

Sponsorship Opportunities 2018

Securing Tomorrow Today

2018 ISSA International Conference

We are pleased to announce the eighth annual ISSA International Conference, collocated with Cyber Security Atlanta, October 17-18, at the Georgia World Congress Center.

Kicking off with a highly attended Member Reception on October 16th at the Westin Peachtree Plaza, this flagship event promises to be two days packed with education and networking opportunities, so mark your calendars. This is a do-not-miss event!

This world-class conference promises to bring in cyber, information, software, and infrastructure security professionals not only from around the country, but from around the world. ISSA members are located in 92 countries worldwide, and, while we know that the majority of attendees will come from the North America Region, you will find attendees from Italy, France, England, China and many other countries around the globe.

Whether attendees need to know how to defend against APTs, deal with cloud security and digital forensic issues or confront the growing problem of mobile devices and BYOD, the 2018 ISSA International Conference will provide expert presenters and no-nonsense insights.



100+

Speakers



50+

Exhibitors



2500+/
/

Attendees

Why Atlanta

- Atlanta is home to the world headquarters of corporations including Coca-Cola, Home Depot, UPS, Delta Air Lines, and Turner Broadcasting
- Atlanta boasts the 5th largest IT employment cluster in the US
- Over 75% of Fortune 1,000 companies have a presence in the Atlanta Area
- Georgia has more than 115 information security companies, generating >\$4.7 billion in annual revenue, accounting for 25% of the global revenue market share.

Each day, cyber threats become increasingly intricate and difficult to detect. Over the past year, we saw that with the rise of device connectivity came boundless opportunities for malicious hackers to attack device vulnerabilities. No cyber security professional can become an expert on these digital dangers without continued efforts to educate themselves on the industry's latest trends and technologies.

As organizations become more aware of the threats to their IT environment, they need to adapt to thrive in a changing world of growing cyber security threats. Our event provides best in class education to all levels of security professionals and practitioners. Our conference delivers practical sessions that give cybersecurity professionals the tools to strengthen their security without restricting their business.

Our unique, all-inclusive sponsorship and exhibitor packages are designed to deliver unbeatable RIO while keep your costs down and removing the challenges that are involved with exhibiting

Who will attend

- Executive Officers (CISO, CSO, CTO, CEO, CIO)
- Vice Presidents & Senior Directors of IT & InfoSec
- Directors & Managers of IT & InfoSec
- Architects/Engineers/Analyst
- Policy and decision makers with overall security responsibility
- Legal/Compliance/Regulatory professionals
- Technical experts who determine security requirements and implement solutions

Why Sponsor

Exhibiting/Sponsoring the 2018 ISSA International Conference provides you and your team with the opportunity to engage with security professionals of all levels who are actively evaluating the best that the security industry has to offer.

As an exhibitor, you will have the opportunity to join other industry leaders and up-and-coming organizations that will be showcasing their latest technologies first-hand to attendees. This is your opportunity to demonstrate your cutting-edge, innovative products and services, and to network with hundreds of industry experts, luminaries and peers.

- Meet qualified decision makers responsible for influencing, purchasing, and implementing security technologies
- Expand your ever-growing network through direct contact with industry peers, decision makers and certified professionals
- differentiate yourself from your competitors
- Position your Company as a leader in the industry

“This conference provides a tremendous opportunity to network and learning about information security and the role that the ISSA in playing in the industry.”

“I highly recommend attending this event to anyone who wants the best information available to meet the challenges faced by today’s information security professionals.”

“The International Conference was planned perfectly with events that allowed us to network and interact with the attendees in a laidback, fun environment. I attended parties and luncheons feeling as I was reconnecting with old friends rather than new prospects.”

“This was my first time attending the ISSA International Conference, but my company has attended for many years for the simple fact that it works!!! I was very impressed at the quality of attendance and the many opportunities to meet with folks in a non-sales environment. Everyone wants to invest in a tradeshow that brings value to the table. See you next year...”

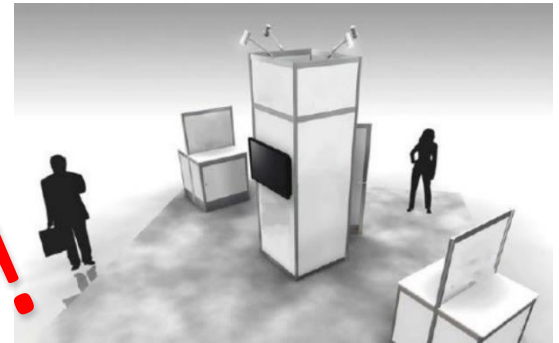
Sponsorship & Exhibit Opportunities

Each of our sponsor and exhibitors are provided with “ready-to-sell” custom modules designed to meet their unique sales and budget requirements.

