Seminar content in the Media Center of govtech.com.

Sponsorship: \$1,500 net per month

“...the *Government Technology* team has a keen understanding of the challenges and opportunities facing state and local governments. I highly recommend them as a partner that can deliver tremendous marketing, networking and research value, whether you are from the public or private sector.”

Chief Technology Officer,
Accenture



**Sample Event Synopsis:
Location: Your Office**

Government Technology produced a Health and Human Services I-Seminar in conjunction with our sponsor. As a highlight to the event, the sponsor was able to secure their government customer from the Commonwealth of Massachusetts to present their real-world story on their success with a business intelligence solution. With over 250 registered and 150 attended, our sponsor was able to address the audiences questions in real-time, resulting in an immediate phone call with their sales representative directly after the event.

Note:

Standard attendance for Internet Seminars is 50 attendees. Price includes a maximum seat capacity of (150) attendees. Additional logged-on attendees over 150 seats will cost \$45 per connection. Other options are priced separately and can include: online and print advertising in *Government Technology* to promote event, more detailed reports and analysis and in-depth research and content development.

Note: 3:1 registration to attendance ratio is customary.

“*Government Technology* proved to be an excellent marketing partner while producing our recent I-Seminar. Their professionalism, in-depth understanding of the market and efficient execution made the entire process smooth, enjoyable and most importantly, guaranteed an extremely successful event.”

Senior Marketing Manager, Cognos

Specialty Events

Generate New Business in a Relaxed Environment

Golf Tournaments

A highlight to our Government Technology Conferences, our golf tournaments provide a friendly day of competition and introductions benefiting a local charity. As a sponsor, your company will receive premium positioning in front of key state and local decision-makers through deliverables including:

- ✓ Tournament signage
- ✓ Logo on tournament give-aways
- ✓ Sponsorship of tee contests
- ✓ Playing spots and preferred pairings
- ✓ Recognition at post tournament awards dinner
- ✓ Sponsorship of boxed lunch, beverage cart, or awards dinner

Special Occasion Events

If your marketing campaign calls for a unique event, discuss it with your sales representative who will help coordinate your request. Whether it be a mixer at your end user conference, or a commemoration of a noteworthy occurrence, our creative team will deliver a memorable occasion that guarantees to impress your government attendees.

Which Event Format is Right for You?

Government Technology has a long track record of designing and executing event strategies to help technology companies build long-term public-sector partnerships. Our expert team, including a noteworthy bench of former CIOs, hold the relationships and market knowledge required to attract a room full of the decision-makers you need to know to be successful in this marketplace.

	Sole Sponsored	Attendance/Government	Attendance/Sponsor Reps	On-Site Manager	E-Mail Promo	Telemarketing	Attendee Confirmation	Signage	Mailing/Shipping Services	Editorial Presence	Program Content/Creation	Government Technology Moderator	Government Technology Keynote	Attendee List & Contact Information
Road Shows	✓ 25-40 5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Solution Series	✓ 25-40 5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Editorial Roundtables	✓ 8-12 3		✓	✓	✓	✓	✓	✓	✓	✓	✓			✓
Internet Seminars	✓ 50 No Limit	✓	✓	✓	✓	✓	N/A	N/A	✓	✓	✓	✓	✓	✓

Put the strength of our public-sector relationships to work for you!

Contact 877.932.1337 or getinfo@govtech.com.