

geoint 2007 United States Geospatial Intelligence Foundation symposium

October 21 – 24, 2007 • San Antonio, Texas

I N T R O D U C I N G G E O I N T V



What is GEOINTv?

GEOINTv is an unparalleled opportunity to reach a specifically targeted audience in every conceivable medium, at a fraction of the cost that would normally be associated with this level of focused impression.

GEOINTv takes advantage of and leverages the unique gathering of industry professionals at the annual GEOINT Symposium ... top leaders in the intelligence community, government, industry, academia, and military gather to discuss cutting edge geospatial intelligence technologies and share best practices. Your presence is newsworthy, and GEOINTv is the vehicle that will drive that point home.

Produced at a mobile video studio situated in a high-traffic area that is, in itself, an attractor, GEOINTv is, at its core, a series of four sophisticated television programs composed of one half-hour welcome program followed by three, one-hour programs. These programs are designed to be delivered in each attendee's hotel room via a dedicated in-house channel. GEOINTv will also be shown on the hotel video information delivery system, video monitors in and around both the Registration Area and the Trade Show floor, and on any large screen projection systems available at the venue. GEOINTv will also run on the giant screens on the main stage prior to the start of General Sessions and other major meetings as attendees gather.

In short, GEOINTv will be one of, if not the primary vehicle to reach GEOINT's prestigious audience. The content, updated daily, will always be in the direct and peripheral vision of the attendees, capturing their attention and interest as they move from booth to booth, panel session to session, and in between all the events. GEOINTv is sure to become a vital and integral part of the fabric of this very important event, in both a very direct and subliminal way.

GEOINTv is a combination of Symposium coverage (General Sessions, Trade Show, Seminars, and Social Networking Events) with individual interviews and panel discussions conducted by both USGIF Executives and dedicated Journalists. Traditional advertising spots, Symposium scheduling, and information punctuate the exciting coverage. GEOINTv captures and highlights the fact that something very important is happening, and being part of the program sponsorship is an excellent way to guarantee being seen as an important catalyst in the unfolding and unlimited potential of this event and this industry.

And that is just the beginning. Additional distribution, such as post-convention, Internet-based streaming media, DVD distribution, podcasting, training, and critical positioning in the growth of future GEOINT Symposia, make GEOINTv a 'must participate' program.

What are the options to participate?

PLATINUM LEVEL \$10,000 / 5 Priority Points

- Up to a 1-minute commercial (sponsor to provide and will be incorporated into each program*)
- Up to a 4-minute interview with a company executive in one program
- Highlight of your exhibit booth where an interview will be conducted and will be incorporated into one program

GOLD LEVEL \$7,500 / 3.75 Priority Points

- Up to a 1-minute commercial (sponsor to provide and will be incorporated into each program*)
- Highlight of your exhibit booth where an interview will be conducted and will be incorporated into one program

SILVER LEVEL \$5,000 / 2.5 Priority Points

- Up to a 1-minute commercial (sponsor to provide and will be incorporated into each program*)

OR

- Highlight of your exhibit booth where an interview will be conducted and will be incorporated into one program

Tagline/Booth Number \$2,500 / 1.25 Priority Points

- Show your booth number, logo, and tagline

*If you currently do not have a commercial/video and would like assistance in producing one, please contact Jeff Ley at 703.793.0109 or jeff.ley@usgif.org