

**September 19-21, 2017**



**2017 GTL User Group  
Vendor Information Packet**

# GTL User Group 2017: 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 and a half days in a format completely different than most trade shows? If this interests you, then the GTL User Group Training Conference in Orlando 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.

## Expanded for this year!

Traditionally, our User Group conferences have been two days of intense sessions, but this year, like last year, we are keeping the new expanded two and a half day format and we're adding even more breakout tracks than were offered before! The addition of this extra time and adding more class space has allowed us to add customer tracks never before offered. We have offered multiple sessions for hands-on customers in the past and some higher level sessions for key decision makers, but this year, we have tracks that are designed specifically for decision makers and specialists and completely new for this year is our goal of offering ACA Accreditation for certain courses. This last change, if successful, will hopefully bring a dramatic increase in attendees.

## 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 2017 in Orlando, FL. 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 2017:

## 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- Hotel veranda OR SeaWorld (TBD)**
  - Sponsoring vendor may distribute marketing material at the event
  - Logo placed on a giveaway at the 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 or third 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 and up to 6 attendees from your company**
- **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
- Additional attendees: \$300
- Add a GTL U Webinar for GTL Staff \$250



# User Group 2017:

## Gold Sponsorship

**\$1,500**

**Only 5 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 breakfast or lunch. The Gold Level sponsorship also includes everything in the Silver Level package. During the meal, the sponsor 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 meal that you have sponsored.

### The Gold Level sponsorship includes:

- One Breakfast (3 available) or Lunch (2 available) sponsorship – chosen first come, first served
- Signs placed at the buffet
- Sponsoring vendor may distribute marketing material at their meal
- One half page, full color advertisement in the user manual
- Website banner to be placed on our User Group web page
- Single booth space
- Up to 4 attendees from your company
- 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
- Trade your lunch speaking engagement for a class session on the 2nd or 3rd day \$250
- Additional attendees: \$300
- Add a GTL U Webinar for GTL Staff \$250



# User Group 2017: 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- up to 2 attendees from your company**
- **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
- Additional attendees: \$300
- Add a GTL U Webinar for GTL Staff \$250



# User Group 2017: 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)*

## **Extra attendees:**

Need to bring more staff? Simply add the additional staff upgrade. Each additional attendee is only \$300 and receives all the benefits provided at the conference for vendors in attendance.



# User Group 2017: Sponsorship Upgrades- Available Additions



## **GTL U webinar for GTL Staff**

Want to offer an informational session about your products for GTL staff including the sales team? Often we find that our vendors who attend would love for GTL staff to be better acquainted with their product offerings. This add-on allows you to offer a 30-40 minute webinar for GTL staff members who might be interested in learning more about your products. All webinars are recorded for future playback, so even if some staff are unable to attend based on the timing of your webinar, it will be made available to them in our training library for future playback.

# User Group 2017: 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
- Returning **Gold sponsors** get the class session speaking engagement upgrade free: \$250 Value (prior Gold sponsors only)

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



# User Group 2017: 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, August 28, 2017.

Final payment of all sponsorship packages is required by August 1, 2017. Contact Jeremy Jackson at 251-338-8883 for more information.

## **All payments should be directed to:**

GTL

AtFL: Accounting

2609 Cameron St.

Mobile, AL 36607

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

GTL

AtFL: 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 one month before User Group**

## 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 2017: 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.

<http://www.gtl.net/about-us/user-group-conference-vendor-information/>

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  
(814) 201-3525

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

Thank you and we look forward to seeing you!

