carahsoft®

Big Bets Book

Get the most out of your marketing activities



Featuring Interviews with:

GovExec
FNN
FedInsider
PSN
GovLoop
ATARC
REQ

Explore Our Market Verticals:

Federal • SLG • Education
Healthcare • Canada • Defense
Cybersecurity

Thank you for attending
the 3rd Annual

carahsoft

Partner Marketing Summit

**Trends, Policies and Activities
Driving Public Sector Marketing Success**

Wednesday, November 1 | 1:00pm - 5:00pm

Check out the resources and provide your feedback on the event at
carah.io/MarketingSummit

Ready to book some great Big Bets for your 2024 marketing plans?
Call your Carahsoft marketing team or reach out to
innovation@carahsoft.com

Welcome to the 2024 Big Bets Book!

04 *GovExec 360* Spotlight

08 *FNN* Spotlight

12 *FedInsider* Spotlight

14 *PSN* Spotlight

16 *GovLoop* Spotlight

18 *ATARC* Spotlight

20 *REQ* Spotlight

21 *The Register* Spotlight

22 *Fed Gov Today* Spotlight

23 *Executive Mosaic* Spotlight

24 *MeriTalk* Spotlight

25 *GBR* Spotlight

26 *IES* Spotlight

27 *GovEvents* Spotlight

28 *GovCIO* Spotlight

29 Vertical Partners

Carahsoft launched our Big Bets program in 2014 to provide you — our technology and solutions providers — with access to an array of marketing opportunities to educate the market and promote your solutions, your executives, and your brand across a wide variety of media platforms. What started as one program with one media partner, has evolved over the course of ten years into more than 550 marketing opportunities across 35+ Big Bets partners and multiple technology and market verticals.

The media organizations featured in this booklet are strategic and valuable allies who understand the challenges that come with marketing to the public sector. They have teamed with Carahsoft to develop and execute thousands of campaigns for our vendor, distribution and reseller partners over the years, including customized programs based on our partners' specific needs, timing and goals.

This book features several of the top performing campaigns across the media portfolio, while also highlighting what's new and exciting in 2024. We are also pleased to feature many of our vertical-focused media partners, whose opportunities target audiences in healthcare, state and local, education, defense, law enforcement, SIs and other markets. These partners have perfected their offerings for these segments and have established themselves as go-to resources for vendors looking to engage in non-federal focused campaigns.

Our sales and marketing teams have already met with several vendors to understand your priorities for 2024 and help you build out your annual marketing plan. Based on these meetings, we curate a custom presentation of opportunities (from our Big Bets library of 300+ slides) that are best suited to help you achieve your goals across the year—at the best price, best value and best ROI that we can deliver.

Our point of contact is listed for each media partner, and we encourage all of our vendor partners to work with their Carahsoft marketing team and with the media points of contact when planning your marketing for the year ahead. They'd welcome the chance to be included in calls and meetings, and have your SMEs/sales execs involved in the conversations too to ensure buy-in early on and amplification.

**We are eager to support you.
Here's to a fantastic 2024!**









GovExec 360

For over 50 years, GovExec has empowered the government ecosystem to engage and support government leaders as they work to achieve their missions across federal, defense, and state and local agencies.

With nearly 11 million interactions with government readers each month, GovExec's portfolio includes Government Executive, Nextgov/FCW, Defense One, Route Fifty, Washington Technology, GovTribe and Market Connections. Together, these brands are known as GovExec 360.



Keywords

Editorial and White Label Events, Workshops, Summits, Content Creation, Digital Advertising, Social Media, Federal, State Local

Key Stats

- 10.9M+ monthly engagements across GovExec 360 network afford comprehensive reach and multi-channel interaction with an influential audience of government IT buyers.
- 4.3M+ Monthly web pageviews
- 4.3M+ Monthly email recipients
- 2.3M+ Monthly social media
- 74,000+ Annual event registrants
- 650,000+ Monthly Newsletter recipients

What are your recommendations for getting the most out of your Big Bet engagements?

- Leverage your Carahsoft marketing teams and media partners. We are happy to map recommendations against campaign objectives, desired outcomes and provide best practices to ensure success.
- Book early as inventory moves fast.
- Cultivate and engage internal SMEs early in the campaign process.

Top Three Programs

Innovation in Government (IIG) Report Series

Showcase your SME in an edition of this original Big Bet, now in year nine. Each IIG report, featuring vendor SME interviews along with a federal government executive interview, is distributed in one issue of Nextgov/FCW Magazine to 130,000 subscribers and heavily promoted across the GovExec 360 network. Sponsors supply one asset for syndication in a companion microsite hosted on Nextgov/FCW.com.

Editorial Events

Workshops, Summits, Power Breakfasts and Federal 100 / Evening of Honors GovExec 360 editorial content, speaker acquisition expertise and data intelligence are the driving force behind 74,000+ annual event registrants. Choose from federal, defense, state local or system integrator targeted events. Align your SME with dedicated speaking sessions, panel discussions or opening remarks; custom-content extensions can be developed from your SME presentations. Short on SMEs? No worries. Lunch, Tabletop and Supporting sponsorships are available for most events to provide visibility and attendee engagement.

Nextgov/FCW Agency, Tech & Editorial on Demand Spotlight Series

Choose an Agency, Tech or Contract Spotlight for this robust integrated program affording best value. Nextgov/FCW Magazine's editorial team creates several pages of content around your selected Spotlight theme. A Nextgov/FCW Magazine custom writer creates a full-page asset showcasing your solutions to run adjacent to the editorial content in one issue with distribution to 130,000 subscribers. The Spotlight content is promoted in one Nextgov/FCW enewsletter, with your company's messaging.

Nextgov/FCW's events team produces an Editorial+ webcast with one government speaker secured by Nextgov/FCW and your SME. You receive 200 guaranteed government leads.





