

# GTL User Group Training Conference

## San Antonio, Texas



**UserGroup**  
TRAINING CONFERENCE

*May 12-13, 2015*  
*San Antonio, TX*



- Training
- New technology
- Best practices
- One-on-one interaction
- Meet key GTL staff
- Meet other GTL customers

**Tuesday and Wednesday**  
**May 12 - May 13, 2015**

# GTL User Group 2015: Information



## Welcome to your next big opportunity!

What if you could connect with a large group of potential clients from the public safety sector? What if you could have their undivided attention for two days in a format completely different than most trade shows? If this interests you, then the GTL User Group Training Conference in San Antonio is for you!

## What is the GTL User Group Training Conference?

User Group is GTL's annual user conference. As the market leader in corrections technology solutions, GTL has invited our customers to join us for a few days for helpful break-out sessions, informative seminars, change request forums and training sessions to better shape the future of our products and to educate our user base. The ultimate goal of User Group is to showcase the newest technology, receive comments on how to make our current applications better and to help our customers create efficiencies in their own facilities.

## What's in it for me?

Historically our customers look to us for recommendations on products and services that will complement our own offerings. Our answer is always to visit our vendor showcase at the annual User Group to find "best of breed" products and services that will work for them. This is your opportunity to show our customers how great your products are in an environment where you can have meaningful one-on-one interactions.

In the next few pages you will discover the various sponsorship levels that are available to you for User Group 2015 in San Antonio, TX. Please explore the details of each level to find out which one is right for your company.

## Questions and registration

If you have any questions, or if you want to register to attend, please visit our website at [www.gtl.net/vendors](http://www.gtl.net/vendors) or contact Greg Whitaker at 814-201-3525.



# User Group 2015: Platinum Sponsorship

## \$2,500

*Only 1 Available*



The Platinum Level sponsorship is our top-tier recognition package. This package positions the sponsor as the provider of the evening entertainment event and also provides a number of opportunities to gain awareness during the GTL User Group. Branded giveaways, a breakout session to talk about your products and services and premium positioning of your advertisements in our program guide are just some of the package components.

### The Platinum Level sponsorship includes:

- **Hospitality Night - Entertainment Event sponsorship**
  - Sponsoring vendor may distribute marketing material at the event
  - Logo placed on a giveaway at the event
  - Signs placed at the evening event
- **One “Break Out session” time slot for your staff to showcase your products**
  - *You will get a private break-out session that attendees can choose to attend on the second day of User Group. This private speaking time ensures that you can explain your solution to their problems in a forum that allows you to represent your products and services in the best possible light and allow for questions and answers about your products and services.*
- **Prime placement of advertisement in user manual**
- **One full page, full color advertisement in the user manual (or equivalent space)**
- **Website banner to be placed on our User Group web page**
- **A “Special Offer” email to all registered attendees the week prior to User Group**– provide a message or offer to encourage attendees to see you during User Group
- **Single booth space**
- **A copy of the attendee list**
  - *Met someone at the show you want to follow up with? We will provide you with a list of all User Group attendees so you can get in touch with them.*

### Create Your Own Sponsorship- Platinum sponsorship options:

*See the Create Your Own Sponsorship page for details*

- Additional booth space: \$250



# User Group 2015: Gold Sponsorship

## \$1,500

*Only 2 Available*



Want more than just a booth to present your products and services? The Gold Level sponsorship allows you to sponsor a lunch and provides you the opportunity to speak to our users during your sponsored lunch. The Gold Level sponsorship also includes everything in the Silver Level package. During the lunch break, the sponsor of that day's lunch has an opportunity to speak about their products and services. This is a great opportunity to speak to a captive audience while they are enjoying a delicious lunch that you have sponsored.

### The Gold Level sponsorship includes:

- Lunch sponsorship – day chosen on a first come, first served basis
- Signs placed at the lunch buffet
- Sponsoring vendor may distribute marketing material at their lunch
- One half page, full color advertisement in the user manual
- Website banner to be placed on our User Group web page
- Single booth space
- A copy of the attendee list

*Met someone at the show you want to follow up with? We will provide you with a list of all User Group attendees so you can get in touch with them.*

### Create Your Own Sponsorship- Gold sponsorship options:

*See the Create Your Own Sponsorship page for details*

- Upgrade to a full page advertisement: \$100
- User Group “Special Offer” Email: \$200
- Additional booth space: \$250



# User Group 2015: Silver Sponsorship

**\$500**

*Approximately 15 Available*



The Silver Level sponsorship is our base level package. This sponsorship provides you with a booth in our vendor hall where you can interact with all of our attendees.

