

The “how to” company for selling
technology to government

ICG Government

State and Local Navigator Program

*One full day of real
data, real topics,
from real state CIOs.*

Just how big is the state
government IT market?

- An aggregate IT budget larger than the entire federal IT budget.
- Employees in this market: 17 million. In the federal market: 4 million.
- And, right now there are 21 states that have new governors eager to make a mark in their tenure.

It's big, and it can be complicated—with 50 very distinct “submarkets.” But it's an open, competitive market ready for the conquering. The State and Local Navigator Program gives you the tools and knowledge to succeed.



Milt Cooper, former President of CSC, passes on valuable advice to an ICG audience.



Tom Ridge, U.S. Secretary of Homeland Security, talks to attendees about the funding strategy for state and local IT.

Trying to tap the colossal state and local government IT market? Frustrated by the inconsistencies of the marketplace?

The State Navigator Program is the real deal—it's not just a “sit and get” where information is distributed and then you leave. It's a complete immersion in this fragmented marketplace, with an interactive program and plenty of chances to ask questions and get real answers.

REGISTER TODAY! Limited attendance ensures quality, don't delay!

When: October 1, 2003 **Where:** Hyatt Regency, Reston, VA

Cost: \$675 through September 1, \$775 after September 1

To register, go to www.icggov.com/navigator. Contact us at icg@icggov.com or 703-707-3691

THE PROGRAM - listen, learn, and ask questions at will

Morning program - a detailed market overview

- An extensive data overview on spending and trends. What's driving the funding, and what types of IT are states buying?
- Opportunities in the market. Current CIOs tell you how states are budgeting, what you can expect in RFPs, and more.

Afternoon program - the “how to” portion

- Developing a business plan. What should a government-targeted business plan include, and how do you make it work.
- The different procurement vehicles. From VARs to the GSA, an expert will walk you through the process.
- Making the most of your legislators. Should you spend money on lobbying? Should you get involved in election campaigns?
- Partnering strategies. Hear from industry experts on the best ways to choose the right partners for your company.
- Communicating with government officials. Tips to follow, and pitfalls to avoid, when marketing to government IT officials.

Wrap-up Networking Reception - Join us for drinks, food, and collaboration with your peers and faculty. (included in price)

“Outstanding! Provides the roadmap to successful business growth in the government market. Speakers were TOP notch - recognized, proven leaders.” - Jim Moody, PSS, Inc.

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Our Faculty — Each of our instructors has experience as a CIO, or legislator, in state or local government. And they are eager to help companies learn the ropes of a frustrating market with huge untapped potential.

- **Rock Regan**, CIO, State of Connecticut, former Pres. of NASCIO, current Chair of NASCIO Homeland Security Committee
- **David Sullivan**, CIO, Virginia Beach, Commonwealth of Virginia
- **Don Upson**, former Secretary of Technology, Commonwealth of Virginia
- **John Thomas Flynn**, former CIO, State of California and Commonwealth of Massachusetts, former Pres. of NASCIO
- **Jeannemarie Devolites**, member, Virginia House of Delegates
- **Rick Webb**, former CIO, State of North Carolina