GovExec

Sales + Marketing Intelligence.

Two years of acquisitions to create the most powerful Sales and Marketing Intelligence tool.

GovExec

Government has never been more essential.

GovExec

> **Winning in the public sector is complex.**

1 Massive differentiation between the Federal, Defense + SLED markets.

2 A fragmented audience that is difficult to reach.

3 Giant opportunistic market of non-RFP purchases.

4 RFPs require pre-issue sales and marketing activity + legacy vendors win most of the time.

GovExec
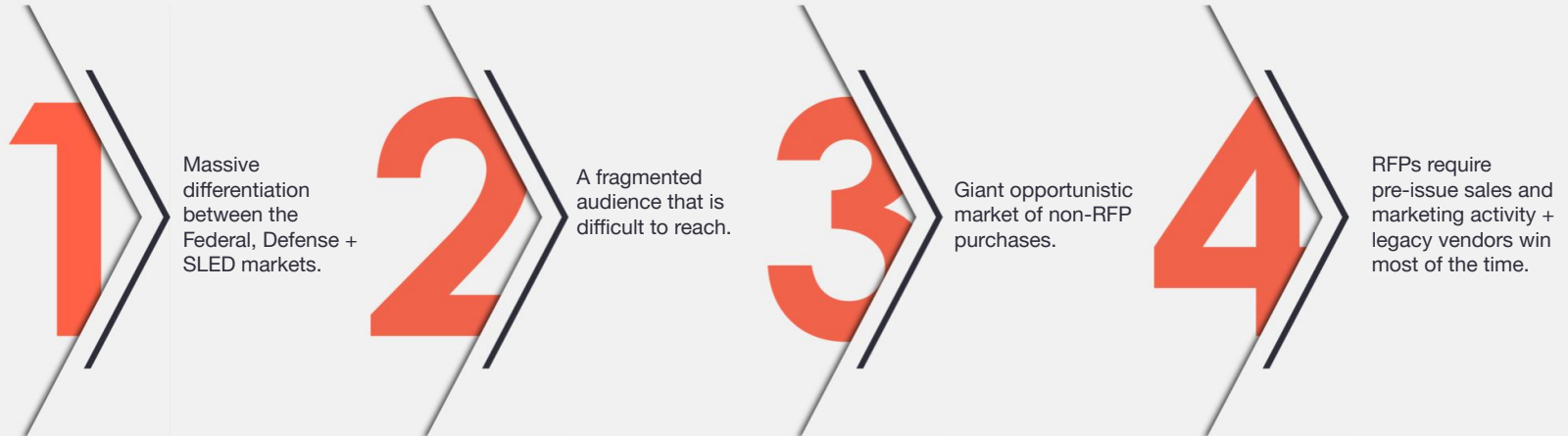
> **But the opportunity is worth it, and will continue to grow.**

Federal.

State + Local.

Defense.

$1.8 Trillion

2M+ Employees

455+ Agencies

$3.2 Trillion

19M+ Employees

90+ Distinct Agencies
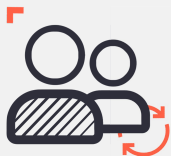
$732 Billion (2020)

2.2M+ Employees

24+ Distinct Agencies

GovExec

❯ A new model is reshaping the market.

Legacy model.

Relationship Based

In-Person Meetings

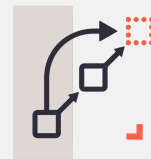Reactive to Market

Broad Based Approach

Evolved model.

Opportunity Based

Digital Interaction Based

Proactive to Market

Strategic / Targeted Approach

GovExec

Yet the stakes have never been higher.

20%
increase in companies vying for contracts.

11%
decrease in companies awarded.

90%
of the contracts go to the first company at the table.

GovExec

Imagine if you could be just 10% more effective in your sales process…

Two years of acquisitions to create the most powerful Sales and Marketing Intelligence tool.

FORECAST INTERNATIONAL	CJIS GROUP	GOVTRIBE	POWERALMANAC	News Service FLORIDA
THE ATLAS MarketEdge	THE ATLAS	PROFESSIONAL DEVELOPMENT ACADEMY WE MAKE LEADERS BETTER	FORECAST INTERNATIONAL	Market Connections™ Research you can act on.
MILITARY PERISCOPE	PUBLIC SECTOR 360	Government Marketing UNIVERSITY	CITY&STATE	Government Executive Media Group

GovExec

❯ The most powerful go-to market platform in government.

