



# CLOUD & VIRTUALIZATION CONFERENCE

OCTOBER 22-23, 2012  
GRAND HYATT WASHINGTON  
WASHINGTON, D.C.

**GOVCLLOUDCONFERENCE.COM**

**DELIVER STRATEGIES AND  
SOLUTIONS FOR A SECURE,  
RELIABLE AND COST-EFFECTIVE  
CLOUD COMPUTING ENVIRONMENT**

**THOUGHT LEADERSHIP AND SPONSORSHIP OPPORTUNITIES**

CO-LOCATED WITH:



CYBERSECURITY  
CONFERENCE



MOBILE  
GOVERNMENT  
CONFERENCE

PRODUCED BY

 1105 MEDIA

OFFICIAL PUBLICATIONS:

**Federal Computer**  
WEEK

**GCN**  
GOVERNMENT COMPUTING NEWS

**Washington Technology**

**DEFENSESYSTEMS**  
KNOWLEDGE TECHNOLOGIES AND NET-CENTRIC WARFARE

**Federal Employees**  
News Digest



## CONNECT WITH TOP GOVERNMENT IT BUYERS SEEKING CLOUD AND VIRTUALIZATION SOLUTIONS

Cloud computing and virtualization is rapidly changing IT architectures in government. There are significant concerns with controls over data, security, implementation, procurement, reliability and more. The Cloud & Virtualization Conference will look at the latest issues facing the federal government and best practices presented by agencies at the forefront of the cloud model.

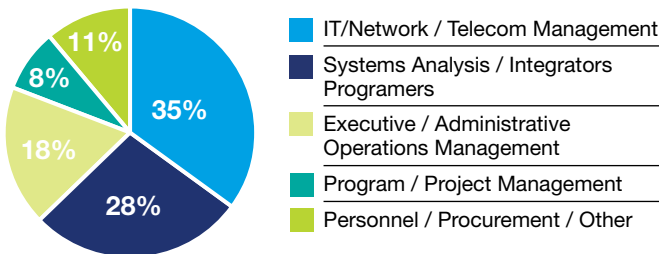
*This two-day event features a conference and expo that focus on:*

- Using Cloud and Virtualization Techniques to Create an Efficient, Secure and Cost Effective Computing Environment
- Future Trends – How Cloud and Virtualization Will Continue to Change Government
- Cloud First and FedRAMP
- Virtualization and the Evolving Data Center
- Cloud Strategy for Transformation, Coordination and Implementation
- Security Optimization in Cloud and Virtual Environments
- Innovative Procurement Models for Cloud and Virtualization Solutions

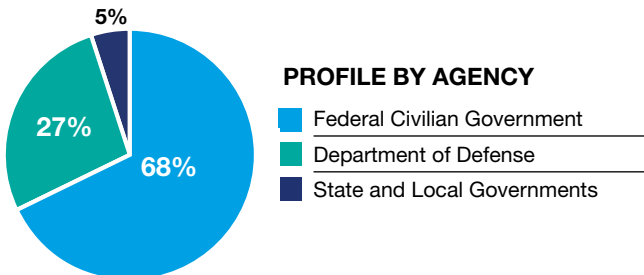
### TOP TECHNOLOGIES ATTENDEES SEEK

- Networking
- Client Based
- Security
- Database Management
- Datacenters
- Storage
- SaaS
- Virtualization
- Web Services
- Virtual Appliances
- Hardware
- Platforms

### PROFILE BY TITLE



### PROFILE BY AGENCY



### SPECIAL FEATURES:

- Keynote held in the Exhibit Hall
- Meet-the-Geek Round Tables

### BONUS ATTENDANCE EXPECTED! CO-LOCATED WITH:



CYBERSECURITY  
CONFERENCE



MOBILE  
GOVERNMENT  
CONFERENCE

## RESERVE YOUR SPOT TODAY!

- COMPANIES A-E** Ann Belz ■ (603) 714-4114 ■ [abelz@1105media.com](mailto:abelz@1105media.com)  
**COMPANIES F-O** Louis Helms ■ (703) 876-5116 ■ [lhelms@1105media.com](mailto:lhelms@1105media.com)  
**COMPANIES P-Z, #'S** Patrick Gallagher ■ (617) 512-6656 ■ [pgallagher@1105media.com](mailto:pgallagher@1105media.com)

## LIMITED SPEAKING AND SPONSORSHIP OPPORTUNITIES

At all of our conferences, 1105 Media offers an array of speaking and sponsorship opportunities that create maximum exposure for your organization. Our sponsorship options range from a basic booth package to a customized sponsorship package including conference speaking and panel session opportunities. Our sales team is also ready to work with your organization to craft a unique sponsorship opportunity based on your marketing goals.

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### KEYNOTE SPONSORSHIP \$12,500 WITH BOOTH PACKAGE

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Basic Booth Package, plus:

- 2-minute speaker introduction by a senior executive of sponsoring company
- Logo featured on keynote signage
- Logo featured on walk-in slide prior to presentation
- Literature distributed on the chairs during the keynote presentation
- Logo with link on keynote and sponsors' website pages
- Logo by keynote and sponsors' pages in the conference program guide and onsite signage
- Enhanced program guide listing (shaded call out that includes company logo) for sponsor's online listing
- VIP seating for up to ten (10) employees, customers and guests at the keynote presentation
- Full page 4-color ad in conference program guide
- Two (2) "Meet-the-Geek" luncheon round table opportunities

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### SOLUTION SESSION \$10,500 WITH BOOTH PACKAGE

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The Solution Sessions are 45-minute education sessions located inside the exhibit hall theaters. While content is not reviewed by the content team, it is highly recommended that Solution Sessions are on relevant topics and remain highly educational.