What are three new programs you are excited to offer in 2024?

GovExec TV Series

Next Steps for StateRAMP

Route Fifty and the Atlas are partnering to team up for a limited-run TV series about how StateRAMP is evolving to streamline cloud security for state and local government. Help to set the agenda for an influential audience of policymakers and government leaders by participating in Next Steps for StateRAMP. This four-part series is planned for Q1 and early Q2 in 2024. Sponsor has the opportunity to record in-person at the GovExec TV studios in Washington, DC.

CMMC

Washington Technology and The Cyber AB are partnering on a TV series about the Defense Department's Cybersecurity Maturity Model Certification program and its implications for contracting, cybersecurity and supply chain risk management. Position your organization as a leading voice on this essential initiative that impacts the entire government contracting community.

Artificial Intelligence in the Public Sector

The National Academy of Public Administration (NAPA) and GovExec team up for a TV series about how AI is pushing a new digital reality for government and governance. The future is being shaped now and the impact can't be overstated – the power and pervasiveness of AI will affect every responsibility & function of government at every level. Help to set the agenda for an influential audience of policy-makers and government leaders by participating in the AI in the Public Sector TV series.

White Label Events Hosted at Carahsoft Conference and Collaboration Center

GovExec 360's experienced team will work with you to create a memorable event in your format of choice. GovExec 360 will develop content, secure government speakers, create website and marketing plans to drive guaranteed registration.

The Atlas How We Did it Webinars and Case Studies

Customer stories can be hard to come by but are incredibly important for a SLED prospect. Expand the impact of any customer story you secure by featuring it as a high impact webinar.
Showcase your brand, solutions and expertise with a webinar like NPR's How I Built This, but for state & local governments. The Atlas team will moderate a discussion between your SME and your client, taking the audience through the challenge and the innovative processes and your solution(s) they adopted to make progress. With the goal of helping other local governments take those lessons learned and apply them to their own organization. The Atlas team will design a PDF asset showcasing your case study, and syndicate for guaranteed state local leads.

carahsoft

GovExec

Why should vendors come through Carahsoft for marketing with you in 2024? What incentives are there for booking your offerings through the Big Bets program?

Partnering via Carahsoft, GovExec 360's largest customer, affords:

- Preferred rates, added value and special incentives
- Priority access to digital, print and event inventory
- Premium positioning
- Dedicated program management support

How does the Big Bets program create a "better together" aspect between you and Carahsoft, and between Carahsoft and vendor partners through marketing activities?

GovExec 360 brings tremendous subject-matter expertise and brand equity that can be leveraged by Carahsoft partners, and a large catalog of plug-and-play opportunities for vendors who are not yet prepared to develop complex and bespoke campaigns. That, in turn, provides an onramp to larger strategic partnerships that enhance the value both Carahsoft and GovExec 360 bring to those vendors.

Contact us to learn more

Mary Martin
Media Consultant
mmartin@govexec.com
(703) 222-2977

Nicole Szabo
Senior Strategist for Client Success
nszabo@govexec.com
(443) 784-2384







Keywords

Brand Awareness + Authority, Thought Leadership, Content Creation, Audio + Digital Advertising, Social Marketing

Key Stats

- WTOP provides the largest reach of government audience in the Big Bets portfolio. As Washington's Top News we reach 48% of DC area feds within our million person audio platform as well as 4 million computers each month on our digital products.
- Federal News Network reaches high level federal decision makers across the DoD, Civilian Agencies and IC Community. 73% of our audience participates in the decision-making process. 47% of our audiences makes decisions of $1M or greater in contract value.



Federal News Network, WTOP

We are a proven platform that delivers results for Carahsoft and its vendor partners through targeted messages, lead generation and content creation. Leveraging the huge news audience of WTOP, the targeted niche audience of Federal News Network, the digital specialty of 2060 Digital and the content creation of TopGov provides your campaign the platform to customize to your unique needs with the support and resources to deliver turn key programs. Whether you need to influence broad market topics, pinpoint audience direction on their devices or generate opt in leads our Big Bets portfolio offers strategic approaches to match your needs.

What are your recommendations for getting the most out of your Big Bet engagements?

- Amplify: maximize your campaign exposure by amplifying what WTOP and FNN provides you.
- Multi-Channel: At WTOP & FNN we believe in diversifying our approach by utilizing multiple channels.
- Consistency: Our Big Bets program with Carahsoft offers campaigns at multiple price points allowing you to have a consistent presence in the market.

Top Three Programs

Carahsoft's Innovation in Government Show

Provide your SME with the unique opportunity to engage one-on-one with the foremost authority in Federal IT, Jason Miller. As the Executive Editor of Federal News Network and the host of the longest-running IT program in government, 'Ask the CIO,' Jason is a recognized expert in Government IT. This flagship program within the Big Bets portfolio empowers vendors with a powerful combination of Thought Leadership, Brand Awareness, Content Amplification, and Demand Generation, offering a comprehensive marketing solution. Notably, in 2021, Carahsoft's Innovation in Government Podcast earned recognition as one of the top GovCon podcasts, and its audience continues to grow each year.

Cyber Leaders Exchange

The 3rd annual Cyber Leaders Exchange will launch National Cyber Security Month with the foremost voices in Government and Industry on WTOP and Federal News Network, expected to attract over 1,000 registrations! What sets this two-day web-based event apart is that it marks the beginning, not the culmination. Each sponsor will receive extensive exposure with hundreds of thousands of impressions across WTOP, FNN, LinkedIn, and YouTube throughout the entire month of October, establishing your SME as the ultimate authority in Cyber Leadership. Thought Leadership, Topic Alignment, Brand Authority, Digital Marketing, Content Marketing, Social Marketing and Demand Generation are some of the many benefits this event provides the sponsors.