Offering End-to-End Solutions by Market (SLG/Federal/Defense)

	Pre-RFP Intent Data	RFP Data	Contact Data	Insights	Brands	Decision Influence
State + Local	✓	✓	✓	✓	✓	✓
Federal	✓	✓	✓	✓	✓	✓
Defense	✓	✓	✓	✓	✓	✓

GovExec

The Future of Lead Generation.

GovExec

> **Current Lead Gen Data.**

Raj Kapur
Program Liaison

Name
Email
Phone Number
Location
Agency
Job Function & Title
Grade/Rank

The Result: Superior Lead Intelligence.

GovExec

Raj Kapur
Program Liaison

Name
Email
Phone Number
Location
Agency
Job Function & Title
Grade/Rank

Prospect Intelligence
- Content preferences
- Top interests
- Event attendance
- Active RFP opportunities
- Awards they're managing
- Decision history
- Vendor preference

Agency Intelligence
- Decision team map
- Current installed base
- Program budgets
- Trending topics
- Lookalike buyers

GovExec

Intelligence delivers significant results.

Increase
number of active opportunities.

Improve
percentage win rate.

Raise
average deal value.

Reduce
average sales cycle.

Activate GovExec's influential public sector network through award-winning products.
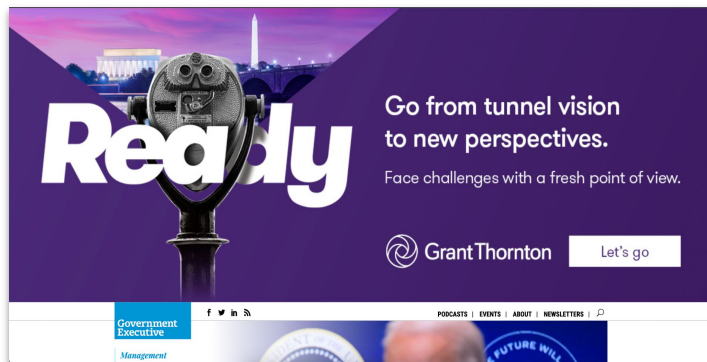
# Digital Offerings

Strategically designed for your brand to reach key government leaders.

GovExec curates powerful and captivating digital activations to reach every government decision-maker while they engage with content that matters to them.

PRODUCTS INCLUDE

- Welcome ads
- Homepage takeovers
- Run-of-site and run-of network
- Contextual run-of-site targeting
- Video units
- Catalyst units
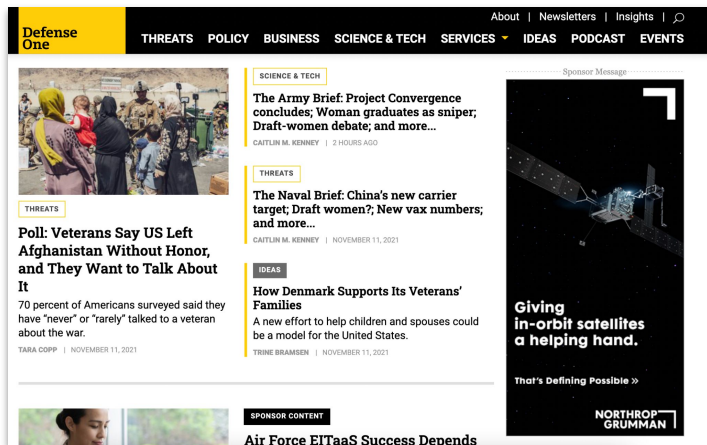
GovExec™

Demand Generation + Branding

Trusted, award-winning journalism drives results.

GovExec launches and deploys comprehensive go-to-market programs at scale, fueled by the largest database of engaged buyers in the public sector market.

PRODUCTS INCLUDE

- Editorial briefings
- Topic takeovers
- ABM and lead nurture programs
- Direct emails ("eBlasts")
- eNewsletters
- Content syndication

GovExec

workday.

Top 5 Takeaways:

How Analytics Can Take
State and Local Data to
the Next Level

Custom Content

More than content creation, building a
narrative that drives results.

GovExec's dynamic creative content division is
dedicated to executing innovative,
business-to-government campaigns, content
creation, publishing and amplification, marketing
strategy, and more.

