



GOVERNING

THE RESOURCE FOR STATES AND LOCALITIES

...BECOME MORE CLOGGED, STATE... FOR CREATIVE SOLUTIONS. *The Kansas City Star*, June 20, 2006 * STATES SCRAMBLE TO FOLLOW FEDERAL MEDICAID ID LAW. *Stateline.org*, June 20, 2006 * NEW YORK NASSAU COUNTY'S CREDIT RATINGS BACK IN 'A' RANGE *The New York Times*, September 28, 2004 * STATES STEPPING IN WHERE THEY SEE FEDS FALTER. *Washington Post*, Sept. 13, 2005 * FLORIDA GOVERNOR BUSH SIGNS BILL FOR ENERGY REBATES. *Sun-Sentinel*, June 20, 2006 * STATES RUSH IN WHERE THE FEDS



GOVERNING
LIVE

GOVERNING Live

***GOVERNING'S PERSONAL, PRACTICAL, ESSENTIAL EVENTS PROVIDE SPONSORS WITH DIRECT ACCESS, EXCLUSIVITY, AND BROAD VISIBILITY IN THE STATE AND LOCAL GOVERNMENT MARKETPLACE.**

State, city and county government leaders attend **GOVERNING** conferences and other events to share innovative and effective ideas with their colleagues across the country, to learn what's working, what's not and how to better address the many challenges they face, and to celebrate and honor outstanding achievement. These conferences are a LIVE version of the award-winning magazine, bringing together the most successful public leaders with the writers and editors who produce the magazine.

- **ACCESS**
One-on-one access to high-level state and local government leaders within the executive and legislative branches of government.
- **EXCLUSIVITY**
A limited number of sponsorships guarantee exclusive access to a highly motivated audience – and is your ticket to one-on-one access to these public officials.
- **VISIBILITY**
Sponsoring a **GOVERNING** conference heightens your company's visibility in the state and local market.

GOVERNING *Live!*

2007 CONFERENCE AGENDA



Managing Technology
**May 30-
June 1**
Chicago
WESTIN ON MICHIGAN AVENUE



Managing Performance
**October
10-12**
New York
BROOKLYN BRIDGE MARRIOTT



**Public Officials
of the Year**
November
Washington, DC



**GOVERNING Live
Custom Events**
(DATE AND LOCATION TO BE
DETERMINED BASED ON YOUR
NEEDS AND SPONSORSHIP
AVAILABILITY)

MANAGING TECHNOLOGY

May 30-June 1, 2007 * Westin on Michigan Avenue * Chicago, IL

This is a unique national conference for senior government executives and legislative leaders, agency heads and program officers who are interested in improving the way their state, city or county makes decisions about acquiring and using technology. This conference offers government leaders the opportunity to come together across political, program and functional lines to explore these questions to a useful conclusion, sharing the relevant experiences of their colleagues and leading public officials.

- More than 200 state and local officials representing over 40 states are expected
- The conference attracts Chief Information Officers, Legislative Leaders and Cabinet Officials

MANAGING PERFORMANCE

October 10-12, 2007 * Brooklyn Bridge Marriott * New York, NY

This annual management conference for state and local leaders is **GOVERNING's** flagship conference. Attendees are senior government officials from virtually every state and many city and county governments who spend several days exchanging ideas and experiences on a wide range of topics related to the management of people, money, information technology and infrastructure.

- Over 400 state and local officials are expected
- Participants include Cabinet Members, Policy Advisers, Legislators, Program Executives, Mayors, City Managers and Finance Officials

PUBLIC OFFICIALS OF THE YEAR AWARDS

November 2007 * Washington, DC

Each year, **GOVERNING** honors a select number of public officials from state, city and county government as Public Officials of the Year. These individuals are profiled in the November issue of the magazine; the awards are presented at an invitation-only dinner in Washington, DC. A limited number of sponsorships are available for this event.

- Sponsorship provides your company the opportunity to align itself with the most prestigious, sought-after award in state and local government and the qualities of leadership, innovation and excellence it recognizes

GOVERNING LIVE CUSTOM EVENTS

Associate your organization exclusively with powerful events through a customized **GOVERNING** program developed to meet your marketing objectives and budget. Create memorable experiences and allow your organization's representatives to meet senior state and local officials *in person*.

- Address topics of particular interest to decision makers and influential officials that you want to reach[†]
- Select the location(s) that best suits your business development needs

[†]For more detail on **GOVERNING Live** customized programs, contact your sales representative.

SPONSORSHIP BENEFITS



GOVERNING Live events help position your company to extend its reach

- 300,000 **GOVERNING** readers through national print advertising
- 60,000 **GOVERNING.com** unique visitors a month, and 30,000 **GOVERNING.com** Daily readers through Web site visibility
- Thousands of top officials personally invited to **GOVERNING** events via mail and e-mail promotion
- Hundreds of people at typical events or in customized programs

GOVERNING Live events provide direct access to top officials

- Your representatives interact directly with attendees as full participants
- Contact information is provided to sponsors for direct follow-up

GOVERNING Live sponsorships are exclusive

- Limited numbers of sponsors are accepted for major events
- Customized events can be sponsored by your company alone

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