Expert Edition eBooks

Carahsoft sponsors four Expert Edition eBooks, offering the most current and essential information on critical topics and their relevance to Federal Executives. These eBooks are authored by FNN journalists. Up to five Carahsoft vendors have the opportunity to participate in each eBook. Each vendor receives a ghost-written article, as well as a half-page advertisement within the eBook. This campaign provides Thought Leadership, Content Marketing and Demand Generation.

What are three new programs you are excited to offer in 2024?

Leaders in AI, Leaders in Cloud, and Leaders in Cyber

WTOP and Federal News Network are partnering with Carahsoft to facilitate 6 intimate discussions. Each discussion will include 2 Complementary Carahsoft Vendor Partners and 3 Federal Executives. These one-hour discussions are moderated and hosted by FNN journalists. We will work with the participating Carahsoft Partners to shape the conversation and the guest list. These insightful discussions will be broadcast as a radio show and executed as a webinar. These discussions present a unique opportunity to showcase your solutions and thought leaders to our audience while creating content that includes with the federal perspective. Participation in these events and the resulting media coverage offers our vendor partners a powerful combination of benefits, including Executive Engagement, Thought Leadership, Brand Awareness, Content Amplification, and Demand Generation. It's a comprehensive marketing solution that can't be missed.

carahsoft

FEDERAL NEWS NETWORK

Why should vendors come through Carahsoft for marketing with you in 2024? What incentives are there for booking your offerings through the Big Bets program?

Our partnership with Carahsoft holds significant value. Annually, we engage in collaborative discussions with the Carahsoft team to carefully curate our Big Bet Offerings, evaluating what's effective and how we can enhance it further. Beyond the advantage of discounted pricing, Carahsoft Vendor partners gain access to exclusive opportunities and extended promotional support, ensuring they maximize the returns on their marketing investment.

How does the Big Bets program create a "better together" aspect between you and Carahsoft, and between Carahsoft and vendor partners through marketing activities?

WTOP and Federal News Network maintain a strong and strategic partnership with Carahsoft. Our annual plan with Carahsoft enables us to maintain a consistent level of marketing support and brand activities for Carahsoft and its partners throughout the year. In addition, we collaborate with Carahsoft to bring together complementary partners enabling them to promoted 'solutions' to our federal audience while maximizing their marketing budgets.

Contact us to learn more

Rachel Dash rdash@wtop.com (703) 328-4848







FEDInsider







FedInsider

FedInsider.com was developed as a tool to provide news and educational forums to worldwide public sector management. The company was founded by senior executives, Peg Hosky and Tom Hosky, steeped in knowledge of Federal marketing and acquisition.

Keywords

DoD, Defense, Military, Intelligence, Intel, Law Enforcement, Federal, Government, SLG, SLED, State and Local, Municipal, Education, Marketing, Events, Webinars, Digital Training

Key Stats

- 250,000 event-centric subscribers nationwide + over 50k subscribers for highly targeted topics.
- 100+ webinars and live events per year ranging from IT, healthcare, security, HR, accessibility, and more.
- 68% attendance rate for events & webinars.
- 66% public sector (avg).
- 350 leads per webinar (avg)

Top Three Programs

Video Webinar

A 60 minute, focused webinar that efficiently delivers key insights and information to your target market.

Video Webinar PLUS

A 60 minute, focused webinar that efficiently delivers key insights and information to your target market.

Digital Summit

A concise 2-hour pre-recorded video webinar that efficiently captures the audience's attention and delivers valuable content.

What are three new programs you are excited to offer in 2024?

Webinar Rerun

Refresh previously recorded FedInsider webinars, promote and run as new webinar

Live Event to Webinar

Sponsor a Fedinsider summit showcasing Carahsoft vendors to target communities where decision makers discuss challenges and successes in their market.

Webinar to Promote Live Event

Build momentum and buzz for your live event through FedInsider webinar series

Contact us to learn more

John Hosky john@hosky.com (202) 237-0300





Public Sector Network

Public Sector Network (PSN) is a social learning platform that exists to help government around the globe break down silos, collaborate, and work together for better outcomes for citizens. We partner with credible industry suppliers across the globe to provide them with a reliable route to the public sector market. Whether in-person or online, off-the-shelf or custom-built, each PSN program enables partners to differentiate themselves, and share case studies and success stories with stakeholders that matter most to them.

Keywords

Events, Speaking Opportunities, Content Creation, Digital Advertising, Lead Generation, Brand Awareness, Federal, State and Local Government, Education, Healthcare

Key Stats

- 10 distinct public sector communities
- 250k subscribers
- 5 global locations - United States, Canada, Australia, New Zealand, and United Kingdom
- 67% of our community members are influencers and decision makers

What are your recommendations for getting the most out of your Big Bet engagements?

Get the most out of your Big Bet engagement by collaborating with PSN early in your planning process, allowing us to create a tailored year-long engagement campaign for your Brand. This approach maximizes your Brand's visibility and impact across our diverse range of programs including events, social media, speaker interviews, newsletters, webinars, government panels, and many others. These custom programs promote your brand and build awareness, generate highly targeted sales-qualified leads, and position you as a thought leader within your targeted public sector audience.

Top Three Programs

Our top three programs consist of large-scale events, roadshows, and customized in-person and digital products that offer partners customizable options to align with their business objectives. With our engaged community of public sector leaders, we ensure access to the right audience, making it easy to identify, engage, and educate potential buyers through the array of products and services we offer.

What are three new programs you are excited to offer in 2024?

In 2024, we're proud to be enhancing our core programs including large-scale showcases, multi-city roadshows and custom activations. Each program is specifically designed to maximize brand awareness, thought leadership and lead generation for customers across all stages of the purchase funnel.

Scan this QR code to discover the wide range of in-person and digital offerings we have in-market, and contact us to discuss the various custom opportunities we have available.