PRODUCTS INCLUDE

- Whitepapers
- Social look-alike campaigns
- SME interviews
- Native advertising
- Custom microsites
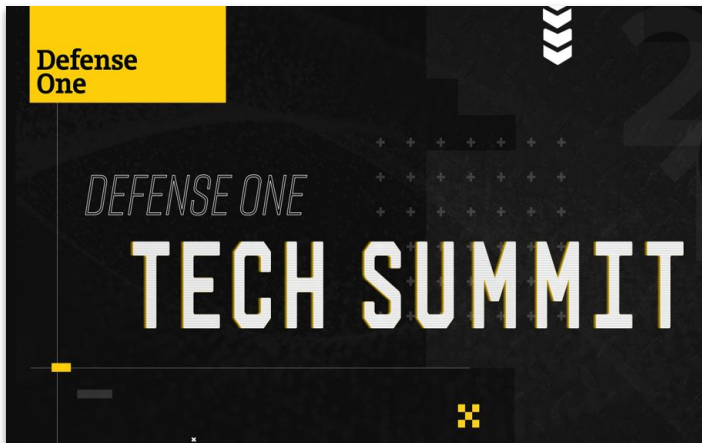
GovExec™

Events + GovExecTV

Drive thought leadership and unique
networking opportunities.

GovExec has been producing world-class events
end-to-end for the public sector since 1997. With
200+ events a year across the country, we bring
together key leaders and experts through our live
and digital programs.

PRODUCTS INCLUDE

- Multi-day, newsmaking tentpoles
- Tradeshow + conference activations
- Morning Forums + roundtable discussions
- White-label activations

GovExec™

Research + Insights

Leverage market intelligence
that fuels revenue growth.

Our data-driven B2B sales-growth engine leverages the research and insights required to build the right content, tools and experiences to address specific RFP requirements and key vendor criteria.

PRODUCTS INCLUDE

- Market analysis + GovTribe subscription
- Custom research reports
- Focus groups
- Leading Brands
- And many more.

GovExec 360

2024 Editorial Calendar

Overview

Events

Date	Event	Format
March	State of Defense Summit	Virtual
June	Defense Tech Summit	In-Person
Aug	DoD Cloud Workshop	In-Person
Sept	Defense Energetics Summit	Virtual
Nov	State of Defense Business Summit	In-Person

Editorial Briefings

Q1	Q2	Q3	Q4
Connect Everything: JADC2 & networks	Future of Naval Warfare (Sea-Air-Space)	Future of Cybersecurity	Future of the Army (AUSA eBook)
Asia-Pacific Outlook (IDOPACO Forum)	Missile Defense	C4ISR	Space Trends
State of Defense (March/April)	2025 Budget	Special Ops Technology	Training and Simulation
		Future of the Air Force (AFA eBook)	

Sponsored Tradeshow Packages*

Q1	Q2	Q3	Q4
• **SNA** ○ Early January • **Singapore Air Show** ○ Feb 20–25 • **AFA (Aurora, Colorado)** ○ Feb 12–14 • **Munich Security Conference** ○ Mid-February, no date yet • **AUSA Warfighter (Huntsville)** ○ March 27–29	• **Sea-Air-Space** ○ April 8–10 • **Space Symposium** ○ April 8–11 • **Modern Day Marine** ○ April 30–May 2 • **GEOINT** ○ May 5–8 • **SOF Week** ○ May 6–10 • **IISS Shangri-La Dialogue** ○ Singapore May 31–June 2 • **Globsec** ○ May/June	• **Aspen Security Forum** ○ July • **RIAT/Farnborough Air Show** ○ July 22–26 • **Space and Missile Defense Symposium** ○ Aug 6–8 • **AFA** ○ Sept 16–18	• **AUSA** ○ Oct 14–16 • **Halifax** ○ Nov 22–24 • **Reagan Forum** ○ Dec 6–7

*Includes 1 curtain-raiser article, 4 news articles, 1 wrap-up newsletter consisting of links to these. Client tagged with show name to create lander page. **Options:** Briefing (consisting of the 5 posts), D1 Radio episode.