Basic Booth Package, plus:

- One (1) 45-minute session
- Lead report of session attendees
- Sponsor logo on session signage
- Sponsorship logo on slide as people enter and leave the Solution Session
- Literature distributed on session seating
- Two (2) full conference passes (over and above the passes provided in the Basic Booth Package)
- Logo with link on session web page
- Logo and session description in program guide
- Two (2) "Meet-the-Geek" luncheon round table opportunities

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### CONFERENCE SPEAKING \$15,500 ROLE WITH BOOTH PACKAGE

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Upon the announcement of the Panel Sessions, one seat per panel will be open for sponsorship. These seats remain open for three (3) months only and are subject to approval by the conference advisory council. Seat sponsorship is open only to companies that can provide an executive or government client that is considered an expert and can add to the relevance of the content.

Basic Booth Package, plus:

- Potential to participate on the conference program
  - Must submit abstract
  - Government speakers to support abstract message highly recommended
  - Must be approved by Conference Advisory Council
- Two (2) full conference registrations (over and above the passes provided in the Basic Booth Package)
- Logo placement on all marketing materials including email blasts, program guide, conference website, identified as an event sponsor. Subject to production deadlines.
- Two (2) "Meet-the-Geek" luncheon round table opportunities

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### BASIC BOOTH PACKAGE \$5,500

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Events are held in ballrooms or meeting space that is carpeted. All exhibits are table-top with enough space to place a standard width pop-up (8' wide or less) behind the table.

- 8'w x 10'd table top exhibit area
- One (1) 6' table, 30" wide, draped, skirted, two chairs
- One (1) identification sign
- Carpeted exhibit space
- Two (2) full conference registrations and four (4) Exhibits Only Badges (additional full conference and exhibit only registrations beyond the complimentary allotment may be purchased at a discounted rate)
- Company listing in program guide (company name, logo, 50-word description, company URL)
- Company listing and logo on website (link to company homepage from exhibitor page of conference website)

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## ADDITIONAL OPPORTUNITIES

Designed to fit any budget, these sponsorship and promotional opportunities will maximize your ROI and ensure added exposure for your company.

### MEET-THE-GEEK PROGRAM \$1,500

The Meet-the-Geek program gives you the opportunity to interact directly with full conference attendees as part of the conference program, in a speed-dating-style luncheon event.

- Interaction with full conference attendees, during the conference program in a fun and lively setting
- Lead generation report, post-event, for those attendees to who participated in the Meet-the-Geek program
- Upgrade the Meet-the-Geek opportunity and be identified as prize sponsor for an additional \$500
- Inclusion in (2) Meet-the-Geek promotions to attendees pre-event
- Recognition with logo inclusion on the website, in the show program and on the signage

### SPONSORED BREAKFAST \$7,500

### ATTENDEE JOURNAL AND PEN \$5,000

### CONFERENCE BAG \$5,000

### EXECUTIVE BOARDROOM MEETING PACKAGE \$2,500

### CONFERENCE PROGRAM ADVERTISING STANDARD SPACES\*

Full Page	\$2,950
Half Page	\$1,950

### CONFERENCE PROGRAM ADVERTISING PREMIUM SPACES\*

Inside Front Cover	\$3,950	Opposite TOC	\$3,950
Back Cover	\$4,950	Page 1	\$6,500

### SCHEDULE-AT-GLANCE\*\*

#### MONDAY, OCTOBER 22 - CONFERENCE AND EXHIBIT HALL

7:30 AM - 5:30 PM	Registration
7:30 AM - 8:30 AM	Continental Breakfast**
8:30 AM - 9:30 AM	Opening Keynote Presentation
9:30 AM - 5:30 PM	Exhibit Hall Open
9:30 AM - 10:15 AM	Coffee Break Inside Exhibit Hall
10:15 AM - 12:30 PM	Conference Sessions**
10:15 AM - 4:00 PM	Free Education (Solutions Sessions) Inside the Exhibit Hall
12:45 PM - 1:45 PM	Keynote Presentation
1:45 PM - 4:30 PM	Conference Sessions**
4:30 PM - 5:30 PM	Networking Reception Inside the Exhibit Hall

\*\*Indicates open to Full Conference Attendees only, other events are open to all attendees.

#### TUESDAY, OCTOBER 23 - CONFERENCE ONLY

8:00 AM - 2:00 PM	Registration
8:00 AM - 8:45 AM	Exhibitor and Attendee Continental Breakfast Inside the Exhibit Hall
9:00 AM - 10:00 AM	Morning Plenary Session
10:00 AM - 12:45 PM	Conference Sessions
1:00 PM - 2:30 PM	Meet the Geek Program and Closing Luncheon

Schedule is subject to change.

### WEBSITE ADVERTISING (LEADERBOARD 728X90)

Interior Pages	\$3,500
Home Page	\$4,500

\* Advertising materials deadlines apply.

The Cybersecurity Conference brand is part of an esteemed portfolio of products such as *Federal Computer Week*, *GCN*, *Washington Technology*, *Defense Systems*, and *Federal Employee News Digest* which has long supported the Government IT community. Through our brands we understand the needs and concerns of the Government IT professional better than any other tradeshow or conference.

DON'T SEE WHAT YOU'RE  
LOOKING FOR, GIVE US A  
CALL AND WE'LL CREATE A  
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WORKS FOR YOU.

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