



Gov Events

WHERE GOVERNMENT GATHERS

2014 Promotional Advertising Packages

GovEvents.com

advertise@govevents.com

703.544.9147

Overview of GovEvents

GovEvents is the premiere web portal for Government & Military events worldwide. With tens of thousands of users—from government and military personnel, government contractors and vendors, to the government-event organizer community--GovEvents is the perfect venue to promote and advertise your events, products or services.

GovEvents is ideal for those looking to:

- Increase event registrations
- Secure exhibitors or sponsors for an upcoming event
- Promote a software, hardware or service solution
- Promote meeting space & hotel accommodations
- Sell promotional products or event logistics

Click here for [GovEvents' stats and demographics](#)



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Testimonials from Our Clients

GovEvents did their job and more! Utilizing their broad public sector and contractor network, GovEvents developed a creative campaign that reached the right people, resulting in close to double the number of survey responses I originally asked for!

-- **Lou Anne Brossman, President, Virtual Marketing**

GovEvents has always offered a variety of flexible promotional packages allowing us to work within any budget. More importantly, the promotional plans have been strategic, driven highly targeted leads for our campaigns, and increased event registrations, allowing us to show ROI to our clients and management quickly and accurately.

-- **Julie Denworth, Director of Marketing, Carahsoft Technology Corp.**

GovEvents was able to quickly develop and execute on a marketing plan to reach our target audience. This well-executed plan resulted in a marked increase in interest and enrollment, helping us reach our Road Tour goals.

-- **Jae Corey, Senior Events Manager, Deltek**

2014 Promotional Packages

Buy Now and Save Big!

Package Name	Package Value	Buy Now Savings!
Prime	\$6,250	\$5,000 (save over \$1,000)
Premier	\$10,250	\$7,500 (save over \$2,500)
Elite	\$14,625	\$10,000 (save over \$4,500)
Platinum	\$21,750	\$15,000 (save over \$6,500)
Social Media	\$6,500	\$5,000 (save over \$1,000)
A La Carte	Pick and choose the promotions you want	Starting at \$500

Prime Package

Components	Description
Dedicated Broadcast Email View Sample	<ul style="list-style-type: none">• Sent to 4,000. Selections include:<ul style="list-style-type: none">• Geographic region• Industry type (gov/mil, contractor/prime or both)• HTML provided by client
eNewsletter Feature View Sample	<ul style="list-style-type: none">• Sent to 55,000+ government and military personnel and government contractors/vendors.• Ad size 250x240
GovEvents Home Page Ad View Sample	<ul style="list-style-type: none">• 2-week cube ad on GovEvents Home Page (rotating)• Ad size 300x250

Investment: \$5,000 **Save Over \$1,000!** Package Value: \$6,250

Premier Package

Components	Description
Dedicated Broadcast Email View Sample	<ul style="list-style-type: none">• Sent to 5,000. Selections include:<ul style="list-style-type: none">• Geographic region• Industry type (gov/mil, contractor/prime or both)• HTML provided by client
eNewsletter Feature View Sample	<ul style="list-style-type: none">• Sent to 55,000+ government and military personnel and government contractors/vendors• Ad size 250x240
GovEvents Home Page Ad View Sample	<ul style="list-style-type: none">• 3-week cube ad on GovEvents Home Page (rotating)• Ad size 300x250
Mid-week Email View Sample	<ul style="list-style-type: none">• Top billing in 1 mid-week email sent to 28,000+ members

Investment: \$7,500 **Save Over \$2,500!** Package Value: \$10,250

Elite Package

Components	Description
Dedicated Broadcast Email View Sample	<ul style="list-style-type: none">• Sent to 7,500. Selections include:<ul style="list-style-type: none">• Geographic region• Industry type (gov/mil, contractor/prime or both)• HTML provided by client
eNewsletter Feature View Sample	<ul style="list-style-type: none">• 2 feature ads sent to 55,000+ government and military personnel and government contractors/vendors• Ad size 250x240
GovEvents Home Page Ad View Sample	<ul style="list-style-type: none">• 4-week cube ad on GovEvents Home Page (rotating)• Ad size 300x250
Mid-week Email View Sample	<ul style="list-style-type: none">• Top billing in 1 mid-week email sent to 28,000+ members

Investment: \$10,000 Save Over \$4,500! Package Value: \$14,625

Platinum Package

Components	Description
Dedicated Broadcast Email View Sample	<ul style="list-style-type: none">• One email sent to 10,000 <u>or</u> two emails sent to 5,000. Selections include:<ul style="list-style-type: none">• Geographic region• Industry type (gov/mil, contractor/prime or both)• HTML provided by client
eNewsletter Feature View Sample	<ul style="list-style-type: none">• 3 feature ads sent to 55,000+ government and military personnel and government contractors/vendors• Ad size 250x240• 3 individual line listings in the eNewsletter
GovEvents Home Page Ad View Sample	<ul style="list-style-type: none">• 4-week cube ad on GovEvents Home Page (rotating)• Ad size 300x250
Mid-week Email View Sample	<ul style="list-style-type: none">• Top billing in 2 mid-week emails sent to 28,000+ members

Investment: \$15,000 Save Over \$6,500! Package Value: \$21,750

Social Media Package

Components	Description
Social Media Channels	<ul style="list-style-type: none">• LinkedIn Group (5,000+)• Twitter (2,000+)• Facebook (800+)
Social Media Posts	<ul style="list-style-type: none">• Two posts per week regarding event/product/service• Content may be provided by client<ul style="list-style-type: none">• Relevant hashtags & IDs• News, highlights, etc.
LinkedIn Group Discussion or Contest/Trivia View Sample	<ul style="list-style-type: none">• Pertinent discussion, contest, or trivia to increase level of interest and awareness.• 1x/month discussion sent as an announcement to all group members <p><u>Or</u></p> <ul style="list-style-type: none">• 2-4 week contest/trivia

Investment: \$5,000 **Save Over \$1,000!** Package Value: \$6,300

A La Carte

Email Marketing		Starting at:
Dedicated Broadcast Email	Minimum 3,000. View Sample	\$2250
Midweek Member Email	Sent to 28K+. View Sample	\$2500
Weekly eNewsletter	Sent to 55,000+. View Sample	\$2000
	<ul style="list-style-type: none">• Feature ad (250x240 or 310x210)• Individual line listing	\$500
Semi-Annual Tabletop Email	Sent to 100K+ government vendors/contractors. View Sample	\$5000
	<ul style="list-style-type: none">• Feature ad (200x400)• Individual line listing	\$500
Online Advertising		Starting at:
Home Page	Cube ad (300x250). View Sample	\$750
Find Events Page	Cube ad (180x150). View Sample	\$1000

A La Carte

Online Advertising		Starting at:
Search Results Page	Banner ad (728x90). View Sample	\$1250
Add Events Page	Cube ad (300x250). View Sample	\$1200
Login Page	Cube ad (300x250). View Sample	\$600
My Accounts Page	Cube ad (180x150). View Sample	\$600
Featured Vendor and Featured Organizer	6-month.	\$8000
	12-month. View Sample	\$12000
Blog	Banner ad (728x90).	\$750
	Cube ad (180x150). View Sample	\$500
Member Deals	Promote your deal to members. View Sample	\$600
Social Media	Call for details.	

2014 Promotional Packages

For additional information or to purchase your 2014 promotional package, please contact:

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