Cornerstone Coverage

Q1	Q2	Q3	Q4
2025 Defense Budget	Naval Warfare	Air Warfare	Land Warfare
Indo-Pacom	Space	Military AI	Acquisition Trends
Genius Machines	Defense Workforce	Future Soldier Gear	Genius Machines
	Genius Machines	Genius Machines	

📝 Events

Date	Event	Format
Feb	Zero Trust Workshop **SOLD**	In Person
March	Generative AI Workshop	In Person
March	Cyber Defenders Workshop	Virtual
March	Pillars of Modernization Workshop	In Person
April	Health IT Workshop	In Person
May	Cyber Summit	Virtual
June	Supply Chain Workshop	Virtual
Aug	Data & Analytics Summit	Virtual
Aug	Identity Security Workshop	Virtual
Sept	Cyber Defenders 2 Workshop	In Person
Sept	Government and AI Summit	Virtual
Sept	Data Security Workshop	Virtual
Oct	Cloud Summit	Virtual
Dec	CX Workshop	Virtual

🔖 Cornerstone Coverage

Q1	Q2	Q3	Q4
IT Budget Coverage	FED 100	Energy/Infrastructure	Quantum
State of the Union	AI in Congress	Congress/Budget	The Year In Tech
Government Shutdown	Defense	Election Security	Veterans Day/VA
Homeland Security/Law Enforcement	Emerging Tech Leadership	GWACs	2025 Lookahead
Workplace AI		Space/Satellites	Next White House Administration/Congress

✉️ Pop-Up Newsletters

Q1-Q4	Description	Launch Date	Creative Date
Cybersecurity Update	Your biweekly guide to federal cybersecurity updates, including phishing attacks, ransomware, and more.	TBD	TBD
Advancements in AI	This biweekly newsletter will keep audiences up-to-date on everything they need to know about artificial intelligence developments in 2024.	TBD	TBD

Nextgov/FCW Magazine

Issue	Feature Article	Agency Spotlight	Tech Spotlight	Other Coverage
Jan/Feb	AI	Commerce	CX	
March	Homeland Security	Customs Border Patrol **SOLD**	Law Enforcement Tech	Service Branch Spotlights **SOLD**
April/May	Federal 100	DHS **SOLD**	Secure Storage **SOLD**	Tech Budget
June/July	R&D	Energy **SOLD**	Smart Grid	
August	Next-Gen Infrastructure	Transportation **SOLD**	Satellites	Smart Cities/ Connected Vehicles
Sept/Oct	Tech Policy/ Election 2024	NIST **SOLD**	Quantum **SOLD**	Biometric Security
Nov/Dec	Space	SSA **SOLD**	Workplace RPA/ML **SOLD**	Rising Stars

Editorial Briefings

Q1	Q2	Q3	Q4
Cx in Action	Law Enforcement Tech **(built-if-bought)**	Critical Infrastructure **(built-if-bought)**	EHRs/Health IT
Ai In The Workplace	Cyber Workforce	Space Tech	Next-Generation Computing **(built-if-bought)**
Built-if-bought			
			FedRamp

Events

Date	Event	Format
April	Health IT Workshop	April
July	Future of the Federal Workforce Summit	Virtual
July	Pay and Benefits Workshop	Virtual

Cornerstone Coverage

Q1	Q2	Q3	Q4
Fiscal 2024 Budget Outlook	Customer Service/CX	Federal Workforce	Open Season
President's Management Agenda	DEI in Government	Emergency/Disaster Management	Sustainable/Resilient Government
Labor Relations Outlook	Hybrid Work	Agency Transformations	Ethics, Transparency & Oversight

Pop-Up Newsletters

Q1-Q4	Description	Launch Date	Creative Date
Management Updates	The latest on management tips, tricks, and any updates that will affect organizations across government.	TBD	TBD
The Road to the 2024 Election	This biweekly newsletter focuses on the latest updates as we near the 2024 election, and a new presidential term.	TBD	TBD

Editorial Briefings

Q1	Q2	Q3	Q4
Understanding TSP Options	IRS Reforms & Hiring **(built-if-bought)**	USPS "Delivering for America" Plan	Open Season Guide
President's Management Agenda: Where It Stands	The State of Telework/Return-to-Office **(built-if-bought)**	Best Dates to Retire	Federal Employee Satisfaction Survey
Budget Proposal Outlook		Recruitment and Retention **(built-if-bought)**	Pay and Benefits Outlook

Events

Date	Event	Format
April	SLG Transportation Workshop	Virtual
May	Cyber Summit	Virtual
May	AI/Automation Workshop	Virtual
Aug	Data and Analytics Summit	Virtual
Aug	SLG Tech Infrastructure Workshop	Virtual
Sept	Data Security Workshop	Virtual
Oct	Workplace System Security Workshop	Virtual
Dec	CX Workshop	Virtual

