

Government Executive's custom events and webinars are a key part of an integrated marketing solution for clients looking for new and creative ways to reach the government market. Working with Government Executive, sponsors can shape a live or online event completely, from the message and content to the look and feel, ensuring that your company is positioned exactly as you wish in front of your target audience.

CUSTOM EVENTS

Custom events enable your company to meet with potential buyers face-to-face to discuss industry issues and inform them about your product or service solutions. Conducted in an elegant venue at our Watergate offices, these events provide a comfortable, personalized setting to present your message and generate highly targeted leads.

**Sponsorship Benefits:**

- Use of the Theater, University Room or Boardroom facilities at our Watergate Offices (4 hour max.)
- Calendar and deliverable milestones determined upon execution of agreement
- Coordination of all event logistics including food and beverage, audio visual, event signage and registration
- Food and beverage for up to 30 people (or alternate number as appropriate)
- Management of joint marketing efforts targeting segments of *Government Executive* readership to drive event attendance
- Introduction of event by Government Executive
- One time use of registration list for post-event follow-up (includes all registrants and attendees)

**"A la carte" Items:**

- Webcast of event hosted on GovernmentExecutive.com
- Executive Summary of event presentations/findings (2-page spread in *Government Executive*)

**"THANK YOU FOR A TRULY STELLAR EVENT. EVERYONE ON THE MICROSOFT TEAM WAS THRILLED...YOU GUYS CLEARLY KNOW HOW TO ATTRACT AN EXECUTIVE AUDIENCE."**

—Federal Marketing Manager, Microsoft Corporation

INVESTMENT: \$45,000

CUSTOM WEBINARS

Custom webinars provide a great way to communicate efficiently with your government customers, prospects and partners across the country. We use the latest technology to enable informative and stimulating online presentations with a modest financial investment.

**Sponsorship Benefits:**

- Coordination and facilitation of all webinar logistics for a one hour event including registration
- Introduction of event by Government Executive and/or moderator for webinar
- Management of joint marketing efforts targeting segments of *Government Executive* readership to drive webinar attendance; including, but not limited to:
  - Email invitations
  - Email newsletter sponsorships
  - Web banner ads
- One time use of registration list for post-event follow-up (includes all registrants and attendees)
- Post-event link to webinar archive on GovernmentExecutive.com

**"A la carte" Items:**

- Podcast of event hosted on GovernmentExecutive.com
- Executive Summary of event presentations/findings (2-page spread in *Government Executive*)

**72%** OF SENIOR BUSINESS DECISION-MAKERS AGREE THAT WEBINARS ARE A CONVENIENT WAY TO LEARN ABOUT NEW PRODUCTS OR SERVICES IN THEIR INDUSTRY.

Source: Harris Interactive, Inc., 2006.

INVESTMENT: \$30,000

For more information, contact your account director or Hilery Sirpis at 202.266.7332 or [hsirpis@govexec.com](mailto:hsirpis@govexec.com)

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