Why should vendors come through Carahsoft for marketing with you in 2024? What incentives are there for booking your offerings through the Big Bets program?

All vendors partners coming through Carahsoft or the Big Bets program receive a 20% discount.

How does the Big Bets program create a "better together" aspect between you and Carahsoft, and between Carahsoft and vendor partners through marketing activities?

Partnering PSN via Carahsoft and the Big Bets program allows vendor partners to receive notifications when new products are launched, priority selection of program inventory (as available), the ability to buyout or own events, and much more.

Contact us to learn more

Andrew Jensen
Co-Founder & Managing Director
andrew@publicsectornetwork.co
(647) 969-4509

Tony Naldinho
Regional Director of Marketing
tony.n@publicsectornetwork.co
(416) 574-6172





GovLoop

GovLoop's Mission is to help government employees do their jobs better. We aim to inspire public sector professionals to better service by being the knowledge network for government. We work with our marketing partners to create educational resources to help our government community understand how technology can be used to solve public sector challenges.

What are your recommendations for getting the most out of your Big Bet engagements?

- Focus on the problem your technologies solve for Government.
- Develop a lead nurture path/follow on activities.
- Focus on 1 solution at a time.

Keywords

Content Creation/Syndication, Demand Generation, Digital Events, Thought Leadership programs, Speaking Opportunities, Federal, State and Local

Key Stats

- 150,000 members Federal Government includes DoD
- 120,000 members State and Local government
- 30,000 members Industry and Si's

Top Three Programs

Our Editorial Guides

The Editorial Guide, GovLoop's most comprehensive product, is a holistic overview of a major trend in government. The GovLoop editorial team provides the reader with actionable insights, best practices and lessons learned that they could take back to their agencies.

Topic Snapshot

The topic snapshot is a four-page, visual piece of custom content that presents to the community a very clear challenge, solution and best practices to get started. Paid social is included for more targeted leads and brand awareness.

GovLoop Spotlights Webinar

GovLoop's multi-sponsor monthly editorial events provide the community an opportunity to learn from a diverse set of government and industry voices. Client SMEs will have the opportunity to share their insights in a 3-5 minute prerecorded lightning talk. Industry SME's will be asked to tell how their technology helps solve a problem in the topic area.

What are three new programs you are excited to offer in 2024?

GovLoop Carahsoft Thought Leadership / Demand Generation program.

GovLoop will conduct a 20-minute interview with Carahsoft and/or partner SME to focus on how you and your partner are helping government agencies solve their technology challenges. GovLoop will incorporate the interview in GovLoop-focused lead generation/thought leadership programs over the next 3 months.they could take back to their agencies.

GovLoop Product Showcase Video

In this video, the sponsor's product is presented in a nutshell, offering a quick explanation of how its technology addresses a specific challenge and highlights its numerous benefits. The objective of this video is to further the viewers' understanding of the sponsor's solution and encourage them to share its key features within their agency.

GovLoop In-Person Roundtable Discussions

Roundtables are small breakfast discussions designed to give the public sector community the opportunity to discuss a current topic or challenge. A GovLoop moderator, 3-5 government experts and up to two partner SME's will sit together to discuss a current trend or technology, what it means, how it works, and the challenges around it.

Why should vendors come through Carahsoft for marketing with you in 2024? What incentives are there for booking your offerings through the Big Bets program?

Carahsoft provides marketing partners the volume pricing discounts and familiarity with GovLoop programs to include best practices to ensure marketing partners get the biggest return on investment. Carahsoft also layers on value added services ie. Lead nurturing and follow up activities as well as frees up time for marketers with excellent program management.

How does the Big Bets program create a "better together" aspect between you and Carahsoft, and between Carahsoft and vendor partners through marketing activities?

Carahsoft provides best pricing, best practices, and experience on how the programs works.

Contact us to learn more

Eric Pesachowitz eric@govloop.com (202) 683-7972





ATARC

The Advanced Technology Academic Research Center (ATARC) is a professional organization that provides a collaborative forum for government, academia and industry to resolve emerging technology challenges.

ATARC hosts conferences, working groups, and forums where Government leaders, industry experts, and academic researchers can come together to explore emerging technologies, share best practices, and find solutions to common problems.

What are your recommendations for getting the most out of your Big Bet engagements?

- ATARC tailors its programs around Federal IT policy/ hot button topics and loves to engage with clients in the formative stages of an event/program to brainstorm on topics/speakers/target audience.
- ATARC events allow partners to network and build relationships with Federal IT decision-makers, potential clients, and partners. This can open doors to new opportunities and collaborations.
- ATARC's daily newsletter allows vendors to stay up to date with the latest developments in Federal IT, as well as upcoming events, webinars and roundtables.

Keywords

Events, Working Groups, Thought Leadership, Webinars, Roundtables, Market Research, Federal IT, SLED

Key Stats

- ATARC traditionally has a 1:1 or better Government to Industry ratio at its Federal IT Summits
- ATARC has 15 Working Groups with government, industry and academic participants
- ATARC has published over 200 White Papers on subjects such as Cybersecurity, Artificial Intelligence, Data & Analytics, Cloud Computing, IT Modernization, Digital and Mobile

Contact us to learn more

Tim Harvey
Director of Government Engagement
tharvey@atarc.org
(703) 598-1499

Top Three Programs

Federal IT Summit Series

The ATARC Federal IT Summit features strong agency participation with a 1:1 or better Government to Industry ratio and robust, mission-focused agendas that provide attendees with real-time insight into relevant Federal IT topics.

Working Groups

ATARC Working Groups are a platform to facilitate continuous, meaningful interaction between Federal IT thought leader, share knowledge and experiences in their field of expertise, explore emerging technology solutions, and deliver outputs including white papers, playbooks and events that influence Federal IT policy.