Pop-Up Newsletters

Q1-Q4	Description	Launch Date	Creative Date
Cybersecurity	The latest on phishing attacks, as well as ransomware and other hazards facing the cyber space of state and local government.	TBD	TBD
Advancements in AI	Keep audiences up-to-date on everything they need to know about artificial intelligence developments affecting state and local governments.	TBD	TBD

Cornerstone Coverage

Q1	Q2	Q3	Q4
Workforce: Economic Development	Finance: Budgets & Taxes	Fraud & Oversight	Cybersecurity: Ransomware & Beyond
Cybersecurity: Employee Security	Housing	Resilience	Transportation
Public Health and Social Services	AI/Automation	Infrastructure/Roads & Bridges	Workforce: Upskilling and Reskilling
Social Media	Digital Equity: Broadband & Beyond	Security & Elections	Finance & Technology: Procurement trends

Editorial Briefings

Q1	Q2	Q3	Q4
Data and the Workforce	Taking the Reins	Regulating Social Media	Changes in State and Local Workforces
Cybersecurity	Public Finance (built-if-bought)	Chasing New Industry (built-if-bought)	Government and AI
Trust in Government	The Great Adaptation: Resilience, Data, and Infrastructure in the Wake of Climate Change	The Great Conversion: Rethinking Communities (built-if-bought)	The Rollout of EVs (built-if-bought)

Events

Date	Event	Format
Aug	Federal Health Summit (VA, HHS, DHA) **SOLD**	In-Person
Nov	CMMC Summit	In-Person
Jan	Power Breakfast: Doing Business with Space Force **SOLD**	
Feb	Power Breakfast: Doing Business with SSA **SOLD**	
Mar	Power Breakfast: Doing Business with the Navy **SOLD**	
April	Power Breakfast: Doing Business with VA **SOLD**	
May	Power Breakfast: Doing Business with DISA **SOLD**	
June	Power Breakfast: Doing Business with USDA **SOLD**	
July	Power Breakfast: Doing Business with Treasury **SOLD**	
Sept	Power Breakfast: Doing Business with NASA **SOLD**	
Oct	Power Breakfast: Doing Business with DHS **SOLD**	
Dec	Power Breakfast: Doing Business through Leading GWACs **SOLD**	

Cornerstone Coverage & Editorial Briefings

Q1	Q2	Q3	Q4
Opportunities in Quantum	Opportunities in CX	Infrastructure Update	CHIPS Act Update
NEW: Doing Business with Space Force	M&A Roundup	Top 100	Fast 50

Washington Technology TV

Q1	Q2	Q3	Q4
Market Outlook	DEI trends	CIO Insights - NOAA	CIO Insights - EPA
CIO Insights - FDA	CIO Insights - CDC	Emerging Tech	Election Fallout
M&A Trends	Top 100	Trends in Business Development	Year in Review

GovExec™

⟩ Ad Specifications.

| Display Dimensions	Government Executive	Defense One	Route Fifty	NextgovFCW	Washington Technology
Block: 300x250px	✓	✓	✓	✓	✓
Tower: 300 x 600px	✓	✓	✓	✓	✓
Leaderboard: 728 x 90px	✓	✓	✓	✓	✓
Billboard: 970 x 250px	✓	✓	✓	✓	✓
Mobile Site: 300 x 150px; 300 x 250px	✓	✓	✓	✓	✓
Mobile App: 414 x 50px; 375x50; 320x 50px	✓				
Welcome Ad: 640 x 480px	✓	✓	✓	✓	✓
Catalyst: 1200 x 475* *must be a site served .jpg/,png	✓	✓	✓	✓	✓
Video Cineflex HPTO: 1280 x 720px		✓			

Newsletter Specs: *Title, 50-75 words body copy & call to action with hyper-linked clickthrough URL. Click-trackers only are accepted.*

Technical Specs: *Image files or HTML5 accepted* | **Max file size:** 150K | **FPS:** 18-24

