



### REACH THE HIGHEST QUALITY AUDIENCE IN THE MARKET

Our premium briefings offer high-impact lead generation and branding toward the most powerful audiences of federal decision makers available. Briefings feature on average 100-125 federal executives engaging in conversation with prominent leaders on pressing federal issues.

Our Leadership Briefing events consistently draw the highest quality federal audiences in the market—over 95% of registrants are federal decision makers, 88% of whom are grade level GS-13 or above.<sup>1</sup>

### THE HUMAN CAPITAL CHALLENGE

February 7, 2012  
National Press Club

Even amid a growing debate about the size, scope, and price of the federal workforce, government agencies are working to quicken hiring processes, fill mission-critical jobs, and improve retention rates. These focused efforts demonstrate the importance of the government’s human capital challenge, regardless of political climate. How are agencies handling hiring reform initiatives and attracting workers to government service in this new landscape? What tools can managers use to motivate and retain their workforce?

Join Government Executive on Feb. 7 to explore the outlook for the human capital challenge in 2012.

### CONFIRMED SPEAKER

JOHN SEPULVEDA  
Assistant Secretary for Human Resources and Administration and Chief Human Capital Officer, Department of Veterans Affairs

### MODERATOR

TOM SHOOP  
Vice President and Editor in Chief, Government Executive Media Group

### MARKETING BENEFITS

- 10 invitations for your company employees
- Logo on all briefing promotion
- Logo on all event signs
- Recognition from podium
- Literature placement on attendee chairs
- Event attendee postal mailing list (one time use)

### Premier Underwriter Opportunity

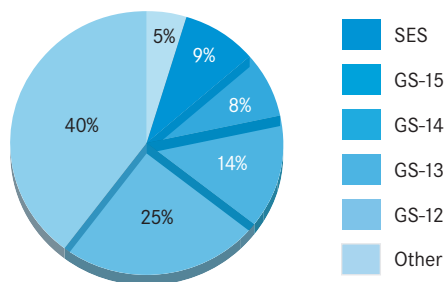
In addition to the above benefits:

- Opportunity for company representative to provide welcome remarks
- Premier logo placement on all event signage

“Thank you for a truly stellar event. Everyone on the Microsoft team was thrilled...**YOU CLEARLY KNOW HOW TO ATTRACT AN EXECUTIVE AUDIENCE.**”

—Federal Marketing Manager  
Microsoft Corporation

### OUR UNMATCHED AUDIENCE PROFILE



**95%**  
of registrants are federal employees<sup>1</sup>

<sup>1</sup> Average based on Government Executive Event Registration Data, 2010.

<sup>2</sup> Market Connections, Inc. 2009-2010.

**UNDERWRITER BENEFITS**

Gain powerful thought leadership positioning, exceptional lead generation and unmatched reach toward the most senior federal audience available.

PACKAGES			
MARKETING BENEFITS	EXCLUSIVE	PREMIER	CLASSIC
<b>EVENT ATTENDANCE &amp; SPEAKING BENEFITS</b>			
10 invitations for your company employees or non-government guests	◆	◆	◆
1 reserved seat at head table	◆	◆	◆
1 additional seat at head table	◆	◆	
Opportunity for company representative to give welcome remarks	◆	◆	
<b>BRANDING/THOUGHT LEADERSHIP BENEFITS</b>			
Logo on all event promotional communications	◆	◆	◆
Logo on event registration page	◆	◆	◆
Logo on event signage	◆	◆	◆
Recognition from podium	◆	◆	◆
Literature placement on attendee chairs	◆	◆	◆
Premium logo placement on event signage	◆	◆	
Dedicated sign with logo at event	◆	◆	
Exclusive logo placement on audience polling slides (when polling is used)	◆	◆	
Exclusive recognition in email invitation sent to <i>Government Executive</i> subscribers for event	◆		
Exclusive recognition in event media advisory distributed by Government Executive Media Group	◆		
<b>LEAD GENERATION/PROMOTION OPPORTUNITIES</b>			
Post-event marketing analytics report	◆	◆	◆
Event registration list (one time use)	◆	◆	◆
Post event lead nurturing email sent to all registrants (includes event summary & client message)	◆		
<b>INVESTMENT</b>	<b>\$30,000</b>	<b>\$12,000</b>	<b>\$8,000</b>