



# gov2.0 EXPO

MAY 25–27, 2010

WASHINGTON CONVENTION CENTER

WASHINGTON, DC

Participation, Collaboration, & Transformation

## BE PART OF THE LEADING Technology Conference & Expo for 21st Century Government

Government, as a representative body of The People, has an extraordinary responsibility to harness the best, most efficient and powerful systems for delivering citizen services. Yet, as technology has advanced, unfortunately so have the complexities and bureaucracy surrounding Government IT—creating an antiquated, often wasteful, under-resourced IT infrastructure.

As we enter 2010, the resounding call for a new era of government technology signals a pivot-point for Government IT: **Government 2.0**.

Government 2.0 is an umbrella under which a broad range of leading technologies fall, many enabled by the extraordinary power of the Web:

- Web 2.0 Tools
- Cloud Computing
- Social Networking & Community
- Mobile Applications and Tools
- Security & Privacy
- Open Systems/Open Source
- IT Services & Interoperability
- Rapid Application Development
- Collaboration and Crowdsourcing
- Web Services
- Business Intelligence
- Virtual Worlds

### THE GOV 2.0 EXPO EXPERIENCE

Gov 2.0 Expo's 3-day Training Conference and 2-day Technology Exposition is the largest and most comprehensive forum to meld the ideas and principles of Government 2.0 with tangible, hands-on training.

- Three days of workshops, keynotes, and sessions that showcase the most compelling stories and case studies about the ideas and projects driving government efficiency and citizen participation right now
- A launch pad for the newest industry standards, advances, and emerging professions in the Gov 2.0 landscape

### 2-DAY TECHNOLOGY EXPOSITION

Gov 2.0 Expo's 2-day Technology Exposition will be where attendees experience new tools and technologies, identify potential solutions for agency or department adoption, and deeply engage with vendors and solutions providers. Participation at Gov 2.0 Expo helps business technology product marketers:

- Generate leads from active government IT buyers
- Build brand awareness and establish your organization as a thought leader
- Network with third party vendors, partners and the channel
- Gain exposure with press, analysts and potential investors





# gov2.0 EXPO

MAY 25–27, 2010

WASHINGTON CONVENTION CENTER

WASHINGTON, DC

Participation, Collaboration, & Transformation

## REACH ACTIVE GOVERNMENT DECISION MAKERS & INFLUENCERS

Technologists from all levels of government and industry will join their peers at the Gov 2.0 Expo Conference for education, discussion, collaboration and networking. Attendees will include:

- Technology innovators in all levels of government
- Government IT professionals:
  - › Senior IT Professionals
  - › IT Directors
  - › IT Managers
  - › Architects
  - › Developers
- Social media professionals in Internet and government technology
- Private-sector businesses in the technology industry interested in helping government
- Companies and organizations tracking emerging technologies in government
- Government contractors and consultants
- Systems Integrators
- Political activists
- Public policy academics
- Application designers and developers

### ATTENDEE SNAPSHOT

Head of Digital Diplomacy—British Embassy, Washington  
 Innovation Officer—Central Intelligence Agency  
 Chief Information Officer—City of Boston  
 Deputy Secretary of Technology—Commonwealth of Virginia  
 Chief Healthcare IT Strategist—Dept of Veterans Affairs  
 Chairman—FCC  
 Deputy Chief Information Officer—FERC  
 Chief Information Officer—New York State Senate  
 Chief of Staff—Office of the Chief Technology Officer  
 Collaborative Programs Officer—Office of the Director of National Intelligence  
 Chief Technology Officer—Smithsonian Institution  
 Chief Information Officer/G-6—US Army  
 Chief Technology Officer—US Department of Education  
 Program Manager—US Department of State  
 Chief Technology Officer—US Department of the Treasury  
 Chief Information Officer—US General Services Administration  
 Information Officer—United Nations  
 Deputy Chief Information Officer—US Department of Agriculture, Food Safety and Inspection Service  
 Chief Technology Officer, Senior Advisor, Outreach—US Government  
 Chief Information Officer—USAID  
 US Chief Information Officer—Office of Management and Budget  
 Program Manager—Department of Homeland Security  
 New Media Manager—Department of the Treasury