MOBILE

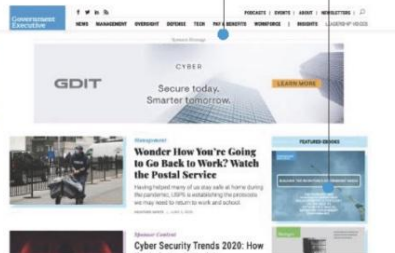**WELCOME AD**
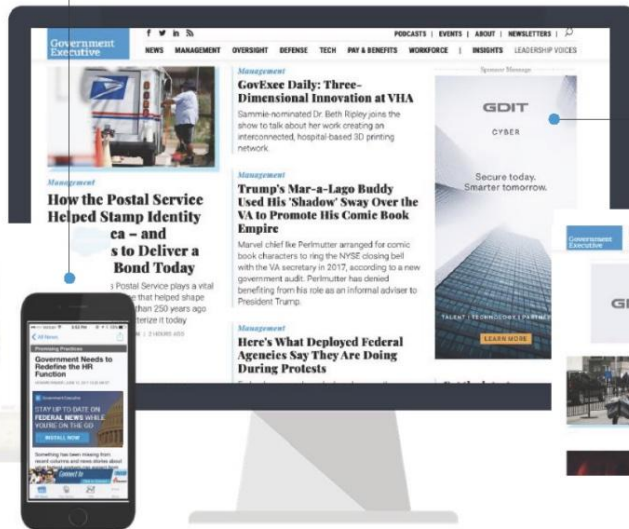
TOWER

BILLBOARD

BLOCK

DIGITAL SPECIFICATIONS

FORMATS ACCEPTED

We accept 3rd party and campaign manager tags for all placements except the catalysts

File types accepted: .gif, .jpg, .png. HTML5, Flash V9 or lower Rich media is accepted

DISPLAY DIMENSIONS

Block: 300x250
Tower: 300x600
Leaderboard: 728x90
Billboard: 970x250
Mobile App: 414x50, 375x50; 320x50
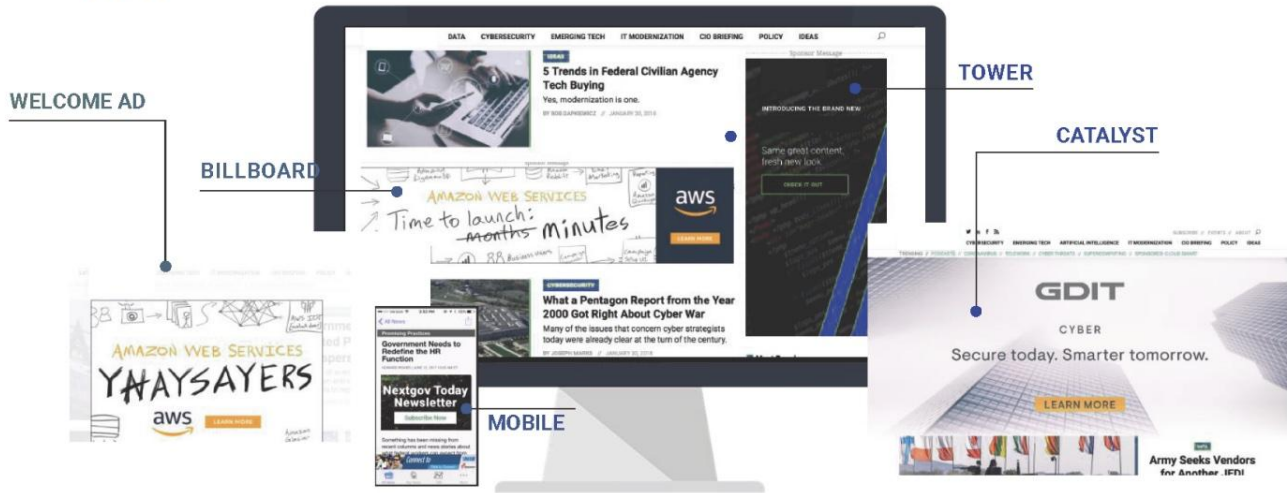**Mobile Site:** 300x150; 300x250
Welcome Ad: 640x480
Catalyst: 1200x475*
**must be a site served .jpg/.png*

TECHNICAL SPECS

Max file size: 150K
FPS: 18-24
Max Animation: 15-30 seconds
Max # of loops: unlimited

NEWSLETTER

Specs: *Title, 50-75 words body copy & call to action with hyper-linked clickthrough URL. Click-trackers only are accepted.*

