FEDERAL FY16 IT BUDGETS AND TECHNOLOGY TRENDS TO BE EXPLORED AT SECOND ANNUAL GOVERNMENT IT SALES SUMMIT

More Than 40 Federal IT Executives and Industry Leaders will Share Their Expertise with Attendees

McLean, Va, Monday, October 26, 2015 – One year ago, the federal IT budget request was $74 billion. Big data, cybersecurity, and cloud technology were at the leading edge of agency spending. How will the federal, state, and local government agencies use IT to address today's technology challenges, and what business opportunities will those decisions present for government contractors and IT suppliers? How can these companies successfully navigate the "new normal" of annual Continuing Resolutions, budget showdowns, and procurement changes?

The answers – and many more insights into the public sector technology arena – will be provided by market intelligence experts, federal IT executives, current and former government decision-makers, and industry leaders at the 2nd Annual Government IT Sales Summit on Thursday, November 19, 2015, at the Hyatt Regency in Reston, Virginia.

The all-day industry conference is produced by immixGroup, an Arrow company, which helps technology companies do business with the government. The conference program focuses on how technology vendors, systems integrators, solution providers, and value-added resellers (VARs) can grow their public sector IT business while better serving their government customers.

Walter Isaacson, former editor of *TIME* Magazine, former CEO of CNN, Steve Jobs biographer, and best-selling author, will present the keynote address, "What Causes Innovation?" for the Summit. Isaacson's remarks will provide a general industry perspective on why certain technologies gain the attention of consumers and developers alike.

Market analysis kicks off the day, with FY16 budget presentations by immixGroup's team of analysts. This year marks immixGroup's 11th annual federal budget briefing. Attendees will learn about top-funded opportunities across both DOD and civilian agencies**,** as well as key technology priorities, agency IT budgets, organizational landscapes, major acquisition drivers, and FY16 programs. New this year is a U.S. state, local, and education market analysis.

In addition, more than 40 speakers from the public sector and industry will take part in 19 sessions throughout the day, including the following current and former government executives:

- Colonel Bobby Saxon, Division Chief for the Army, Force Management Enterprise Division
- Robert Brese, Former CIO of Dept. of Energy; now VP & Executive Partner, Gartner
- Todd Schwartzrock, NITAAC Marketing and Outreach, NIH
- Nathan Sorensen, Strategic IT Procurement Officer, Midwestern Higher Education, Compact

(A full listing of speakers at the Government IT Sales Summit is available at https://www.govitsalessummit.com/ehome/govitsalessummit/speakers-at-a-glance/)

Additionally, the Government IT Sales Summit will provide an opportunity for attendees to forge new partnerships and learn about established and emerging technologies at the vendor fair concluding the event. More than 50 vendors, including companies such as Brocade, HP, IBM, Intel Security, and Red Hat, will showcase their products and services to potential business and channel partners.

Early bird pricing is available through Friday, October 30. For more information, visit www.GovITSalesSummit.com.

ABOUT IMMIXGROUP, INC.

immixGroup, an Arrow company, is a value-added distributor that helps technology companies do business with the government. immixGroup enables IT manufacturers and solution providers to grow their public sector business and accelerate the sales cycle. Since 1997, immixGroup has delivered the specialized resources and expertise these companies need to increase their revenue, support their demand creators, and operate efficiently in the complex public sector IT market. Government agencies at the federal, state, and local levels trust immixGroup to provide reliable access to a wide range of enterprise software and hardware products through their preferred contracts and business partners. For more information, contact immixGroup, Inc. at 703.752.0610, via email at info@immixgroup.com, or on the Web at www.immixgroup.com.

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