

# GAIN'25

Rewriting the B2G Playbook: Bold Moves for Modern Marketers



## PARTICIPANT JUSTIFICATION KIT

SEPTEMBER 18 · RESTON, VA · #GAIN2025

**DATE** Thursday, September 18

**TIME** 7:00 AM - 5:00 PM ET

**LOCATION** Carahsoft Collaboration & Conference Center  
11493 Sunset Hills Road  
Reston, VA 20190



Join **400+ marketing, sales, and business leaders** at 2025's premier **B2G marketing conference**.

Connect in-person with peers and colleagues from companies like Google, Adobe, Accenture, AWS, Cisco, Okta, Palo Alto Networks, Zcaler, and more!

## REGISTER



[GAIN WEBSITE](#)

	INDUSTRY	GOV	OTHER
<b>Regular</b> June 28 - Sept 12	\$695	\$595	\$695
<b>Last Minute</b> Sept 13 - 18	\$745	\$745	\$745
<b>Group Rate</b> 5 or more	<b>Save \$200 per ticket!</b> Contact <a href="mailto:govexec.events@govexec.com">govexec.events@govexec.com</a>		

## AGENDA HIGHLIGHTS

Networking Opportunities throughout the Day

Andrew Davis Keynote Session: The B2G Loyalty Loop

Bold Marketing in the Age of B2G Urgency and Uncertainty

Key insights from Alistair Croll, Solve For Interesting founder and author

Do We Still Need Sales Reps in the B2G Playbook?

Using Data to Re-Write Your B2G Marketing Playbook

From Harbor to Horizon: Keeping Your Strategy and ROI on Course through Unpredictable Waters

Marketing the Mission: AI, Data & Collaboration for Smarter B2G Growth

20 Tips in 20 Minutes: Blow Up Your Next Event

From Transactions to Trust: Building Government Partnerships/Alliances That Last

Breaking the Bid Cycle: Brand-Led Growth in the Federal Space

Pursuit Marketing: Leveraging a Data-Driven Approach to Market to the Deal

Beyond Buzzwords: Practical AI and Automation for the B2G Marketer

Driving Familiarity through Media Engagement

GAIN Awards Presentation & Cocktail / Networking Reception

- Hear from more than **18 marketing and sales leaders**, as well as this year's keynote: **bestselling author, Andrew Davis**.
- Discover why "B2G marketing as usual" no longer cuts it. **Revamp your marketing playbook with proven strategies** for **attracting, engaging and converting government stakeholders** in today's unpredictable public sector landscape.
- Experience a program like no other, and **content designed for the modern B2G marketer's needs** - with **15+ sessions of can't-miss keynotes, hand-on activities and snackable insights**.
- Find out exactly where today's government prospects and stakeholders are spending their time with **exclusive data-backed insights** from **GovExec's Intelligence / Market Connections Media Engagement Study**.
- **Connect and collaborate in-person** with a community of bold marketing innovators. Engage with Birds-of-a-Feather discussions. **Trade insights** over coffee and cocktails. **Leave energized** by the collective momentum and ready to tackle the next year.



**VIEW THE FULL AGENDA  
ON OUR WEBSITE**

## GENERAL JUSTIFICATION LETTER

Subject: Request to Attend GAIN 2025 – Strengthening Our Public-Sector Marketing Edge

Dear [Manager Name],

I'd like to request approval to attend GAIN 2025, the premier B2G marketing conference, on September 18, 2025, in Reston, VA. This in-person event is focused on helping government-facing marketers like us adapt to today's evolving public-sector landscape.

Attending will deliver:

- A sharper way to differentiate our messaging in a crowded B2G marketplace—activating strategies that accelerate conversions from awareness to opportunity.
- Proven methods to cut through budget pressure and shifting priorities with bold, trust-building marketing approaches that resonate with risk-averse government buyers.
- Insights into how to recalibrate investment and KPIs, balancing immediate pipeline impact with long-term positioning in federal, defense, and SLED markets.
- Tactics to collaborate more effectively with sales, capture, and BD teams, aligning marketing campaigns directly to revenue and win-rate goals.
- Frameworks to turn brand engagement into lasting government relationships, deepening trust and creating repeat contract opportunities.

The registration fee is \$695 for industry participants (\$595 for government employees), which includes meals and networking throughout the day. Reduced rates are also available if we send multiple team members.

I'm confident this event will deliver actionable takeaways we can implement immediately to strengthen our government pipeline and positioning.

Thank you for considering my request.

Sincerely,  
[Your Name]



## FIELD MARKETERS OF GOVTECH COMPANIES

Subject: Request to Attend GAIN 2025 – Accelerating Pipeline in Public-Sector Accounts

Dear [Manager Name],

I'd like to request approval to attend GAIN 2025 on September 18, 2025, in Reston, VA. This B2G conference is built for marketers like me who drive pipeline and lead generation alongside sales teams in the government market.

By attending, I'll gain:

- Pipeline-driving strategies that connect campaigns directly to federal and SLED opportunities.
- Playbooks to differentiate our brand and solutions when agencies face too many choices and shrinking budgets.
- Insights into procurement, budget cycles, and buying signals that will help me time campaigns for maximum impact.
- New approaches to align with sales KPIs, ensuring campaigns convert faster to qualified opportunities.
- Peer examples of how leading public-sector marketers are scaling lead generation and ARR growth despite tighter budgets.