## The Silver Level sponsorship includes:

- One quarter page, full color advertisement in the user manual
- Single booth space
- A copy of the attendee list

*Met someone at the show you want to follow up with? We will provide you with a list of all User Group attendees so you can get in touch with them.*

## Create Your Own Sponsorship- Silver sponsorship options:

*See the Create Your Own Sponsorship page for details*

- Upgrade to a half page advertisement: \$100
- Upgrade to a full page advertisement: \$200
- User Group “Special Offer” Email: \$200
- Additional booth space: \$250
- Website banner advertisement: \$250



# User Group 2015: Sponsorship Upgrades- Available Additions



## Available sponsorship add-ons

Platinum, Gold and Silver Level Sponsorships have the opportunity to purchase upgrades to their sponsorship packages. Here are the available options:

## Program Book advertisement upgrades:

Silver sponsors may upgrade their quarter page advertisements to a half (\$100) or full (\$200) page advertisement. Gold sponsors may upgrade their half page advertisement to a full page for \$100. Ads in the program book are a great way to reach the attendees of User Group since every attendee gets one at registration and they are used throughout the sessions.

## User Group “Special Offer” email:

Want to reach User Group attendees just before User Group? Our “Special Offer” email package is for you. GTL will take your offer (for example- Visit our booth during User Group and register to win a gift card) and send it out to all of our registered attendees the week prior to User Group. This item is included in Platinum sponsorship- only \$200.00 for Gold or Silver sponsors.

## Extra booth space:

If a standard booth is simply not enough real estate to showcase your business, an extra booth space can provide you with the additional room you need. \$250/each for Platinum, Gold, or Silver sponsors.

## Website banner advertising:

Add your banner advertisement\* to the information pages for User Group for the entire time leading up to User group!

If you do not have a banner, GTL can create one for you and best of all, it all links to your website so you can receive targeted traffic from the GTL website to yours!

Included with the Platinum sponsorship, this is available as an upgrade to the Gold and Silver sponsorships for just \$250

*\*(550 x 125 pixels- a jpg, gif, png or animated gif format is acceptable)*



# User Group 2015: Notes and Upcoming User Group Meetings



## **Bonus Offer:**

If you attend back-to-back User Groups you will be eligible for our Preferred Vendor Package. The Preferred Vendor Package includes the following upgrades, at no cost:

- User Group “Special Offer” Email: \$200 Value
- Website banner advertisement: \$250 Value

For more information, please contact Greg Whitaker at 814-201-3525.



# User Group 2015: The Fine Print



## Information about all Sponsorship Packages:

Sponsorship packages are not confirmed until a non-refundable deposit of 25% of the total package price is received at the accounting office (see address below).

All sponsorship packages are first come, first served. Any cancellations must be made in writing (see address below) at least one month prior to User Group and must be postmarked on, or before, April 12, 2015.

Final payment of all sponsorship packages is required by April 20, 2015. Contact Jeremy Jackson at 251-338-8883 for more information.

## All payments should be directed to:

GTL

Attn.: Accounting

2609 Cameron St.

Mobile, AL 36607

## In the case of overnight deliveries, they can be sent to:

GTL

Attn: Accounting

107 Saint Francis Street, Suite 3300

Mobile, Alabama 36602

Phone: 251-338-8859





# Print Ads

## Full Page Advertisement- 7.5" wide x 10.5" tall

300 dpi/ppi. Preferred file format: .ai, .eps, .pdf. Other accepted formats: .psd, .jpg, .tiff

## Half Page Advertisement- 7.5" wide x 5.125" tall

300 dpi/ppi. Preferred file format: .ai, .eps, .pdf. Other accepted formats: .psd, .jpg, .tiff

All ads need to be submitted by April 1, 2015

## Quarter Page Advertisement-

3.625" wide x 5.125" tall

300 dpi/ppi. Preferred file format: .ai, .eps, .pdf.

Other accepted formats: .psd, .jpg, .tiff



# User Group Banner Ads

Your banner advertisement can be either a static or animated image. We are currently able to accept .jpg or .gif files, however if you have a different file type (flash, etc), please contact us, we may be able to accommodate these additional file types.

Files should be either a .jpg or .gif file with pixel dimensions of 550 pixels x 125 pixels. Please send all files to [marketinginfo@gtl.net](mailto:marketinginfo@gtl.net)

## Banner Ads

550px wide x 125px high  
.jpg or .gif (can be animated)

All banner advertisements are subject to approval before they are run on the site. Should changes be required, we will contact you.

Banner ads are a great way to get attention before User Group. Please contact us at [marketinginfo@gtl.net](mailto:marketinginfo@gtl.net) if you have any questions!



# User Group 2015: More Information



## Need more information?

If you need more information about User Group, we are here to help. The User Group website is a wealth of valuable information and it contains online registration forms, links to our group hotel discounts (while available- these rooms fill quickly) and much more. If you still didn't find the answer you need, please contact us- we will be happy to help you get the information that you need.

Here is our contact information:

GTL

Marketing Department

Greg Whitaker (East Coast)

(814) 201-3525

or

Raymund Ferrer (West Coast)

(310) 954-5495

[marketinginfo@gtl.net](mailto:marketinginfo@gtl.net)

Thank you and we look forward to seeing you!