Private Roundtables

ATARC Private Roundtables are exclusive events featuring a group of 10 or more Federal IT thought leaders who gather to discuss trending topics under Chatham House rules featuring an industry SME.

What are three new programs you are excited to offer in 2024?

Agency-Targeted Events

Event with sponsorship opportunities focused on specific agencies TBD

New Working Group

Generative AI Working Group that will be based upon White House Executive order to be released in late October/early November

Enhanced Portfolio

Through parent company GovExec, additional digital and lead gen opportunities

Why should vendors come through Carahsoft for marketing with you in 2024? What incentives are there for booking your offerings through the Big Bets program?

ATARC has a vast portfolio of events, programs, webinars and roundtables and working with the Carahsoft marketing team, we can better target your specific technology area and map that technology to specific ATARC working groups and programs.

ATARC incentives vendors to use Carahsoft by offering a discount for Carahsoft partners.

How does the Big Bets program create a "better together" aspect between you and Carahsoft, and between Carahsoft and vendor partners through marketing activities?

ATARC promotes collaboration between Government, industry and academia and this spirit of collaboration extends to the Carahsoft Big Bets program where ATARC & Carahsoft, along with the Carahsoft partner, are able to work "better together" in the creation of a custom event, or in the targeting of a specific program within the ATARC portfolio that effectively meets the sales, business development, capture, and marketing needs of the Carahsoft partner.

REQ

A leading digital marketing and public relations company, REQ outpaces changes in today's rapidly evolving media landscape by bringing brand, reputation, advocacy, and business results to new heights. With offices across the U.S., we deliver a comprehensive suite of solutions and technologies that define, connect, and protect leading brands in technology, health care, education and other verticals. The company has been named to the Adweek 100 and Inc. 500 lists as one of the fastest growing companies in America, as well as numerous creative and workplace culture awards.

Top Programs

The Fed 100 Awards is our most popular program each year. Our team has submitted dozens through our partnership with Carahsoft.

2024 Programs

One of our newest programs is a content audit for vendors that want help mapping their content to the sales funnel or understanding how their content stacks up against the competition.

Keywords

Public Relations, Content Development, Whitepapers, Case Studies, Turn-key Awards Management, Public Sector

Key Stats

- Hundreds of award wins
- Successful delivery of dozens of content projects
- Placement of dozens of contributed articles
- Strategic partnerships across vendor community

Contact us to learn more

Katie Hanusik
EVP, Public Relations
khanusik@req.co

Lily Young
Senior Account Executive
lyoung@req.co

CARAHSOFT CONFIDENTIAL

The Register Public Sector Division

The Register offers Carahsoft partners a fresh database of public sector prospects. Utilizing unrivalled first-party data, we can craft precisely targeted demand gen solutions that 100% mirror the specific filters of each campaign. All leads come from within The Register's database of readers, contact information is verified by our in-house call center.

Top Programs

The Register offers top to bottom of funnel demand gen solutions: MQL, HQL and BANT.

2024 Programs

In 2024, The Register will introduce a turnkey editorial offering allowing a Carahsoft partner to have exclusive sponsorship of a custom editorial section that showcases a partner's solution within the public sector arena. Deliverables include sponsor logo on the editorial section's landing page, sponsored article/feature, banners framing all editorial content, newsletter sponsorship and demand gen.

Keywords

Demand Gen, Custom Editorial Sponsorship, Content Creation, Digital Advertising, Federal, State and Local, EDU

Key Stats

Of The Register's 20 million US readers, roughly 10% is comprised of public sector = 2 million readers. Public sector composition encompasses federal civilian, federal defense, state/local and education.

Contact us to learn more

Bill Cooper
Account Director
bill.cooper@sitpub.com
(281) 375-9709

CARAHSOFT CONFIDENTIAL

Fed Gov Today with Francis Rose

Fed Gov Today is a TV show, podcast, and website that provides comprehensive information and analysis about the business of the federal government. Hosted by Francis Rose, Fed Gov Today covers critical topics such as technology, workforce, budget, defense, and acquisition. The TV show broadcasts on Sunday Mornings at 10:30a on ABC 7 in the DC market and nationwide on YouTube. Each Sunday over 20,000 people in the federal community tune in to watch Francis Rose sit down with leaders from government and industry share their experiences and insights and discuss some of the top issues in the federal marketplace.

Top Programs

Sponsorship of the Industry Insight Segment of the Fed Gov Today TV show
Broadcasting Sunday mornings on ABC 7, Fed Gov Today will be seen by the most powerful players in Washington.

Innovation in Government
The Innovation in Government program is an hour long television program that includes both government and industry guests.

Industry Insights from Select Events
Francis Rose will sit down with your executive on site at select industry events for a 5-7 min one-on-one video.

Keywords

Video, Speaking Opportunities, Content Creation, Government Interaction, Television

Key Stats

On average, 20,000 people watch the program each week



Contact us to learn more

John Meyer
CEO & Co-Founder
john@FedGovToday.com
(202) 276-6808

Executive Mosaic

Executive Mosaic has been the leader in connecting, promoting and branding executives of consequence through exclusive peer networking events and media. Their key program, Potomac Officer's Club, provides industry-focused events in Northern Virginia that feature key federal 'thought-leaders' in the IT space.

Top Programs

Potomac Officer's Club (POC)
POC provides its members an opportunity to learn from peer business executives and government thought leaders.

4x24 Executive Leadership Series
The 4×24 Leadership Series is for senior-level "executives of consequence" and is comprised of members from over 200 companies from across 21 states (and Canada).

SPECTRUM
Our cross-media platform serves as the trusted source of news about the people, policies, trends and events shaping the GovCon sector.

2024 Programs

The Potomac Officer's Club will be hosting several Summits throughout 2024, focusing on key areas of interest for the federal civilian and defense communities. These events include focusing on AI, Cyber, and space, as well as agencies such as the Navy, Army, and Air Force.

