



2011 Government Customer Support Conference

Exhibitor Opportunities

Dear Colleagues and Friends,

Be one of the ten exhibitors at GCSC 2011 and market your products and services at one of THE most targeted Government Help Desk, Contact Center and Service Portal conferences in the public sector. There are a limited number of exclusive sponsorship opportunities. Hurry – every spot in our conference sells out, and spaces are going to go quickly. **Contact us before they are all taken!**

Meet with key people from Government agencies at the State, Local and Federal levels at the 10th Annual Government Customer Support Conference (GCSC) April 14-15 at the Hilton Old Town in Alexandria, VA. We have developed a culture at our conferences that facilitates and encourages the development of positive relationships between practitioners and sponsors in a very intimate setting. This is an unsurpassed way to create a win for everyone involved – the attendees learn about the products and services to make their jobs easier and enable delivery of advanced support services and the sponsors form meaningful relationships with attendees for future and ongoing relationships.

This year, we are putting a focus on leadership, communication, technology enhancements and embracing change. This is a crucial year for change. We need to find better and more efficient ways to deliver customer service by improved technology usage, motivating teams and advancing processes. You can help attendees reach for and attain their goals by delivering superior education about your products and services during exhibit hours, on breaks and at evening networking gatherings.

We feel strongly that all vendors should have an opportunity to sponsor an event with such an extremely targeted audience made up of key decision makers. We are offering an a la carte selection of investment opportunities. There are sponsorship opportunities from \$500 - \$5,500 so everyone can find something that will fit their budgetary requirements.

Why Exhibit?

The Government Customer Support Conference and Expo, in its 10th year, has been rated by the attendees as an event rich with very pertinent content having high quality speakers covering the major aspects of service and support in the Government. Last year was our best and most highly rated event yet and we intend to be better in 2011!

We deliver one of the most targeted events in this space, focused entirely on the educational and networking experience for our attendees. Our attendees come back year after year, demonstrating their appreciation for an event that is worth their time and investment. The 10th Annual Government Customer Support Conference and Expo 2011 represents one of the best opportunities for your company to directly connect and form intimate relationships with decision-makers as they make critical purchasing decisions on service and support solutions for their organizations.

What will be done to create a blended community and increase your exposure?

We believe that when vendors participate in sessions they will improve their product and service offerings through a better understanding of the attendees' needs and be better able to serve our attendees and the industry.

- Vendors, who have sponsored the event, investing a minimum of \$4500.00, may have **one staff attend any and all sessions at no extra cost.**
- Vendors may **attend the Mastermind Sessions** and actively participate in these intimate discussions. If they have purchased the appropriate sponsorship or can drive attendees to the conference using their marketing lists and customer relationships, vendors can lead a Mastermind discussion group.
- We will enthusiastically help you arrange for a **user group meeting onsite.** You must let us know in advance so we can make the necessary arrangements, publicize the meeting if possible, and be sure the details are posted when people arrive.
- Maximum exposure to attendees will be afforded with **lunches held in the exhibitor area.** The exhibitor area will be **open during the entire event.** You may stay in your exhibit area the entire time but we encourage you to attend sessions during slow periods. We also offer allocated time both days to encourage one-on-one time with the attendees who have an interest in your products and services.
- **The exhibitor area is in the General Session room** for easy access by the attendees.
- You will gain visibility in front of our audience by **introducing speakers** during the conference sessions.
- **Sign up for / attend networking activities** both within the conference and outside (tour or dinner groups) for **building long lasting relationships** with attendees in non-sales environments. We will help to introduce you to groups that plan annual sight-seeing outings during the conference.

How to get involved

The sponsorship opportunities described on the detailed exhibitor webpage provide easy and cost-effective ways to get your company name and image noticed by the many key-decision makers attending the conference. Check out the variety of proven sponsorship opportunities to increase your visibility and impact designed to accommodate any budget at: www.governmentconference.com.

Email us at GCS@HTHTS.com to sign up for the best sponsorship option for your company.

I am excited to have you be one of the exclusive sponsors and look forward to hearing from you soon.

Sincerely,

Ivy Meadors
CEO
High Tech High Touch Solutions, Inc.

