



Carroll
P U B L I S H I N G

Your
GOVERNMENT
in More Detail
Than Ever.



ON LINE, ON DEMAND ACCESS TO US GOVERNMENT
PEOPLE ■ STRUCTURE ■ SPENDING

Now with integrated federal contracts and FY spending activity.

IT ALL STARTS WITH PEOPLE

...you need to know to sell your product or service

Since 1973, Carroll Publishing has been the leader in providing the most current, accurate contact information on government decision makers. What started as a government telephone book has evolved into the preeminent, robust database of government contact information, organization charts, Federal contracts and fiscal year spending data.

From C-level and Secretary-level officers, to senior directors and top military personnel, Carroll Publishing's people-centric database provides the most detailed, accurate contact information available anywhere.

Using various search functions at your fingertips, with the click of a mouse, you can find exactly the right person you need to talk to – by name, title, government level, office and department or agency. Easily drill-down and identify the right person or office that has the authority to purchase your product or service – out of more than 350,000 people in our database.

We update our database daily with only verified contact information which means you get the most current, active people in government.



Find federal, state and local decision makers in these and more government sectors:

Aeronautics	Appropriations
Defense	Parks & Recreation
Human Resource	Purchasing
Information Technology	City Planning
Procurement	Emergency Services
Cyber Security	Fire/Rescue
Finance	City Councils
Economic and Community Affairs	Mass Transit
Network Security	Waste Treatment
Homeland Security	Operations
Preparedness	Public Safety
Readiness	Recovery
Hazmat	Banking & Securities
Business Development	Mental Health
Grants	Licensing
Highway Safety	Payroll
Contracts Programs	Budget & Personnel
Housing	Military/Civilian Programs
Utilities	Facilities Management
Ports	Enforcement
Communications	Workforce Development

And more...

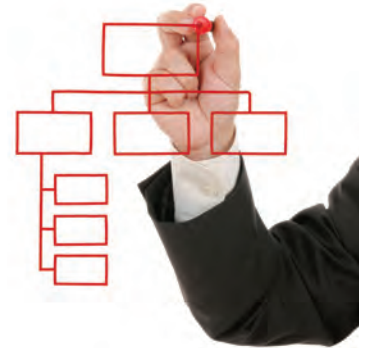
UNDERSTAND THE STRUCTURE

...and the *relationships*

We have the government people you need to contact AND we show you how they are related within the government reporting structure. Carroll Publishing's Exclusive Organization Charts provide a unique and detailed picture of the relationships among Federal civilian and Defense personnel and Federal Vendors, which include major aerospace, military hardware and IT companies, as well as others.

Our online Real-Time charts can be customized by you!

Every office in our database is linked to our Real-Time chart function that allows you to build that office's multi-level organization chart. Expand or contract the chart to view as many levels as you would like, with or without personnel. We also provide 1,000+ pre-published PDF charts, updated quarterly.



RELATIONSHIP SELLING

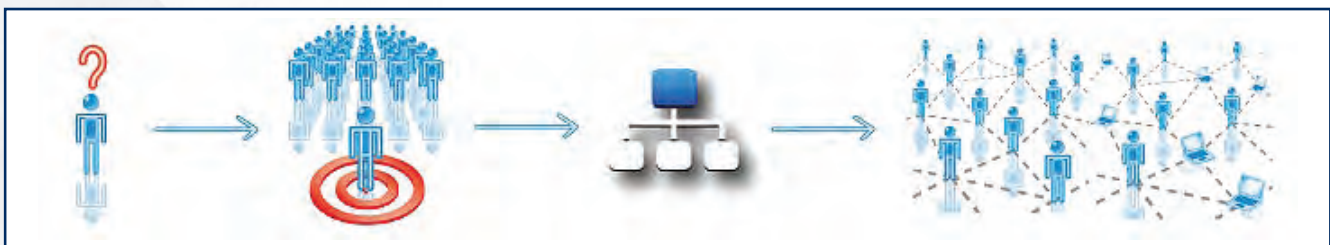
"I buy from people that I know and trust."

We have all heard or said this statement, either verbatim or in different words that convey the same meaning.

Everyone goes through a distinctive buying process regardless of whether they are buying consumer goods for their home or making large purchases for their company.

The U.S. government has its own unique buying process as well. Depending on many conditions this process can be short or very long. Regardless of the time it takes, the key to standing out among your competitors is Relationship Selling. Gaining a trusted relationship with a decision maker, that decision maker's superiors or some other strong influencer needs to be part of your plan.