Senior Staff Officer Social Networking—Dept of National Defense  
 FAA Web Manager—Federal Aviation Administration  
 Deputy Chief Information Officer—Federal Energy Regulatory Commission  
 Project Manager, Digital Initiatives—Library of Congress  
 Director of Technology Innovation—New York State Senate  
 Information Technology Specialist—U. S. Department of Education  
 Social Software & Emerging Technologies—DoD CIO, Commercial Technologies & Systems Directorate  
 Director of New Media—US Department of Agriculture  
 IT Services Projects Manager—US Department of Education  
 Director of Web Communications—US Environmental Protection Agency  
 Living Intelligence and Mashup Evangelist—US Intelligence Community  
 Assoc Dir, VHA Web Communications—US Dept of Veterans Affairs  
 Sr. Internet Sys. Specialist—US House of Representatives  
 Enterprise Architect—USAF  
 Information Management Specialist—USEPA  
 Director, National Center for Health Marketing—Centers for Disease Control and Prevention  
 Manager, Marketing & Information Services—City of Hamilton  
 Enterprise Solutions Manager—City of Norfolk  
 Chief of Staff—City of Tucson Office of the Mayor

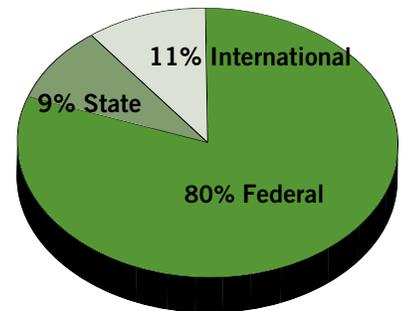
### KEY DEADLINES

**February 18th**—Attendee email campaign begins

**April 1st**—Exhibitor and Sponsor descriptions due for event guide

**April 25th**—Access to the press list starts

### GOVERNMENT ATTENDEE BREAKDOWN



### GOV 2.0 EXPO OFFERS UNPARALLELED MEDIA REACH

ABCNews	National Defense Magazine
Associated Press	National Public Radio
Bloomberg News	OhMyGovInc.
Burton Group	PBSNewsHour
BusinessWeek	Personal Democracy Forum
Computerworld	Reuters
Congress Daily	Scripps Howard News Service
C-SPAN Television Networks	TechTarget
Dow Jones	The Economist
Examiner.com	The Hill
FastCompany.com	The Huffington Post
Federal News Radio	The New Republic
Government Computer News	The Statesman
Government Executive and Nextgov.com	The Tech Museum of Innovation
Huffington Post	The Washington Post
Investigative Fund	Wall Street Journal
Information Today	WHBGNNewsServices
InformationWeek	
Internet Evolution	



# gov2.0 EXPO

MAY 25–27, 2010

WASHINGTON CONVENTION CENTER

WASHINGTON, DC

Participation, Collaboration, & Transformation

## SPONSORSHIP OPPORTUNITIES

Gov 2.0 Expo sponsorship packages maximize your company's visibility and leadership alongside the most influential visionaries and practitioners from government and technology.

### DIAMOND SPONSOR

#### Pre-Event Benefits

- Pre-marketing exposure includes designation in print ads and email blasts, and a 100-word description and logo on Gov 2.0 Expo website
- Mention in a pre-event press release
- 90 day banner ad on Gov 2.0 Expo website
- Access to press and analyst list approximately 30 days prior to event

#### On-site Benefits

- 20x30 exhibit space
- 12 full conference passes
- 2 sponsored sessions
- Full-page ad in Event Guide, with premium placement
- 20-second digital signage ad
- 2 one-sided kiosks/meter boards
- Premier banner location onsite
- Sponsorship of lunch, one day (f&b included)
- 100-word description and logo included in Event Guide

#### Post-event benefits

- Two-time use of attendee postal mailing list or third party opt-in email, within 6 months of the event

### PLATINUM SPONSOR

#### Pre-Event Benefits

- Pre-marketing exposure includes designation in print ads and email blasts, and a 100-word description and logo on Gov 2.0 Expo website
- Mention in a pre-event press release
- 60 day banner ad on Gov 2.0 Expo website
- Access to press and analyst list approximately 30 days prior to event

