

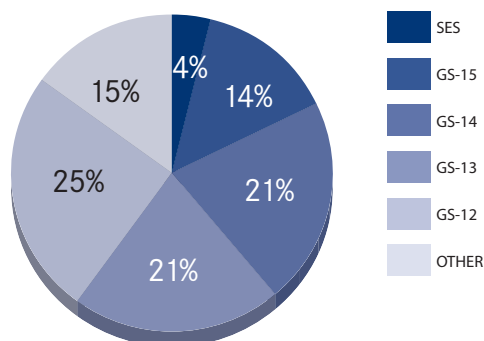


DEMONSTRATE YOUR LEADERSHIP

GBC's custom research program will help you:

- Position your company as a thought leader around the most pressing challenges facing federal managers.
- Place your capabilities and solutions directly in front of federal managers who are actively seeking advice and solutions in your targeted center.
- Cultivate a pipeline of highly qualified leads for your federal sales team.

Recent Custom Poll Respondants¹



¹2011 GBC Custom Poll Respondants.

CUSTOM POLL PLATFORM

Establishing credibility with federal decision makers begins by understanding and quantifying the challenges that agencies face. The custom research solutions of the GBC do just this through their Custom Poll platform. By leveraging *Government Executive's* senior level readership, the GBC will identify the most common "pain points" at federal agencies on a selected topic. Your poll will be deployed with a one day Welcome Tile ad placement on either GovExec.com or Nextgov.com. The GBC will then apply its quantitative and qualitative expertise to create a customized report hosted on your website and GovExec.com through 2011 and promoted with a strategic lead generation campaign.

RECENT CUSTOM POLL SURVEY TOPICS:

POLL TOPIC	POLL RESPONSES	DEPLOYMENT
Cyber Security Awareness: From the Program Manager's Perspective	174	Nextgov.com
Assessing the Challenges of Recruiting and Hiring the Federal Workforce	294	GovExec.com
Work from Anywhere: Collaboration and Communication Across Locations	251	GovExec.com

CUSTOM PROGRAMS INCLUDE:

CONTENT

- Consultation to frame a federal business challenge relevant to your company's expertise or solutions.
- Quantitative short online poll of GovExec.com readers involved in the business challenge being studied executed via Welcome Tile ad placement.
- Option for either 10-15 page research report (PowerPoint) or 3-4 page Research Brief (.PDF) for posting on your website and use in marketing collateral.

DELIVERY

- Report (either format) posted on GovExec.com through 2011, and on the GBC homepage for at least one year.

LEAD GENERATION

Highly qualified lead database provided to you which includes:

- All online visitors who register to download the research.
- Option to develop custom promotional campaign for your results leveraging 2 Welcome Tile ad placements.