



GOVERNMENT TECHNOLOGY  
RESEARCH ALLIANCE

# SPONSOR LOGISTICS PACKET

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[WWW.GTRA.ORG](http://WWW.GTRA.ORG)  
[WWW.GTRACOUNCILMEETING.ORG](http://WWW.GTRACOUNCILMEETING.ORG)

**DELIVERABLES DUE BY MAY 1st, 2012: Send to ktompkins@gtra.org and CC jadynt@gtra.org**

- **COMPANY LOGO:** (please submit within 24 hours of confirmation for web promotion): Please email a high-resolution copy of your company logo (file format: .eps) to as soon as possible.
- **COMPANY BIO:** (please submit within 14 days of confirmation for web promotion): Please email your company bio (150 words or less) as soon as possible to be included in pre-event marketing, event brochure and website.
- **POINT OF CONTACT:** (please submit within 14 days of confirmation):  
(1) Please identify the point of contact you want us to coordinate all logistical and marketing details with and note anyone that you want us to CC on informative emails about the upcoming event.  
(2) Please also send us a customer point of contact for the event brochure and attendee contact list. This will be distributed to all government attendees so a specific person (INCLUDE: name, title, email, phone, mailing address) on your federal / government / sales team is the most appropriate.
- **BUSINESS MEETING TITLE:** if applicable (please submit within 14 days of confirmation for web promotion): Please email a title for your business meeting (5-10 words) to jadynt@gtra.org as soon possible to be included in pre-event marketing, event brochure and website.
- **BUSINESS MEETING ABSTRACT:** if applicable (please submit within 14 days of confirmation for web promotion): Please email a summary and/or bullets of your 30 minute business meeting presentation description that will be posted for government attendees to view prior to the event (50-100 words, NO SALES PITCHES!)
- **SOLUTIONS CATEGORIES:** (please submit within 14 days of confirmation): Please review the solutions categories HERE and select the solutions categories your company provides, and then submit the form. The grid is being printed in the event brochure distributed to all government attendees.
- **ATTENDING EXECUTIVES:** (please submit within 30 days of confirmation): Please email name, title, email address, business mailing address and phone number for each of your attending executives to jadynt@gtra.org so that an individual profile can be created in our registration system. Once the profiles have been created, you will receive individual links for each of your attendees where you will be able to confirm contact info, submit arrival and departure dates, special meal requests, etc.

**CASINO PRIZES:**

GTRA's popular Casino Theme Night, including Dinner & Entertainment, is an evening we are well-known for! We pass out faux cash for everyone to play with and at the end of the night chips are cashed in for a chance to win prizes. **ALL companies donate up to 5 branded promotional items (must be under \$40 value) which provides additional branding and exposure!** Some companies have custom made products for the "**Havana Nights**" Casino event, other companies just provide products they already have in stock – your choice! **Please let us know which items you plan to provide for your 1-5 prizes.** Below is a list of suggestions!

- Organizers
- Hats
- T-shirts
- Paper weights
- Business card holders
- Pen sets
- Tote bags
- Coffee mugs
- Water bottles
- Desk clocks
- Books
- Other promotional items you may already have in stock with your logo

Please ship these items to the shipping address to arrive no later than the Wednesday before the event's start date, or send them with your attendees to give us at registration and we'll take care of passing them out at casino night for you!

**IF YOUR PACKAGE INCLUDES SPEAKING:**

GTRA will discuss your speaking Session Title/Abstract/Learning Objectives on your Consulting Call with the Director of Research, Parham Eftekhari (parhame@gtra.org, phone number:773-857-2124.)

**\*\*PLEASE EMAIL THE INFORMATION BELOW WITHIN 14 DAYS FOR WEB PROMOTION:**

- Name/Title/Company Name: Speaker name, title, and Company Name as you would like it to read on all materials.
  - Speaker Photo: to be included in pre-event marketing, the event brochure and website
  - Long and Short Bio: Long BIO (250 words) for website and brochure; Short bio (30-seconds when read aloud) for your speaker introduction
- \*\* To add a speaking opportunity to your package please contact kellyy@gtra.org

**ADDITIONAL ATTENDEES:**

Additional executive passes may be added to your original package for just \$2,750 each! Please contact jadynt@gtra.org if interested.

**PACKAGE UPGRADES:**

PLASMA/LCD

Our AV vendor is renting out Plasma/LCD monitors that hook up to a laptop for additional visual aid during your boardroom meetings. Please email jadynt@gtra.org to place an order. Order must be received before the shipping cut-off date to avoid an additional "day of show" fee.

### **DAILY RATES:**

- 17" LCD Monitor \$150
- 19" LCD Monitor \$252
- 22" LCD Monitor \$300
- 42" Plasma Monitor (on rolling stand) \$540
- 50" Plasma Monitor \$540

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- \*\* To add a speaking opportunity to your package please contact kellyy@gtra.org

### **PROMOTIONAL OPPORTUNITIES:**

#### **BRANDED SPONSORSHIPS**

The items below are available for branded sponsorship to increase your visibility and enhance your exposure to government executives. These items are first come, first serve. Please email jadynt@gtra.org to claim a sponsorship or request a quote. You are free to keep any extra promotional items that are not distributed to attendees.