Carroll Publishing's database of key government decision makers is the only tool to help you locate the right contacts. Our organization charts will show your contacts' connections and where they fit in the reporting structure of a department or agency. By using this combination of Carroll Publishing's tools, you will build your network of the right people and influencers involved in the buying decision.



Since our database is updated daily, you will always have the most current person at every position with the most accurate contact information, including title, address, phone, fax and email address.

Selling your products and services through relationships that you've created using the Carroll database puts you and your company in a better position to be the winning candidate for government contracts.

Relationship Selling is how smart companies bring in government business. Carroll Publishing's database is the essential research and marketing tool that makes your smart company even smarter.

LEARN WHAT THE FEDERAL GOVERNMENT IS SPENDING

...for what, with whom and how much

Carroll Publishing has integrated Federal contracts and fiscal year spending data into our foundational core of people and structure and is the newest addition to our service. For the first time, you can connect your online networks of government decision makers with active contracts and federal spending data (current and historical). Using Carroll's unique customizable search features, customers now have the ability to drill down through contracts and fiscal year spending data by NAICS code, funding office, product and service category and vendor name. Furthermore, they can sort search results by contract completion date, which assists them in positioning their company when a contract is up for renewal. It is the research tool to help you understand what the Federal government is spending for products and services such as yours AND to identify your principal competitors (by company, location and individual) and what share of market they command.

Gain a complete and new perspective into government procurement activities!



Carroll's Federal contracts and fiscal year spending information covers the following key industries, and many more:

- **Healthcare and Social Assistance** – medical labs, temporary shelters, ambulance services
- **Public Administration** – national security and defense, police and fire protection, general economic programs
- **Information Technology** – cyber security, wireless and satellite telecommunications, data processing, software, internet publishing and broadcasting
- **Finance** – insurance agencies, securities brokerage, sales financing and real estate credit
- **Wholesale Trade** – office equipment, roofing, dental, tire and automotive wholesalers

This new functionality completes the circle of Carroll Publishing's government information – people, structures and relationships and now contract and spending details. Who, where, what and how much. Only from Carroll Publishing. Armed with this integrated information, you are already three steps ahead of your competition.

**New
Addition!**

HERE'S WHAT OUR CUSTOMERS SAY

COMPANY: Hyland Software, Inc.

PRODUCT: GovSearch

FROM: Government Intelligence Manager

As the developer of the OnBase electronic document management software suite of products, we have found Carroll's Publishing information to be extremely helpful in many of our lead generation efforts. Starting in one department of a government agency, we use Carroll's up-to-date contact lists of people in other departments to create our own customized lists, so that we can create targeted campaigns which match our products to that particular audience.

The ability to export the lists to Excel allows for easy manipulation as well as importing into commonly used CRM systems such as Salesforce. **In 2009 alone I extracted over 70,000 contact names...which has resulted in a 40% increase in our pipeline and has increased our opportunities for closing business.**

With Carroll's detailed organization charts and keyword search, we have also been able to better understand government agencies and how the departments relate to each other within a particular state or county, which in turn has allowed us to improve our consulting role and reduce the sales cycle in closing business.

Carroll's Publishing lists are easy and intuitive to use. Weekly training opportunities are much appreciated in helping to bring new employees up to speed and to allow a forum to ask questions and understand the product features more fully. The customer service staff have always been extremely helpful when I've contacted them for help or clarification.

It has been a proven investment of our team's marketing dollars. We look forward to a continued partnership with Carroll's Publishing in the future.

"I use the ability to search and download lists in Excel to update our contact and invitation database almost instantly. It would be an almost impossible task without your FedSearchSuite. "

— *Thales USA Defense & Security Inc*

"After the first demo, I saw the value in the tool. Not only is the data extensive and up-to-date, Carroll's database is well organized, easy to use and provides the exports I need to support my large Federal Sales Operation. The new Products and Services features allow me to view all the purchases the Federal Government made in 2008 and 2009, which means that I can gain insight into our market share and my competition in the Federal Sales arena."

— *Xerox*

"We learned of an opportunity for our product...and through your search capabilities were able to research the contracting office. Subsequently, we were able to participate in the RFQ process and have currently been short-listed on a potential project worth \$108,000 to our small business."

— *ErgoGenesis, LLC*

"Carroll Publishing has enhanced my job by making it easier to find out about certain government agencies. Its organizational charts with addresses and phone numbers save a lot of time. I would recommend Carroll to anyone who wants to do business with the federal government."

— *Jorge Scientific Corporation*



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