Keywords

Federal, Defense, Events, Networking, digital media, social media, FSIs

Key Stats

90% of the top 50 federal contractors participate in the 4X24 Leadership Program, Potomac Officer's Club, or both.

Contact us to learn more

Tim Moran
Sales Director
tim.moran@executivemosaic.com
(301) 318-3973

MeriTalk

MeriTalk is the public sector's public square - bringing creativity, energy, and a deep bench of government IT knowledge to bear on everything we do: news, events, marketing, and more. We foster vital engagement between government and industry, innovating together to improve IT outcomes.

Top Programs

Media Triple Play
This integrated campaign program engages audiences however they choose to connect across our platform – through video, audio, and written media.

Federal POV
Leveraging the power of the award-winning MeriTalk news platform, and generating visibility to thousands of government readers.

RSA Conference Research
This program highlights the strength of MeriTalk's partnerships with market-leading organizations and associations.

2024 Programs

Cyber Defender Summit
Our new summit will honor the winners and provide high-visibility thought leadership opportunities alongside government cybersecurity executives.

Special Report + Webinar: Artificial Intelligence Executive Order
Our integrated editorial & webinar opportunities tie your brand to the latest developments in the market.

Tech STaQ: Stats, Trends, and Quotes
MeriTalk just launched a new hub for the latest data and trends that will shape our market.

Keywords

Full Service Digital Marketing and Advertising, Custom Events, Thought Leadership, Content Creation and Syndication

Key Stats

- A top MeriTalk custom events partner, also in collaboration with Carahsoft, has increased the attendance of its marquee event by more than 120%, government attendance by more than 140%, and sponsor revenue by more than 300% since partnering with MeriTalk to produce the event
- A top MeriTalk custom research study partner generated 7.8 million media impressions, 20 press clips, and exceeded the program lead generation SLA by 188% on a government study tied to the Cybersecurity Executive Order

www.meritalk.com | (703) 883-9000

Government Business Results (GBR)

Government Business Results (GBR) is the leading Go-To-Market agency in the B2G market. Tech companies rely on GBR for the Go-To-Market services (strategy, marketing, content, enablement) and staffing support they need to more effectively market and sell to government agencies. Recently, GBR was named one of the Fastest-Growing Private Companies by Inc.

Top Programs

GovConsult™ Go-To-Market Retainer
Fractional addition to your existing public sector team that adds industry strategy, marketing and enablement behind your firewall.

GovContent Studio™ Subscription
An annual subscription that converts your quarterly budget into a year-long well that delivers fresh, smart and differentiated public-sector content, on-demand.

GovStaff™ Marketer
A dedicated, experienced B2G marketer that adds firepower and strength to your existing team. Vetted and trained by GBR, managed by you.

2024 Programs

GTM Half-day Strategy Workshop
Half-day cross-team workshop with GBR experts who research, prepare, and lead your team through a unifying brainstorming and planning session – virtual, onsite or hybrid.

Better Together Package
Unified partner messaging for joint GTM activities, with supporting content to introduce solution / initiative and start conversations.

Concept-to-Content Speaker Bundle
The "easy button" for speaker preparation and associated demand content.

Keywords

B2G Marketing Staffing, B2G Consulting for Go-To-Market, B2G Content Creation, Marketing Strategies, Gov, EDU, Healthcare

Key Stats

- Established in 2010 and headquartered in Reston, VA
- 20 employees, and an extensive network of content creators

Contact us to learn more

Jinx Mancini
Head of Client Services
jinx.mancini@govbizresults.com

Institute for Excellence in Sales (IES)

The IES Helps Public Sector Employers Attract, Retain, Develop and Elevate Top-Tier Sales Talent and Leadership, from new employees to leaders.

Top Programs

The Premier Sales Employer (PSE) and the Premier Women in Sales Employer (PWISE) designations and programs are helping top sales employers distinguish themselves as great places to work for sales professionals.

The Annual IES Sales Excellence Award Event is a great way for your company to be seen as a top employer for public sector sales professionals.

The Women in Sales Executive Forum provide leaders the opportunity to learn, grow, and develop skills in a safe, provocative, and thoughtful environment.

2024 Programs

All IES programs are now offered at a discount to Carahsoft vendors partners through the Carahsoft Big Bets program.

Our Women in Sales offerings now features an Emerging Leaders programs for women new managers and those about to be promoted.

The IES will be presenting its custom research on "Best Practices for Attracting, Retaining, and Elevating Women and Historically Underrepresented Populations in Sales" reports in 2024. Great opportunity for your company to be shown as a progressive and committed employer for sales professional growth.

Keywords

Sales Leadership Programs, Sales Training, Women in Sales, Professional Development, Workshops, Programs and Events

Key Stats

- Over 150 women in sales professionals have graduated from the IES Women in Sales leadership forums.
- Over 15,000 sales professionals have attended IES programs.

Contact us to learn more

Fred Diamond
Co-Founder
fdiamond@i4esbd.com

Gina Stracuzzi
Co-Founder, Director of Women in Sales Programs
gstracuzzi@i4esbd.com

GovEvents

GovEvents is the one-stop-shop of all government and military-related events, providing access to all events available for the public sector. Their sister company, GovWhitePapers, serves as an opportunity to digitize and further syndicate event content, such as whitepapers, eBooks, case studies, and data sheets. Both sites are free to join and post, enabling access to any audience within reach.

Top Programs

Event Promotion
A key way to increase visibility to your events! GovEvents will promote any event, whether free, paid, webinar, reception or even an industry tradeshow. Their social media promotions along with promotion on GovEvents' hompage help drive click-throughs and registrations for any campaign.

Lead Generation Programs
Post Your White Papers, Success Stories, Data Sheets and more to expand its reach to the Government, Military, SLED and Healthcare Communities! GovWhitePapers will host and promote your assets on a gated microsite for a total lead guarantee of 150, 300 or 500 leads from the target audience of your choice.