The cost is \$695, which includes all sessions, meals, and networking. Group rates are also available if more of our field marketing team attends.

GAIN 2025 will directly strengthen my ability to support the sales pipeline and deliver measurable ARR impact.

Thank you for your consideration.

Sincerely,  
[Your Name]

## MARKETERS OF LARGE INTEGRATION AND CONSULTING FIRMS

Subject: Request to Attend GAIN 2025 – Strengthening Capture and P-Win Through Marketing

Dear [Manager Name],

I'd like approval to attend GAIN 2025 on September 18, 2025, in Reston, VA. This event is designed for public-sector marketers who support capture and pursuit efforts, with a focus on improving P-Win and pipeline quality.

Benefits include:

- Tools to differentiate our proposals and solutions in a competitive, risk-averse procurement environment.
- Insights into budget trends and agency priorities that will inform capture strategies and opportunity targeting.
- Practical approaches to align marketing with capture teams, increasing our influence on P-Win.
- Strategies to elevate brand credibility with government buyers, making our bids stand out.
- Networking with peers at other leading integrators to exchange best practices on pursuit support and account growth.

The registration fee is \$695 and covers all sessions, meals, and networking opportunities. Group discounts are available if we choose to send a team.

Attending will help me return with actionable tactics to boost P-Win and deliver stronger proposal support to our capture teams.

Sincerely,  
[Your Name]

## SMALL GOVCON / SOLO MARKETERS

Subject: Request to Attend GAIN 2025 – Expanding Our Marketing Impact in Government

Dear [Manager Name],

I'd like to request approval to attend GAIN 2025 on September 18, 2025, in Reston, VA. As part of a small team responsible for the full scope of marketing, this event is uniquely valuable because it provides strategies I can apply across branding, lead generation, and capture support.

Key takeaways will include:

- Ways to stretch limited resources to drive awareness, generate leads, and support pursuits more effectively.
- Practical frameworks to elevate our brand presence with government buyers and primes.
- Proven tactics for integrating marketing into BD and capture workflows to increase win rates.
- Insights into emerging public-sector trends that help us position smarter against larger competitors.
- A network of peers from other small GovCons facing the same constraints and challenges.

The cost is \$695, which includes all sessions, meals, and networking. Sending a group at the discounted rate could multiply the value.

This event will directly enhance my ability to deliver measurable impact across every marketing responsibility we carry.

Thank you for your consideration.

Sincerely,  
[Your Name]

## GOVERNMENT AGENCY MARKETERS

Subject: Request to Attend GAIN 2025 – Enhancing Public-Sector Engagement for Our Agency

Dear [Manager Name],

I'd like to request approval to attend GAIN 2025 on September 18, 2025, in Reston, VA. This is a unique opportunity for government communicators and public-sector marketers to learn how leading organizations are building trust and engagement with the audiences they serve.

By attending, I'll gain:

- Strategies to improve citizen and stakeholder engagement through more effective campaigns.
- Approaches to stretch limited resources while increasing awareness and program participation.
- Insights into trends shaping public trust and communication in the government space.
- Peer examples of how agencies are innovating their outreach to deliver better mission results.
- Networking with other government marketers to exchange best practices and foster collaboration.

The registration fee is \$595 for government attendees and includes all sessions, meals, and networking.

Attending will directly strengthen my ability to support our agency's mission by improving communications, engagement, and program impact.

Sincerely,  
[Your Name]



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The registration fee is \$595 for government attendees and includes all sessions, meals, and networking.

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Sincerely,  
[Your Name]

## GROUP JUSTIFICATION LETTER FOR GAIN 2025

Subject: Request to Send Our Marketing Team to GAIN 2025 – Maximizing ROI in the Public-Sector Market

Dear [Executive Name],

I'd like to request approval to send our marketing team to GAIN 2025, the premier B2G marketing conference, on September 18, 2025, in Reston, VA. This one-day, in-person event is specifically designed for those who market in the government and public sector—making it directly relevant to our team's mission and KPIs.

Sending a group rather than a single attendee will maximize the return on our investment, as each team member will bring back insights that will help us drive our marketing objectives forward in a meaningful way:

[copy and paste the benefits from one of the letters above that align to your organization]

Additional benefits include:

- Exposure to cutting-edge strategies for differentiating our brand in a crowded B2G environment.
- Policy, budget, and procurement insights that will shape marketing cycles in FY25–26.
- Practical examples from industry peers who are successfully adapting marketing to support sales, capture, and program growth.
- High-value networking across the B2G ecosystem—helping us build connections with partners and prospects.

The cost per person is \$695 for industry attendees (\$595 for government staff), with discounted rates available for group/table registrations. Meals and networking are included.

By attending as a team, we'll be able to cover more sessions, compare notes, and bring back a broader set of actionable takeaways that we can apply immediately. The result will be a stronger, better-aligned marketing function that drives measurable impact across our government business.

Thank you for considering this request to send our team to GAIN 2025.