#### Onsite Benefits

- 20x20 exhibit space
- 10 full conference passes
- 1 sponsored session
- Full-page ad in Event Guide
- 20-second digital signage ad
- Sponsorship of one break (f&b included)
- 1 one-sided meterboard
- 100-word description and logo included in Event Guide

#### Post-Event Benefits

- Two-time use of attendee postal mailing list, within 6 months of the event

### GOLD SPONSOR

#### Pre-Event Benefits

- Pre-marketing exposure includes designation in email blasts, and a 100-word description and logo on Gov 2.0 Expo website
- Mention in a pre-event press release
- 30 day banner ad on Gov 2.0 Expo website
- Access to press and analyst list approximately 30 days prior to event

#### Onsite Benefits

- 10x10 turnkey or 10x20 exhibit space
- 8 full conference passes
- 10-minute speaking slot in the Gov 2.0 Expo Theater
- Half-page ad in Event Guide
- 100-word description and logo included in Event Guide

#### Post-Event Benefits

- Two-time use of attendee postal mailing list, within 6 months of the event

### SILVER SPONSOR

#### Pre-Event Benefits

- Pre-marketing exposure includes designation in email blasts, and a 100-word description and logo on Gov 2.0 Expo website
- Mention in a pre-event press release
- Access to press and analyst list approximately 30 days prior to event

#### Onsite Benefits

- 10x10 turnkey or 10x20 exhibit space
- 4 full conference passes
- 100-word description and logo included in Event Guide

#### Post-event benefits

- One-time use of attendee postal mailing list, within 6 months of the event



# gov2.0 EXPO

MAY 25–27, 2010

WASHINGTON CONVENTION CENTER

WASHINGTON, DC

Participation, Collaboration, & Transformation

## EXHIBIT SPACE & SPONSORSHIP OPPORTUNITIES

Gov 2.0 Expo offers a wide variety of exhibit space, turnkey exhibits and sponsorship opportunities. The high-traffic Expo floor in the Washington Convention Center provides a great opportunity to meet face-to-face with key decision makers from all levels of government, press and analysts and is the most effective place to generate awareness, leads and sales.

### STANDARD EXHIBIT SPACE

Gov 2.0 Expo exhibit space is priced at \$50 per square foot. A limited number of high-profile 20x20 and 10x20 booths are available in prime locations on the floor for maximizing impact and attract the largest number of prospects. 10x10 booths are also available. Booth pricing is as follows:

#### SPACE ONLY

10x10  
10x20  
20x20

### DON'T HAVE A BOOTH OR DON'T WANT TO SHIP IT?

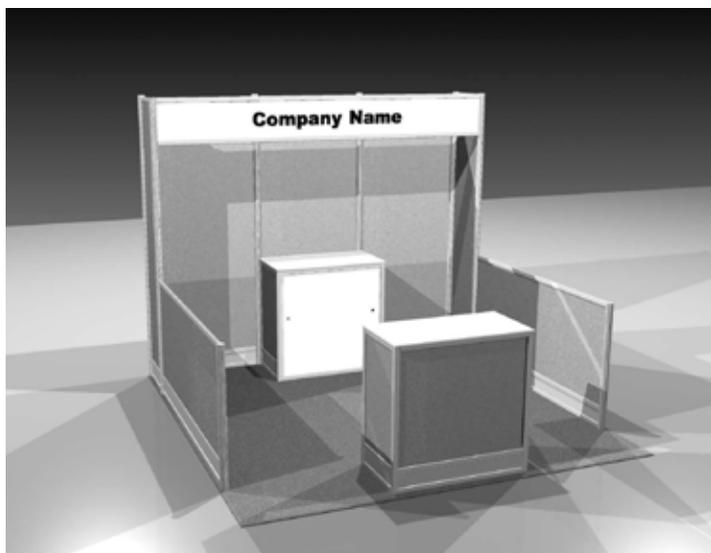
Turnkey 10x10 and 10x20 Solutions are available—request the full Turnkey Booth Specs for more information.

