



Products to help you win in 2023.

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

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

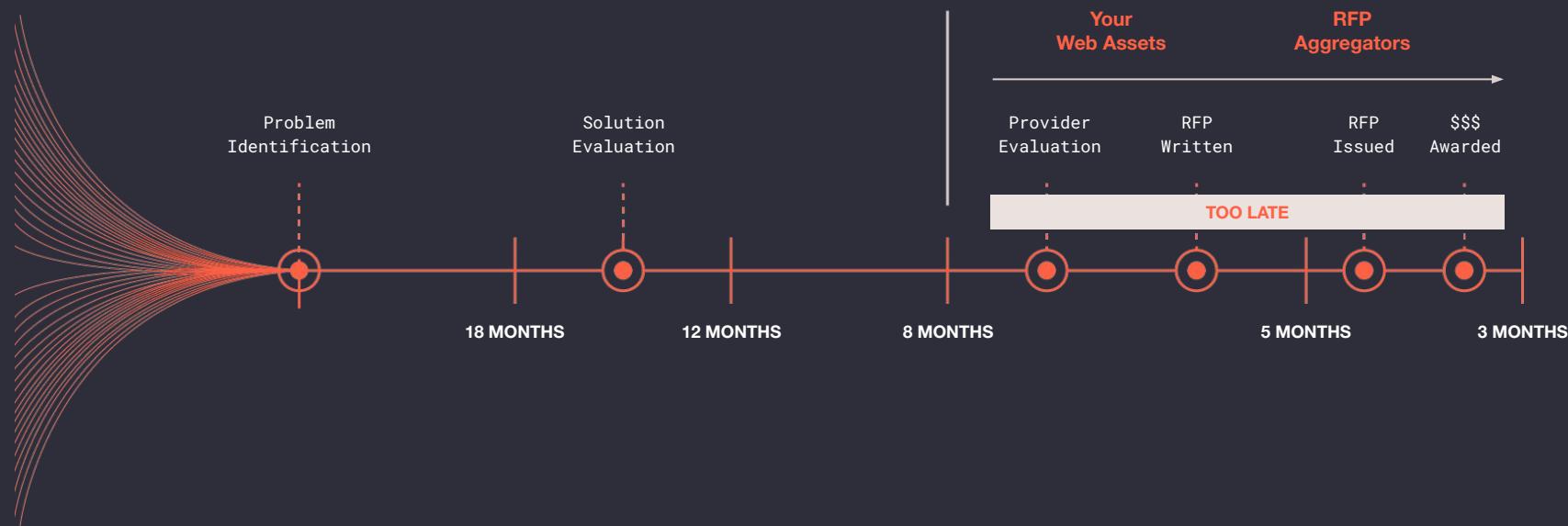
	Pre-RFP Intent Data	RFP Data	Contact Data	Insights	Brands	Decision Influence
State + Local	✓	✓	✓	✓	✓	✓
Federal	✓	✓	✓	✓	✓	✓
Defense	✓	✓	✓	✓	✓	✓

End-to-end pipeline enhancement:

Memberships.

► 90% of SLG sales go to the first company at the table.

The secret to growing your market share is attacking opportunities before it's too late.



► SLG Membership.

Power your funnel from end-to-end and fuel your SLG revenue growth.

Unparalleled outcomes.

2,400 pre-RFP opportunities

24,000 RFP opportunities

1,200 state + local government leads

60,000 targeted contacts reached

Concierge services.

Quarterly (4 annual) briefing sessions

Monthly (12 annual) on-demand research requests

Dedicated Membership Manager

Data empowering you to compete for opportunities before your competitors know they exist.

Predictive and Pre-RFP Data

2,000

SLED-Specific
Keywords

170,000

Verified gov
officials

4M

Content Consumption
Events/Month

100%

Coverage of top 200
accounts

End-to-end pipeline growth:

Lead Acceleration.

➤ Next Generation Lead Intelligence.

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

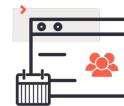
Agency Intelligence

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

➤ Next Generation Lead Intelligence.



GovSelect - Account Based Marketing.
Identify and target your highest value accounts with a multi-channel digital campaign. All leveraging GovExec's first-party data



Lead Nurture & Scoring.
Keep your leads warm and collect incremental data through a sophisticated nurture program including consistent exposure to your brands' products and offerings



Annual Lead Generation Subscription.
Generate a consistent pipeline with monthly lead guarantees at our best market rates



Appointment Setting.
Turn leads into potential customers in real time. GovExec's Appointment Setting service provides your sales team more time and insight to convert qualified leads, build relationships, and increase ROI.

In person experiences are back:

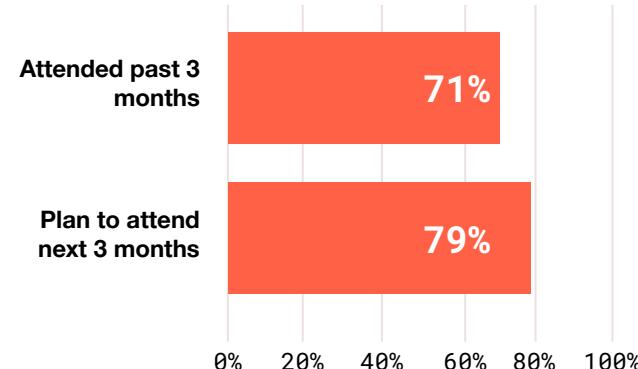
Live Events.

➤ Federal IT Omnibus Study: Events.