NEXTGOV FCW

WELCOME AD

BILLBOARD

TOWER

CATALYST

MOBILE

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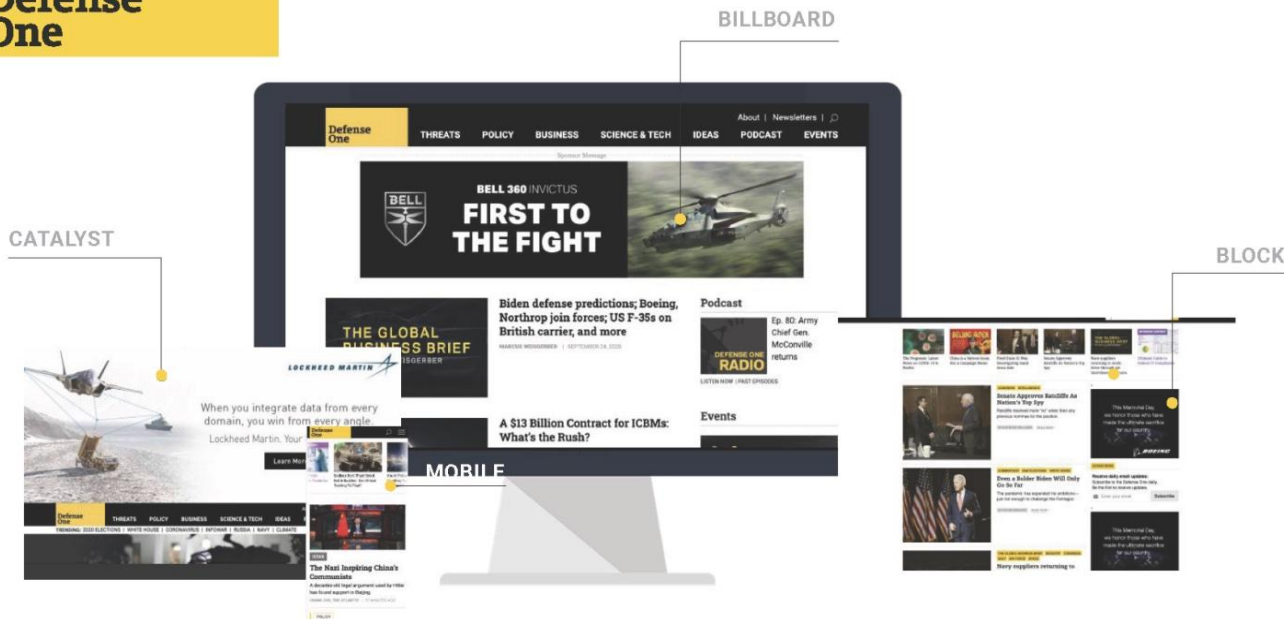*must be a site served .jpg/.png*

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Defense One

BILLBOARD

CATALYST

BLOCK

MOBILE

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Video Cineflex HPTO:
1280x720;
.MP4 and max file size is 20MB with a click/impression tracker
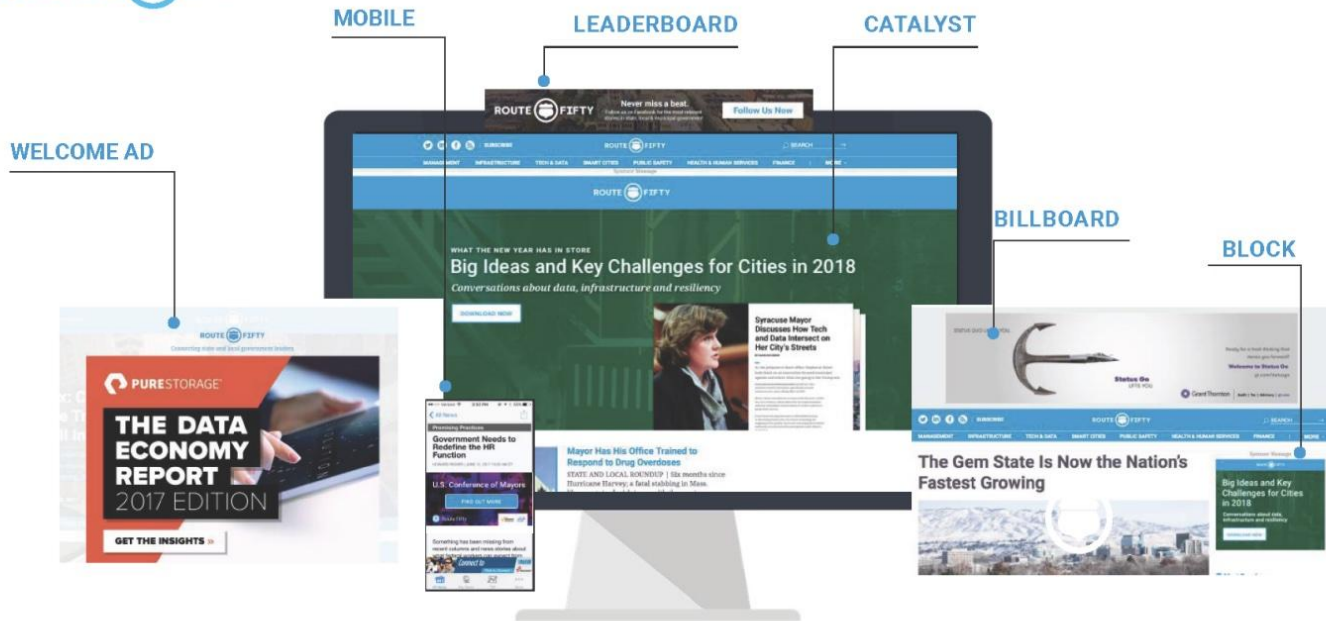
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ROUTE FIFTY