2024 Programs

We're excited to promote our content and asset creation programs, crafted by our experienced B2G content creation team. A content creation stater pack features three blog articles, a mini white paper (3-5 pages), a 2-3 page public sector success story and a company datasheet. These assets can also be purchased a la carte, enabling vendor partners to choose and craft a campaign that works best for their needs.

Keywords

Content Syndication, Event promotion, Product and service promotion, Branding, Content creation, Lead generation, Surveys

Key Stats

- 6,900+ events posted to GovEvents in 2023
- 1,000+ pieces of content added to GovWhitePapers in 2023
- In 2023, delivered 433 campaign represented 172 clients, generating 260K+ click-throughs to client's landing pages.

Contact us to learn more

Kerry Rea
kerry.rea@govevents.com
(703) 544-9145

GovCIO Media & Research

GovCIO Media & Research brings together government and industry, with the goal of serving and supporting the missions of federal agencies. Through multiple platforms that allow for frank conversations of challenges, opportunities, use cases, solutions and forward-thinking ideas, GovCIO Media & Research offers public sector vendors access to federal IT buyers in an environment conducive to relationship-building.

Top Programs

GovFocus Virtual Panels
An exclusive sponsorship of a panel with 1-2 federal IT leaders. Includes a speaking opportunity, participation in speaker prep call and pre-recorded virtual panel, and 200 federal leads.

Deep Dives eBooks
An exclusive sponsorship of a topic-focused eBook. Includes a SME Q&A,125 federal leads and a full-page ad.

In-Person Summits
Content rich events with multiple sponsorship options.

2024 Programs

AI FedLab Workshop
An interactive event that brings together government and industry in a workshop environment to learn about the AI challenges that span across agencies.

DevSecOps Working Group
These topic-focused primers provide a foundational basis of knowledge for our audience. Includes 125 leads and a full-page ad.

Surveys
Provides key data points to drive and support your sales and marketing efforts. Includes 5-10 questions and summary of data from completed surveys.

Keywords

Summits, Workshops, Conference Packages, eBooks, Briefings, Surveys, Ad Campaigns, Podcasts, Interviews, Civilian, DOD



Contact us to learn more

Diane Morris
Media Sales Manager
diane.morris@govcio.com
(703) 635-4686

Our Healthcare Media Partners

HIMSS

HIMSS (Healthcare Information and Management Systems Society) is a global advisor, thought leader and member-based society committed to reforming the global health ecosystem through the power of information and technology. HIMSS offers a unique depth and breadth of expertise in health innovation, public policy, workforce development, research and digital health transformation to advise leaders, stakeholders and influencers across the global health ecosystem on best practices.

Keywords: *Events (conference and forum), speaking opportunities, content creation, thought leadership for healthcare provider audience*

CHIME

The College of Healthcare Information Management Executives (CHIME) is the professional organization for Chief Information Officers and other senior healthcare IT leaders. CHIME enables its members and business partners to collaborate, exchange ideas, develop professionally and advocate the effective use of information management to improve the health and care throughout the communities they serve.

Keywords: *Thought leadership, events, and education for healthcare provider audience*

Becker's Healthcare

Becker's Healthcare strives to improve healthcare by equipping decision-makers with the insights they need to make informed decisions. Through print, digital, and live event platforms, Becker's Healthcare equips healthcare leaders with the information and forums they need to learn, exchange ideas and further conversations about the most critical issues in American healthcare.

Keywords: *Events, thought leadership, education, speaking opportunities for healthcare audience*

Nashville Health Care Council

The Nashville Health Care Council strengthens and elevates Nashville as the premier Healthcare City. The Council convenes the industry's top minds and has provided a foundation for collaboration in healthcare for more than 25 years. Supported by a board of world-class healthcare leaders and more than 300 corporate members, we're accomplishing this purpose through a range of unique programs and initiatives.

Keywords: *Events, networking, media programs, thought leadership for healthcare audience*

Our SLG Media Partners

Route Fifty

Route Fifty connects the leaders and innovators advancing state, county and municipal government across the United States to the insights and analysis they need to confront today's most urgent challenges.

Keywords: *Summits and Workshops, Webcasts, Content Creation, Digital Advertising, State Local*

eRepublic

eRepublic is the nation's leading data, media, and events company dedicated exclusively to state and local government and education. Our robust connections with public-sector leaders across the country allow us to create opportunities for our private-sector clients to showcase their IT solutions and best practices, ultimately fostering a technology-enabled government for all.

Keywords: *Events, Market Intelligence, Content Creation, Advertising, Training, Lead Gen, State Local*

FedInsider

FedInsider provides news and educational forums to worldwide public sector management. Bringing together leaders from both state and local government and industry to discuss the government's most challenging issues.

Keywords: *Content creation, Thought leadership, Roadshows, Events, Webinars, State Local, Lead Gen*

Billington Cybersecurity

Leading government officials and industry partners convene through Billington's events to enhance the cybersecurity of the United States and our allied partners. The summits regularly break important news that advance the cybersecurity of our government and critical infrastructure.

Keywords: *Events, Cybersecurity, State Local, Thought Leadership, Exhibit*

Our EDU Media Partners

1105 Education Group

The Education Group includes the media brands Spaces4Learning, STEAM Universe, THE Journal and Campus Technology, as well as ancillary products related to these brands. It is an industry leader in every category it includes. We work closely with 1105 for custom content creation; distributed and promoted as a special digital thought leadership report and they extend our reach to the EDU Market as a whole.

Keywords: *Content syndication, Custom Executive Voice, Market Pulse Survey and Four-Page Executive Summary*

eSchool Media

eSchool Media is a digital marketing and content service platform. Their two websites, eSchool News and eCampus News, provide daily original news, objective analysis, resources and information to decision-making education professionals in K-12 and Higher Ed.