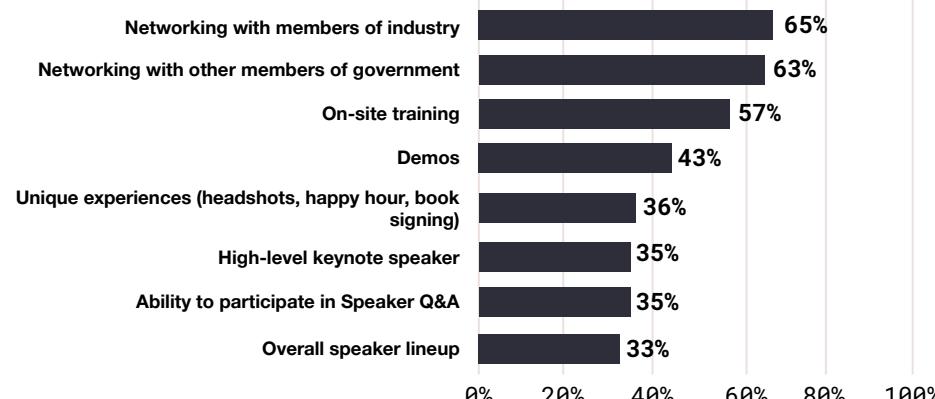
Survey Questions:

Have you attended an in-person work-related event in the past 3 months? Do you plan to attend an in-person work-related event in the next 3 months? What factor is most likely to make you consider attending an event in-person, instead of virtually?

Event Attendance



Factors of In-person Attendance



➤ B2G Forums.

Led by you. Programmed by GovExec.



Own your conversation.
Select and own a trending topic to showcase your expertise and unique brand value



Share the stage with government leadership.
GovExec will work with your SME and a government speaker to craft a timely and informative discussion)



Embrace a custom, but turnkey experience.
GovExec will do the heavy lifting so you can prioritize your real goals of the event



Network with purpose.
Attending an event indicates real intent, so leverage these moments with an engaged audience through demos and in-person training

Unparalleled programming:

GovExec TV.

➤ GovExec TV 2023 Season.



Defense Business Briefing

Spotlight IT

GET Talks

Dispatch

Cocktails and Conversations

Unlock your best storytelling:

Content Discovery.

➤ Content Strategy Services.

Utilizing data-backed insights from GovExec's intelligence platforms and our team's market expertise across federal, state and local, and defense sectors, GovExec will collaborate with you to build or enhance your content strategy to meet 2023 marketing goals.

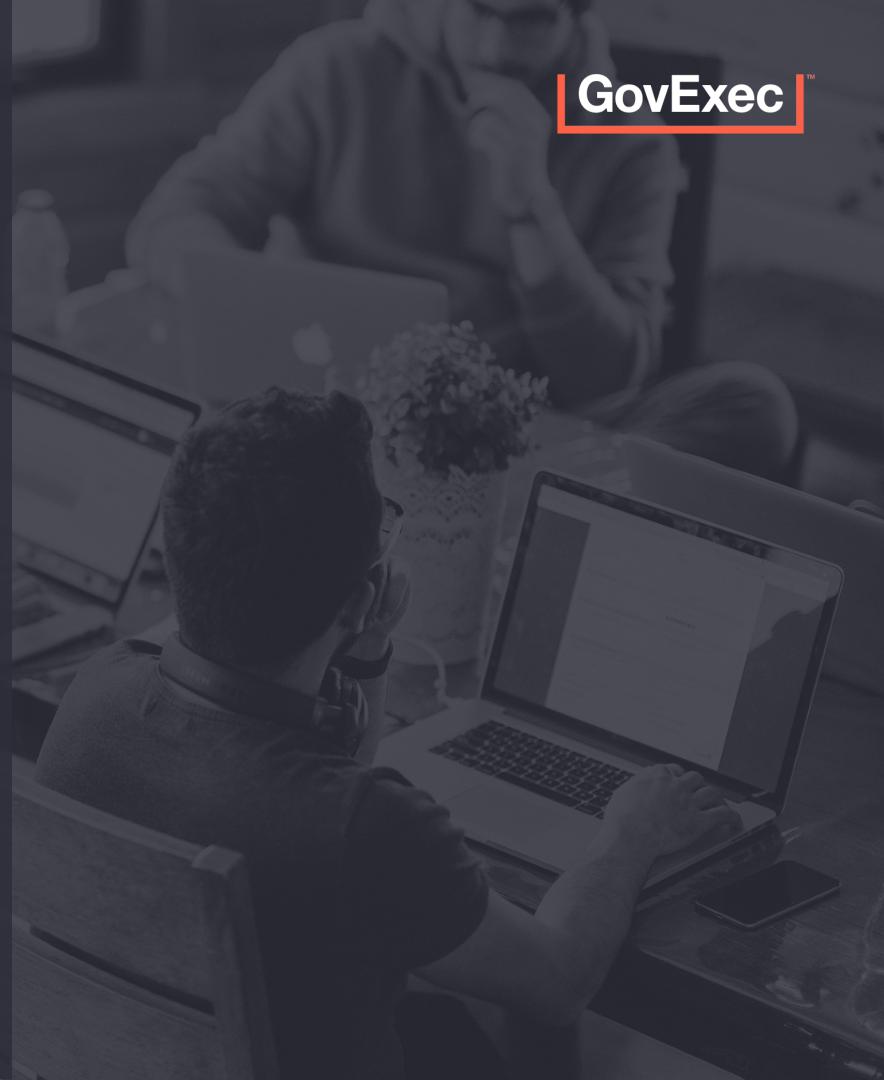
Discovery Workshops

Persona Development

Insights Reports (Topic/Market/Persona)

Content Roadmaps

Content Measurement Frameworks



► S2G Social Accelerator.

Leverage the knowledge and expertise of GovExec's social media advisory team.

The Social Accelerator is a consultancy membership granting you direct access to certified consultants and premium rates on our expanded social suite. Designed to enhance engagement and improve social outcomes through lift and market share.