CONTACT US WITH ANY QUESTIONS: EMAIL GCS@HTHTS.COM OR CALL 425-398-9292.



The 2011 GCSC

Detailed Exhibitor Opportunities

Table Top Sponsorship Opportunities

Sponsorship opportunities:

BEST OPTION!! Only 10 Spots Available!

Table Top Exhibit Space: \$4500.00

- One of only ten sponsors with prime access to attendees
- Your corporate logo featured on our conference sponsor page with a cross link to your website
- Your company name and cross link will appear in each of our eSharings newsletters that goes out to 10,000 names prior to the conference
- Exhibit area is in the general session room to allow maximum interaction with attendees
- Table top package set up is a 6 foot skirted table, 2 chairs and a wastebasket (Additional \$35 will be charged by the hotel for the table top package)
Place a pop-up board behind your table for greater visibility
- Demonstrate products using laptops, monitors, etc., at your tabletop exhibit space (Power and Internet connections are available to rent from the hotel)

Corporate Literature: Display of corporate literature is encouraged as well as handouts that include templates, hints, tips, resources, white papers, etc.

Staff Passes: Vendors who sponsor the event, investing a minimum of \$4500.00 may have one staff attend any and all sessions at no extra cost. This is a value of \$1395.00. Any additional staff must purchase a pass available at a sponsor discount for \$1095.00. This offer is not transferable to prospects, customers, etc.

PROMOTIONAL AND A LA CARTE ITEMS

Marketing / Promotional Sponsorship Opportunities

| Marketing / Promotional Sponsorship Opportunities | Investment |
|---|------------|
| <p>Best Option! Conference Proceedings Flash Drives: (Limited to 1 Sponsor)</p> <ul style="list-style-type: none"> Place your logo on the outside of Flash Drive for the highest visibility Place your corporate literature and/or white papers on the Flash Drive Make a lasting impression! Attendees keep the flash drives long after the conference ends – your logo and message will be brought home with them | \$2195 |
| <p>Conference Folder Advertisement: (Limited to 1 Sponsor)</p> <ul style="list-style-type: none"> Be the only sponsor to advertise as a virtual billboard on the back of the conference folder! Utilize the back of the conference folder (replaces conference bag) by including an advertisement or logo placement Continually increase your exposure during the conference as the folder will be seen in the hands of all attendees throughout the conference <p>NOTE: Advertisement must be a sticker for placement on the folder. Sponsor must initiate and create advertisement. All content must be approved by HTHTS prior to the advertising.</p> | \$695 |
| <p>Sells out fast!</p> <p>Conference Folder Sponsor Insert: (Limited to 4 Sponsors)</p> <ul style="list-style-type: none"> Take advantage of this highly visible sponsorship opportunity to be one of 4 vendors who will have marketing collateral inserted in the conference folders. Boost awareness of your company and its offerings Provide a one page document, advertisement, white paper, CD, etc., to place in conference folder | \$495 |
| <p>Pre or Post Show E-mailing to Attendee List: GREAT VALUE!</p> <p>Pre and post-show e-mailings for \$1095.00 is available for purchase.</p> <ul style="list-style-type: none"> Increase your company's awareness to attendees Stay fresh in attendees minds after the conference ends Take this opportunity to invite attendees to a future learning event – i.e. webinar, tele-seminar, etc. Capitalize on leads by encouraging attendees to reach out to you for information through other touch points <p>Note: Sponsors must initiate work effort if they select this option. HTHTS must approve content prior to the emailing.</p> <p>NOTE: Sponsor MUST have a minimum of \$4500 investment to purchase this sponsorship</p> | \$1095 |