Exclusive Blue Diamond Sponsor \$80,000

Networking Opportunities

- 400FT module including standard carpeting and electric, custom signage and two badge scanners
- SPEAKING OP: 45- minute speaking presentation within the track of Sponsor’s choice, based on availability at time of contract execution. Sponsor will provide a thought leader/ subject matter expert to make presentation. Presentation must be vendor neutral, educational and no endorsements will be permitted.
- (6) Exhibitor passes, (4) all-access conference passes, (10) Opening reception passes, (10) Luncheon passes (day 1 & day 2), (10) Member Party passes
- Up to (25) conference registrations to share with your customers at 20% discount from the non-member price. Exclusive discount code provided by ISSA



Exclusive Spotlight

- Exclusive conference party sponsor (Location TBD)
 - Sponsor will receive the full list of all reception attendees (opt-in only)
 - Branding throughout party venue recognizing Sponsor as the exclusive sponsor
- Personal on-site sponsor coordinator will be made available for all sponsor-related support requirements

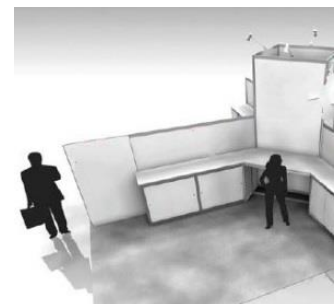
Branding

- Full page ad in program guide
- Logo, link, and company description (75-word maximum) on event sponsor information page acknowledging your company as an Blue Diamond Sponsor
- Logo & link included in all electronic proceedings acknowledging company as a Blue Diamond
- Logo displayed on ISSA Conference banners banner acknowledging your company as Blue Diamond Sponsor
- Full page color ad in October 2018 print/digital ISSA Journal
- Literature inserts in attendee backpack/folder including white papers, product literature, etc.

Diamond Sponsor \$25,000 ~~(limited to 6 Sponsors)~~ ONLY 2 REMAINING

Networking Opportunities

- 150FT module including standard carpeting and electric, custom signage and two badge scanners
- SPEAKING OP: 45-minute presentation within the track of Sponsor’s choice, based on availability at time of contract execution. Sponsor will provide a thought leader/ subject matter expert to make presentation. Presentation must be vendor neutral, educational and no endorsements will be permitted.
- (4) Exhibitor passes, (4) All-access conference passes, (8) Opening reception passes, (8) Luncheon passes (day 1 & day 2), (8) Member Party passes
- Up to (25) conference registrations to share with your customers at 20% discount from the non-member price. Exclusive discount code provided by ISSA



Branding

- ½ page ad in program guide
- Logo, link, and company description (50-word maximum) on event sponsor information page acknowledging your company as an Diamond Sponsor
- Logo & link included in all electronic proceedings acknowledging company as a Diamond
- Logo displayed on ISSA Conference banners acknowledging your company as Diamond Sponsor
- ½ page color ad in October 2018 print/digital ISSA Journal
- 2 Literature inserts in attendee backpack/folder including white papers, product literature, etc.

Platinum Sponsor \$18,000 (~~limited to 6 Sponsors~~) **ONLY 3 REMAINING**

Networking Opportunities

- 100FT module including standard carpeting and electric, custom signage and two badge scanners
- SPEAKING OP: Panel seat within the track of Sponsor's choice, based on availability at time of contract execution. Sponsor will provide a thought leader/subject matter expert to make presentation. Presentation must be vendor neutral, educational and no endorsements will be permitted.
- (4) Exhibitor passes, (4) All-access conference passes, (8) Opening reception passes, (8) Luncheon passes (day 1 & day 2), (8) Member Party passes
- Up to (25) conference registrations to share with your customers at 15% discount from the non-member price. Exclusive discount code provided by ISSA



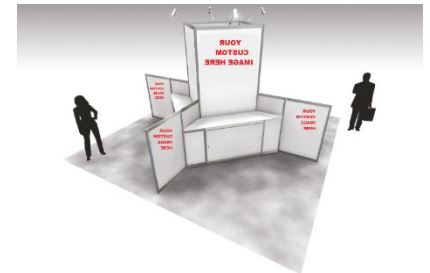
Branding

- ¼ page ad in program guide
- Logo, link and company description (50-word maximum) on event sponsor information page acknowledging your company as an Platinum Sponsor
- Logo & link included in all electronic proceedings acknowledging company as a Platinum Sponsor
- Logo displayed on ISSA Conference banners acknowledging your company as Platinum Sponsor
- ¼ page color ad in October 2018 print/digital ISSA Journal
- 1 Literature insert in attendee backpack/folder including white papers, product literature, etc.

Gold Sponsor \$15,000 (~~limited to 15 Sponsors~~) **ONLY 9 REMAINING**

Networking Opportunities

- 100FT module including standard carpeting and electric, custom signage and two badge scanners
- (3) Exhibitor passes, (2) All-access conference passes, (5) Opening Reception passes, (5) Luncheon passes (day 1 & day 2), (5) Member Party passes
- Up to (20) conference registrations to share with your customers at 15% discount from the non-member price. Exclusive discount code provided by ISSA



Branding

- ¼ page ad in program guide
- Logo, link, and company description (50-word maximum) on event sponsor information page acknowledging your company as a Gold Sponsor
- Logo & link included in all electronic proceedings acknowledging company as a Gold Sponsor
- Logo displayed on ISSA Conference banners acknowledging your company as Gold Sponsor
- 1 Literature insert in attendee backpack/folder including white papers, product literature, etc.