- **Registration Sponsor: \$799**  
This package includes sponsorship of Sunday's Registration area. This will be indicated on the official even agenda, as well as on branded signage that will be displayed in the registration area.
- **Welcome Luncheon Reception Sponsor - Mimosa/Bloody Mary Bar: \$1,999**  
This package includes sponsorship of Sunday's Mimosa/Bloody Mary Bar. This will be indicated on the official event agenda, as well as on branded signage that will be displayed on the beverage station during the break.
- **Monday or Tuesday Breakfast Sponsorship: \$799**  
This package includes sponsorship of either Monday or Tuesday's breakfast. This will be indicated on the official event agenda, as well as on branded signage that will be displayed.
- **Monday Networking Break sponsorship: \$1500**  
This package includes sponsorship of Monday's morning networking break. This will be indicated on the official event agenda, as well as on branded signage that will be displayed on the beverage station during the break.
- **Monday Casino Night Sponsorship: \$1,999**  
This Package includes sponsorship of Monday's Casino Night. This will be indicated on the official event agenda, as well as branded signage. You can also choose to brand casino chips and glassware!
- **Monday Afternoon Dessert Break Sponsorship: \$1,500**  
This package includes sponsorship of Monday's afternoon dessert break. This will be indicated on the official event agenda, as well as on branded signage that will be displayed on the dessert station during the break.
- **Tuesday Farewell Networking Reception Mimosa/Bloody Mary Bar: \$1,999**  
This package includes sponsorship of Tuesday's Mimosa/Bloody Mary Bar. This will be indicated on the official event agenda, as well as on branded signage that will be displayed on the beverage station during the break.
- **Golf Tournament Sponsorship: \$1,500**  
This package includes sponsorship of Tuesday afternoon's golf tournament, including branded golf balls and golf towels which will be distributed to all tournament participants. You are free to keep any extra balls and towels that are not distributed to participants.
- **Event Brochure Back Cover Full Page Advertisement: \$399**  
This package includes sponsorship of the Event Brochure Back Cover. This is a full-page advertisement that will placed on the back cover of the brochure.
- **Lanyard Sponsorship: SOLD OUT**
- **Pen Sponsorship: Pen Sponsorship: FREE!** (Free if you provide the product , \$599 (approx. pricing – please ask for quote) if we produce them for you)
- **iPod for Pre-Loaded Presentations: FREE** (Free if you provide the product, \$7500 (approx. pricing – please ask for quote) with our Apple partnership)
- **Travel Mug Sponsorship: FREE!** (Free if you provide the product, \$999 (approx. pricing – please ask for quote) if we produce them for you)
- **Baseball Cap Sponsorship: SOLD OUT**
- **Polo Shirt Sponsorship: Polo Shirt Sponsorship : FREE!** (Free if you provide the product, \$2000 (approx. pricing – please ask for quote) if we produce them for you)
- **Tote Bags: SOLD OUT**

Please email a list of which items you will be sponsoring and whether or not we will be producing them for you soon as possible so that we can ensure that your company is recognized during the prize giveaway.

**\*\*IMPORTANT:** Please forward tracking information if applicable so that we can ensure receipt!

**WISH LIST:**

The GTRA Wish List Service (included in your package) is a great service that allows you to give us a list of *additional* government attendees you would like us to invite to the event. These invitees are *in addition to the executives we have already confirmed*. This is a popular feature companies use to invite their clients or specific target audience within government. We do all the work getting invitations out, following up with them and securing their registration if they are available to attend!

**By the end of next week, please provide us your 'wish list' that includes each person's:**

- **Name**
- **Title**
- **Agency/Department**  
(Optional – it is quicker if you provide contact information, but we have an extensive database and can track them down if you don't feel comfortable providing this)

- **Phone**
- **Email**

(Note- GTRA does not sell its database to 3rd parties)

**HOTEL RESERVATIONS:**

Your hotel reservation is made for you when you register with GTRA! Our group has a discounted rate and reserved room block directly with the hotel. GTRA uses the arrival and departure information entered during the registration process to make lodging reservations for your attendees. Please email [jadynt@gtra.org](mailto:jadynt@gtra.org) to confirm or update check-in /check-out dates. You are welcome to arrive early or extend your stay; however, extra night accommodations are subject to standard hotel rates and billed to you directly upon checkout.

**DRIVING DIRECTIONS:**

Bedford Springs is located within a two-hour drive of Pittsburgh, Washington, DC, Baltimore and Harrisburg, PA. Philadelphia is just three hours to the east and New York City is a scenic four-hour drive.

**FROM PITTSBURGH - 90 minutes:** Take I-76 (PA Turnpike) East to Exit 146 (Bedford). Turn right onto Business Rt. 220. Go 4 miles to Bedford Springs Resort

**FROM PHILADELPHIA - 3 hours:** Take I-76 (PA Turnpike) West to Exit 146 (Bedford). Turn right onto Business Rt. 220. Go 4 miles to Bedford Springs Resort

**FROM WASHINGTON, DC - 2 hours:** Take I-270 North to I-70. Take I-70 West to I-76 (PA Turnpike). Take I-76 West to exit 146 (Bedford). Turn right onto Business Rt. 220. Go 4 miles to Bedford Springs Resort

**FROM BALTIMORE - 2 hours:** Take I-70 west to I-76 (PA Turnpike). Take I-76 to exit 146 (Bedford). Right onto Business Rt. 220. Go 4 miles to Bedford Springs Resort.

**VENUE INFO:****SHIPPING ADDRESS**

Bedford Springs Resort  
ATTN: GTRA/Dana Piccardo  
2138 Business Route 220  
Bedford, PA 15522  
814.623.8100  
<http://bedfordspringsresort.com>

**INVOICING:****D.C. HEADQUARTERS**

GTRA  
1701 Pennsylvania Ave, NW  
Suite 300  
Washington, DC 20006  
**FEIN #32-0236724**

**PAYABLE ADDRESS:**

ATTN: Kelly Yocum / GOVTEK  
John Hancock Center  
875 N Michigan Avenue  
Suite 3100  
Chicago, IL 60611

**WIRE TRANSFER****INFORMATION:**

Bank of America  
Washington, DC  
GOVtek LLC  
Routing: 026009593  
Account: 446010390102