10x10  
10x20

- Pre-built unit that includes signage, electricity, carpet and Internet

### PLAN VIEW

10x10



#### EXHIBITOR STANDARD BENEFITS:

- Company name, 50-word description and link to your website on Gov 2.0 Expo website
- Company name & logo listed in the Gov 2.0 Expo Event Guide
- 50-word company description in the Event Guide distributed onsite to attendees
- Your product announcement included in a pre-event press release
- Conference discount and unlimited number of free Expo passes for your clients and prospects
- Press kits placed in the onsite Media Center
- Meeting space available to schedule meetings with press
- Access to the registered press list





# gov2.0 EXPO

MAY 25–27, 2010

WASHINGTON CONVENTION CENTER

WASHINGTON, DC

Participation, Collaboration, & Transformation

## MARKETING AND PROMOTIONAL OPPORTUNITIES

### REGISTRATION SPONSORSHIP

Be the first to welcome Gov 2.0 Expo attendees by promoting your brand and message to everyone who attends. Includes designation on signage, Event Guide and on website. Company can provide registration screen savers and small giveaway (ie pen).

### LANYARDS SPONSORSHIP

Keep your company name and logo top of mind with all attendees by sponsoring the Badge Lanyards. Badge Lanyards are given to every attendee and are a great way to see your brand everywhere at Gov 2.0 Expo. Lanyards are produced by Gov 2.0 Expo and includes alternating Gov 2.0 Expo and company logos.

### MEDIA CENTER SPONSORSHIP

The Media Center Sponsorship includes the following: Company logo on one-sided kiosk outside of Media Center, ability to distribute literature or provide a small giveaway (i.e. pens, notepads) in the Media Center, logo on table tents inside the Media Center. The sponsorship also includes designation in the Event Guide and on the Gov 2.0 Expo website.

### SPEAKER LOUNGE SPONSORSHIP

Be the first to welcome the Gov 2.0 Expo's exclusive list of speakers. Your company logo will be listed at the door on a one-sided kiosk, on table tents inside the lounge and in the Event Guide as the official Speaker Lounge Sponsor. Your sponsorship also includes the ability to provide a giveaway or a small gift to speakers.

### POWER SPONSORSHIP

Be the official sponsor of all power strips and help keep this vital audience charged. Sponsorship includes signage and recognition in the Event Guide, website, and in the housekeeping slides.

### ATTENDEE PARTY SPONSORSHIP

Make a lasting impression on Gov 2.0 Expo attendees by treating them to an unforgettable party. This exclusive sponsorship includes promotion of the event on-line, in pre-event emails, Event Guide, housekeeping slides, and a mention from the main stage. Food & beverage is not included.

### aisle sign sponsorship

Imagine every attendee seeing your company logo as they make their way through the show floor. Aisle identification signs advertise your company brand to all attendees when they walk down the main corridor. This is a great opportunity for enhanced exposure right on the Expo floor.

### BADGE HOLDER SPONSORSHIP

Everyone who attends Gov 2.0 Expo wears a badge. Sponsor the badge holder and have your one-color logo prominently displayed on all attendee badges.

### EMAIL SPONSORSHIPS—PER EMAIL

#### —FOR EXCLUSIVE RIGHTS TO AN EMAIL

Get your company's message in front of the Gov 2.0 Expo audience before they arrive at the event. Sponsorship includes either a non-animated 125x125 banner ad or a 30 word text ad in an email to pre-registered attendees.

### VIDEO SPONSORSHIP

Engage the Gov 2.0 Expo community onsite and after the event through this official Video Sponsorship. Your company will receive sole placement on the opening titles of each plenary video posted on the Gov 2.0 Expo website—as well as on Blip.tv and YouTube—where attendees, world-class press, and Gov 2.0 enthusiasts will ignite and drive the buzz. This opportunity also includes special placement in the onsite Event Guide and housekeeping slides, promoting your support of this resource to the entire audience.

For more information, please contact:

Rob Koziura at 415.947.6111  
or [rkoziura@techweb.com](mailto:rkoziura@techweb.com)

CO-PRODUCED BY



©2010 O'Reilly Media and UBM TechWeb. All rights reserved.