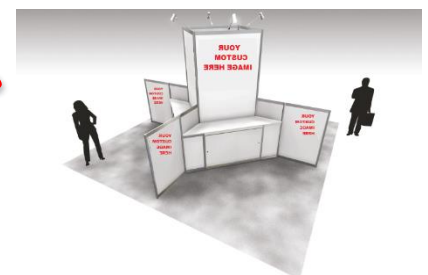
Silver Sponsor \$10,000 (limited to 5 Sponsors)

Networking Opportunities

- 100FT module including standard carpeting and electric, custom signage and two badge scanners
- (3) Exhibitor passes, (3) Opening reception passes, (3) Luncheon passes (day 1 & day 2), (3) Member Party passes

Branding

- Logo, link, and company description (50-word maximum) on event sponsor information page acknowledging your company as a Silver Sponsor
- Logo & link included in all electronic proceedings acknowledging company as a Silver Sponsor
- Logo displayed on ISSA Conference banners acknowledging your company as Silver Sponsor



SOLD OUT!

Additional Sponsorship Opportunities

EXCLUSIVE Registration/ Conference Bag Sponsor \$15,000

The Exclusive Registration Sponsor will meet and greet EVERYONE as they come by to obtain their badges.

Put your company logo in every Full-Conference attendee's hands at the conference by adding your logo to the 2018 International Conference bag. Each Full-Conference attendee will receive this gift when they check-in at registration.

Hospitality Sponsor

- Espresso Bar \$20,000 **SOLD OUT**
- Lunch Sponsor \$15,000 (limit 2/ one sponsor per day)
- Morning Break Sponsor \$10,000 (limit 2/ one sponsor per day)

Exclusive Welcome Reception Sponsor \$15,000

This exclusive sponsorship will provide your organization with the opportunity to welcome all of the ISSA International Conference attendees and new ISSA Members, and to kick-off the conference on Tuesday, October 16 from 5:00 p.m. to 7:00 p.m. The Welcome Reception expects to host the highest number of attendees at one time. Sponsorship will include:

- Co-branded signage
- Acknowledgment during the opening day welcome from a member of the International Board of Directors
- Logo on co-branded slides
- 10-minute welcome/speaking opportunity
- Opportunity to provide branded promotional items.

Exclusive WIFI Sponsor \$10,000

- Signage throughout the entire conference
- Acknowledgment in beginning of all sessions that Wi-Fi is brought to you by sponsor
- Hand-out in attendee bag including Company logo/banner, Wi-Fi username, password and 50 words of copy.
- Custom password for attendees with Sponsor Name

Exclusive Lanyard Sponsor \$8,500

Show your support by sponsoring the official ISSA International Conference lanyard. Each attendee will receive this item during registration and will wear it throughout the duration of the event. Your logo will be on the lanyards, listed on the sponsorship webpage and will be included in pre-show emails. Sponsor may also put one piece of literature in the attendee bag.

**Sponsor is responsible for procurement and production of Lanyard (minimum 900) and for shipping product to ISSA onsite Staff Office*

Hotel Key Card Sponsor \$8,500

Have the attention of our attendees from the time they arrive. Your company logo will be displayed on every room key given to attendees as they check into their hotel. The Westin Peachtree Plaza is the exclusive hotel room block for the ISSA International Conference

Column Wrap Sponsor \$7,000

Drive attendees to your booth and increase your brand presence! Promote your company's message and gain maximum visibility by sponsoring a column wrap placed in a dedicated location outside of the session rooms.

Hotel Room Drop Sponsor \$6,500 per day/per drop

Get your message in front of the ISSA International Conference attendees each evening at their hotel room. The Westin Peachtree Plaza is the exclusive Hotel Room Block for the conference. Include a fun giveaway, 1 informational flyer and branded bag. Drops are available Monday 9/25, Tuesday 9/26 and Wednesday 9/27. Pricing is per day.

*Sponsor is responsible for procurement and production of room drop item(s) (minimum 800) and shipping product to ISSA onsite event Staff Office

Padfolio Sponsor \$5,000

ISSA will distribute sponsor-logoed Padfolios to each Full-Conference attendee of the 2018 ISSA International Conference.

*Sponsor is responsible for procurement and production of Padfolio (minimum 500) and shipping product to ISSA onsite event Staff Office

Book Signing \$4,000 (limited to 4)

Bring awareness to your executive's or Company's published book by doing a 2-hour book signing. You will be provided with your own book signing table and signage located in a premium location within the event or at your booth. This unique opportunity will provide you with one-on-one face time with members as well as optimal exposure. Bookstore signing opportunities are available Tuesday or Wednesday.

* ISSA can help you identify an appropriate author upon request

Thank you to our 2017 Sponsors

Blue Diamond Sponsor



Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Exhibitors

