

KGS Enjoys Successful Debut at TechNet 2006

Kforce Government Solutions' (KGS) sponsorship and participation at TechNet 2006 June 20-21 led to impressive exposure and gave a significant boost to our re-branding efforts.

The two-day TechNet event is one of the nation's largest C4I conferences and expositions, and is designed to build partnerships between government and industrial sectors while allowing the exploration of the various Military and Federal Government technology needs. KGS's participation as a premier sponsor provided significant exposure to the estimated 7,500 attendees and exhibitors.

"Explaining our Data Confidence mission to so many people was rewarding for all; they got to hear our perspective and what we are doing to effect more successful information sharing, and we got to hear time and time again that this is 'the' key issue," said KGS Vice President Ed Kinney. "The KGS exhibit featured a comprehensive portfolio of Data Confidence™ solutions including DCVectorSM, DCEmpoweredSM, DCMethodSM, and DCKnowledgeForceSM.



KGS received significant exposure as part of its TechTalk Theatre sponsorship.



Harold Klink networks with TechNet attendees at the KGS booth.

The TechNet 2006 conference was a great means to promote KGS technology solutions and to obtain a total understanding of clients' needs."

Added KGS Group Executive Vice President Harold Klink: "It was a homerun and gave us incredible exposure. This was the most efficient branding exercise that I could imagine."

As part of KGS's TechTalk Theatre sponsorship, KGS executives promoted and introduced the panel session "A

Commanders' Panel on Network Enabled Operations" to a standing-room-only crowd, and our sponsorship participation was acknowledged by AFCEA at luncheons on both days and during several plenary sessions.

Strategic locations of KGS signage and our new exhibit booth – which was ideally located adjacent to the TechTalk Theatre, two booths away from DISA and across the isle from the Career Fair – as well as the branding initiatives in the TechTalk Theatre and throughout the venue, were on target with our goals and provided significant name recognition throughout the show.

“It was an excellent vehicle for branding KGS,” said KGS Vice President Joe Chrisinger, who, along with Kinney, took advantage of the constant flow of traffic to our booth to network with qualified prospects. At least 300 people visited the KGS booth and completed surveys to gain a better understanding of the industry’s opinions on Data Confidence – receiving a pen and a KGS bag in return for their time.

Cherise Wilson also played a significant role in the success of the event, managing the logistics and creating the signage, promotional materials and the KGS “commercial” that ran throughout the event.

As a premier sponsor, KGS executives were provided with exclusive opportunities to network with key government officials, including attendance at a VIP invitation only breakfast with Gen. Colin Powell (Ret.), where they took advantage of the opportunity to establish beneficial technology partnerships with potential clients.

Board of Advisors member and “father of data warehousing” Bill Inmon also participated, holding a meet ‘n greet at the KGS booth and giving away autographed copies of his book, *An Introduction to the Government Information Factory*.

“It was one of our largest and most extensive trade show marketing efforts since my coming to this organization and certainly the largest aimed at the DoD market,” said Klink. “All of Kforce can be proud of our effort and we, without a doubt, benefited from this exposure.”