Event Session Sponsorship Opportunities

| Event Session Sponsorship Opportunities | Investment |
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| <p>Mastermind Session: BUILD LASTING RELATIONSHIPS!</p> <p>Mastermind Sessions are networking sessions where there are several topics in one room and each topic has their own table and facilitator. Mastermind sessions are among our most popular and best liked sessions!</p> <ul style="list-style-type: none"> • Submit a highly advanced, experienced individuals from your company to facilitate one mastermind round table session • Make one on one contacts for lasting relationships with 6 to 10 participants at your mastermind session • Attract participants that are among the most interested at the conference on the topic you provided • Lead and encourage idea sharing and conversation within your mastermind session • Increase awareness and benefits of your topic in a non-sales environment • Provide specific resources to the participants on the mastermind topic • Encourage an exchange of business cards so mastermind group can stay in contact long after the conference is over <p>NOTE: Topic will be considered and approved by conference advisory board. Mastermind leaders must meet specific criteria to have this opportunity. These sessions are lead by highly advanced, experienced individuals on topics which they are considered experts.</p> | <p style="text-align: center;">\$995 as an “a la carte” option</p> <p style="text-align: center;">or</p> <p style="text-align: center;">\$495 with a minimum investment level of \$4500</p> |
| <p>Sponsor Session Speakers:</p> <ul style="list-style-type: none"> • Catch the attendee’s undivided attention by sponsoring a session speaker • Gain additional exposure by introducing the session speaker • Place marketing collateral on the chairs in the conference session room during the speech • Receive added visibility through email, web, and onsite marketing • Present a 2 minute overview of your product offerings at the start of the session. <p>NOTE: Speaker selection will be determined by HTHTS, Inc. Upon request, we will forward you a link to the conference agenda for your review. If available, you can sponsor a session based on topic, technology area, etc.</p> | <p style="text-align: center;">\$1095</p> |
| <p>Sponsor Featured Keynote Speakers:</p> <ul style="list-style-type: none"> • Catch the attendee’s undivided attention by sponsoring the featured keynote speaker. • Gain additional exposure by introducing the keynote speaker • Place marketing collateral on the chairs in the general session room during the keynote • Receive added visibility through email, web, and onsite marketing • Hang a banner behind the stage where the speaker is presenting • Present a 2 minute overview of your product offerings at the start of the session. | <p style="text-align: center;">Call for details</p> |

Reception / Meal Sponsorship Opportunities

| Reception / Meal Sponsorship Opportunities | Investment |
|---|---|
| <p>Awards Ceremony Luncheon: (Thursday Only)</p> <ul style="list-style-type: none"> • Increase your exposure to the general conference audience • Put your product or service in the spotlight by hosting the awards ceremony conference luncheon • Pre show advertising through online conference website • Gain visibility at the conference through signage, exposure on the conference website, and collateral distribution and networking opportunities within the luncheon area • Placing marketing collateral and / or goodie bags on each attendee's seat • Collect business cards for a raffle drawing during the luncheon • Welcome and introduce your company during the first 5 minutes of the lunch • Hang a banner behind stage where awards ceremony is taking place • Place your logo on the lectern where awards ceremony will be delivered | <p>\$3295 (includes 1 day pass)</p> |
| <p>Conference Luncheon Sponsor: (Friday Only)</p> <ul style="list-style-type: none"> • Increase your exposure to the general conference audience • Put your product or service in the spotlight by hosting a conference luncheon • Pre show advertising through online conference website • Gain visibility at the conference through signage, exposure on the conference website, and collateral distribution and networking opportunities within the luncheon area • Placing marketing collateral and / or goodie bags on each attendee's seat • Collect business cards for a raffle drawing during the luncheon • Welcome and introduce your company during the first 5 minutes of the lunch | <p>\$2295</p> |
| <p>Conference Breakfast Sponsor:</p> <ul style="list-style-type: none"> • Host a conference breakfast and put your product or service in the spotlight • Be the first thing the attendees wake up to! • Place marketing collateral and / or goodie bags on each attendee's seat • Pre show advertising through online conference website • Gain visibility at the conference through signage, exposure on the conference website, and collateral distribution and networking opportunities within the breakfast area • Logo placement prominently in on-site signage right next to the coffee station | <p>\$995</p> |
| <p>Afternoon Refreshment Break Sponsor:</p> <ul style="list-style-type: none"> • Exclusive opportunity for your company to sponsor the afternoon coffee breaks throughout the conference • Pre show advertising through online conference website • Gain extra exposure by placing marketing collateral on a literature table • Gain visibility at the conference through signage, exposure on the conference website and collateral distribution <p>Note: You are welcome to upgrade breaks (i.e. Smoothie station, ice cream sundae stations, pretzels, themed break, etc.) for an additional cost.</p> | <p>\$495 each</p> |