MOBILE

LEADERBOARD

CATALYST

WELCOME AD

BILLBOARD

BLOCK

DIGITAL SPECIFICATIONS

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Welcome Ad: 640x480
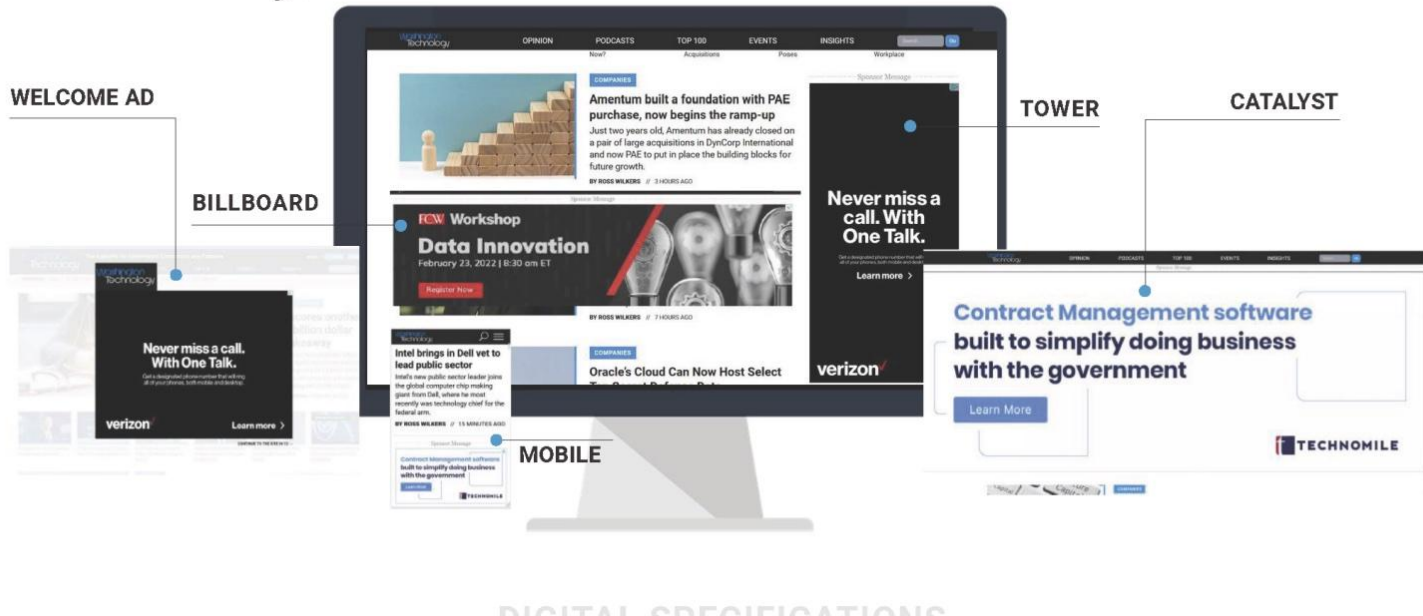**Catalyst:** 1200x475*
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Washington Technology

WELCOME AD

BILLBOARD

TOWER

CATALYST

MOBILE

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Thank You.