Keywords: *Content Creation, Digital Advertising, Case Studies, White Papers, Videos*

Inside Higher Ed

Inside Higher Ed is a leading source for the latest news, analysis, and services for the entire higher education community. 250,000 opt-in recipients, average open rate of 20% and 100% share of voice via a targeted email promotion.

Keywords: *Editorial Booklet/Webcast, Custom Webcast, Annual Surveys, Email Blast, + roundtable discussions, podcasts*

EdWeek Marketing Solutions

EdWeek has a dedicated audience of 1.6+ million K-12 subscribers that depend on them for up-to-date information in K-12 education, as well as innovative, high-value tools and solutions.

Keywords: *Insights for Education Company Executives, Webinars/Live Discussions, Whitepapers, Spotlights, eNewsletters*

The Center for Digital Education

The Center for Digital Education (CDE) is a national research and advisory institute specializing in K-12 and higher education technology trends, policy and funding. CDE's subscribers include CIOs, CTOs, Technology Directors and other top education leaders looking to keep current on emerging EdTech ideas and practices. CDE's investment opportunities fall into five categories: Research, Custom Content, Digital Marketing, Custom Webinars and Multi-sponsored Events.

Keywords: *Executive interviews, Infographics, Email Newsletter, Custom Webinars, CUNY IT Conference*

Our Cyber Media Partners

The SANS Institute

Launched in 1989 as a cooperative for information security thought leadership, SANS provides the training and resources to their community of over 450,000+ cybersecurity professionals from around the globe. They range from security practitioners to C-level directors. SANS produces cutting edge virtual events, surveys and research projects, in depth product reviews, and more. In 2024, Carahsoft will launch our 4th Annual Government Security Solutions Forum in partnership with SANS, bringing together government and industry for a day of engaging discussion on the top trends in cybersecurity.

GovExec

For over 50 years, GovExec has empowered the government ecosystem to engage and support government leaders as they work to achieve their missions across federal, defense, and state and local agencies. With nearly 11 million interactions with government readers each month, GovExec's portfolio includes Government Executive, Nextgov/FCW, Defense One, Route Fifty, Washington Technology, GovTribe and Market Connections. Together, these brands are known as GovExec 360. Offerings in 2024 include both live and virtual workshops on a range of cyber topics as well as content syndication and custom cyber focused websites.

GovLoop

GovLoop's Mission is to help government employees do their jobs better. We aim to inspire public sector professionals to better service by being the knowledge network for government. We work with our marketing partners to create educational resources to help our government community understand how technology can be used to solve public sector challenges. In 2024, we will produce a cybersecurity focused guide that included how-tos, best practices, compliance/policy updates and case studies and offer vendors a chance to highlight their organization and an SME within the guide.

FedInsider

FedInsider serves as a full service boutique marketing firm that provides news and educational forums to public sector personnel. FedInsider collaborates with Carahsoft and our vendor partners to host top-tier live and virtual events revolving around current IT trends and challenges in the public sector, including Carahsoft's annual CyberSmart Series. Government speaker acquisition and throughout pre and post-event promotion are two of FedInsider's many specialties.

FNN

FNN works alongside Carahsoft to offer countless cyber-focused opportunites targeting the Federal market. In 2024 we will launch our cyber focused Expert Edition eBook and will host our 3rd Annual Cyber Leaders Exchange in October during Cybersecurity Awareness Month.

Our Defense Media Partners

Breaking Defense

Breaking Defense provides news coverage, analysis and insight on the strategy, politics and technology of global defense. The Breaking Defense team works closely with both government leaders and industry executives to provide up-to-the-minute information to its defense audiences, including Congress; senior military officers; the Pentagon; defense agency, technology, and command leadership; military PEOs and program managers; and defense contractors.

Keywords: *Content Marketing, Contextual Advertising, Social Channel Sponsorships, Banners, Homepage Takeovers, Tradeshows, Newsletters, Email Blasts*

Sightline

Sightline media group provides independent award-winning journalism on military, defense, public sector, federal technology, C4ISR and cyber defense. Their publications include Military Times, Defense News, Federal Times, and C4ISRNET, with a combined readership of over 300,000 print subscribers and 20 million digital readers.

Keywords: *Custom Content, White Papers, eBooks, Multimedia*

AFCEA/SIGNAL

AFCEA is a member-based professional organization enabling military, government, industry and academia to align technology to meet the needs of those who serve in critical areas, which include defense, security, cyber and intelligence. Their media branch, SIGNAL media, delivers new, analysis and perspectives on cyber, defense, security, intelligence and related information technology disciplines.

Keywords: *Tradeshows, Events, Executive Interviews, Sponsored Content, Webinars, Website Advertising, Online Panels, Print and Digital Advertising*

Our Canada Media Partners

Vanguard

Vanguard is Canada's leading trade media that serves the Canadian defence and security industries with timely news and information that keeps senior executives in government, industry, and military up-to-date on trends, policy changes, and technology impact to help them do their jobs better. Vanguard reaches its audience through print, online, social media, and events.

Keywords: *Canada, Digital Advertising, Events*

Canadian Government Executive

Canadian Government Executive (CGE) magazine is the source for networking, innovation, and thought leadership. Their mission is to promote excellence by sharing success stories, talking with thought leaders and learning from practitioners about leadership, management, tools, practices, service and products that contribute to continuous improvement and offer an opportunity for vendors to get their message in front of this elite group of strategic decision-makers.

Keywords: *Canada, Print/Digital Advertising, Events*

carahsoft

11493 Sunset Hills Road, Suite 100
Reston, Virginia 20190

(703) 871-8500

Carahsoft.com/innovation

© 2023 Carahsoft Technology Corp. | All rights reserved