

## MARKETING PLAN

### Description of overall marketing and sales strategy:

- **Marketing**
  - In accordance with DIR specifications, maintain a comprehensive Web site complete with TEX-AN NG solutions and services, information on how to purchase, and an easy, convenient way to get in touch with Hughes (government.hughes.com)
  - Participate in state government and industry trade shows and events
  - Advertise TEX-AN NG solutions in targeted state government and industry publications both online and in print
  - With DIR approval, host targeted Webinars focused around the needs of the Texas state government and other DIR authorized end-users
  - On a quarterly basis, reach out to all potential and current Customers via email blast or on-site meetings regarding important happenings with company, products and services. Provide DIR a comprehensive inventory of participants.
  - Conduct seminars once each year on various topics, a combination of presentations and demonstrations. Target audience will be managers to C-level executives. Upon request, conduct a technical level seminar and discussion session
- **Sales**
  - Support TEX-AN NG sales with a dedicated Hughes sales team
  - Support sales activities working with Texas DIR and through DIR Web site
  - Support sales activity through direct contact with state agencies and other DIR authorized end-users, meet to determine requirements, and recommend appropriate solutions
  - Provide sales support and clarification for all technical and pricing questions

### Number of resources dedicated to TEX-AN NG marketing function:

The following resources will provide support to the TEX-AN NG marketing function:

- Sam Amato, Senior Account Executive
- Erin Studer, Marketing Staff Consultant

### Number of resources dedicated to TEX-AN NG sales support function;

The following resources will provide support to the TEX-AN NG sales function:

- Sam Amato, Senior Account Executive
- Phil Sutter, Sales Manager
- Tony Bardo, Assistant Vice President Government Sales
- Dave Tuscano, Sr. Director Government Sales Operations
- Paul Rabenhorst, Solution Consultant Director

- Mainul Haque, Solutions Consultant
- Michael Gorsuch, Vice President Program Management
- John Kinnaman, Program Manager
- Corporate Call Center

**Number of sales offices related to TEX-AN NG program:**

The following sales offices will provide support to the TEX-AN NG program:

- Hughes Network Systems, Germantown, Maryland
- Hughes Network Systems, Austin, Texas
- Hughes Network Systems, Dallas, Texas
- Hughes Network Systems, Corporate Call Center

**Number of planned marketing efforts in each year by TEX-AN NG market segment:**

Hughes will conduct weekly, quarterly, and semi-annual marketing events for state and DIR authorized end-users. These efforts will include: emails blasts, webinars/seminars, and ads in state publications.

**Customer notification of new Services awarded under the CTSA**

All communications regarding new services will be communicated by the Hughes Account Manager.