



*ISSA is the community of choice for international professionals dedicated to advancing individual growth, managing technology risk, and protecting critical information and infrastructure*

Established in 1984, the Information Systems Security Association's (ISSA) primary goal is to promote practices that will ensure the confidentiality, integrity, and availability of organizational information resources. Our core purpose is to promote a secure digital world.

ISSA is the largest international, not-for-profit professional association in the information security community. ISSA has 134 chapters (and growing), reaching more than 11,000 security professionals in 92 countries across the globe. ISSA members are consistently recognized as experts on critical issues in all areas of cyber and information security, and the group is seen as a critical resource for small businesses, global enterprises, and government organizations alike.

When members choose to join the ISSA, it says a lot about their goals and aspirations. Each of our members is an information security professional, they constantly looking for new ways to stay up to date on current trends in the industry, and constantly striving to improve their standing in the information security arena.

## Experience the power of a partnership with the ISSA

Sponsoring ISSA programs and events provides a great opportunity to reach a targeted audience of information security professionals. Our members value your support and educational contributions in advancing the information security community.

The ISSA offers many unique, interactive opportunities to connect with your target audience. Let the ISSA help you connect with your target market, deliver new leads, and position your organization as an industry leader

Pairing with the ISSA means more than making the right contacts; it means being an insider. It means being connected to the right people with the right level of influence, and it means you are allied with a globally respected organization and a leader in the Information Security industry.

ISSA sponsorship, exhibiting and advertising packages are designed to provide a solid platform to help you stand out as a leader in the industry and make an impact. Our programs allow you to achieve your marketing goals and deliver a maximum return on your investment. We have developed convenient and customizable packages to help your organization meet its objectives and reach your target market. Partnering with the ISSA means:

- Engagement with leaders in the Information Security industry – More than 60% of our members are CISSP Certified
- Access to Information Security decision-makers worldwide — More than 80% of ISSA members participate in the purchasing decisions of their enterprise
- Positioning your organization as a leader with a globally respected organization
- Advancing your business success and helping to drive trust in and value from information security professionals

# ISSA Demographics

## Connecting with Your Target Audience

ISSA supports the development of professionals who can provide highly effective cyber security expertise. We are recognized as a respected and trusted source and advisor on information security related technology, education, standards, and legislation.

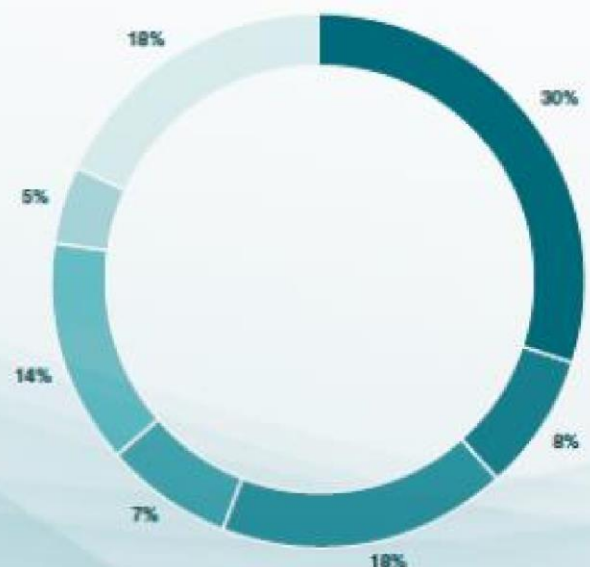
ISSA bridges all certifications, industries, and career stages both locally and globally. We facilitate interaction and education to create a more successful environment for global information systems security and the professionals involved.

Members include cybersecurity and information security practitioners at all levels of the security field in a broad range of industries such as communication, education, healthcare, manufacturing, financial, and government.

ISSA Sponsorship opportunities position your organization as an industry leader, they provide a high level of engagement with qualified Information Security professionals, they allow you to differentiate yourself from the competition and deliver maximum ROI by connecting you directly with your target market.

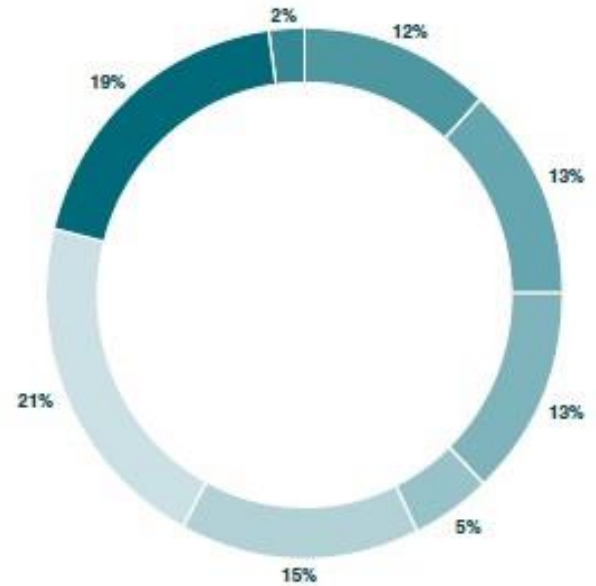
## ISSA MEMBERSHIP BY COMPANY SIZE

More than 10,000	30%
5000-9999	8%
1000-4999	18%
500-999	7%
100-499	14%
50-99	5%
Less than 50	18%









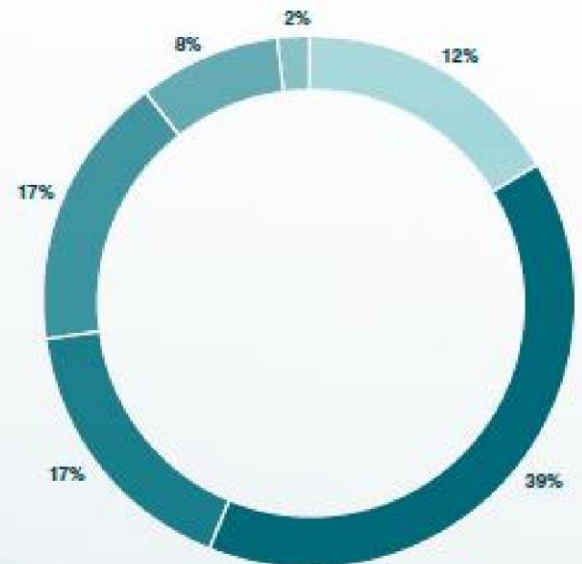
## ISSA MEMBERSHIP BY INDUSTRY

	Manufacturing	12%
	Healthcare	13%
	Computer/Tech Services	13%
	Energy/Utilities	5%
	Consulting	15%
	Financial	21%
	Govt/Military	19%
	Legal	2%



## ISSA MEMBERSHIP BY CAREER LEVEL

	Executive	12%
	Senior	39%
	Mid-Level	17%
	Entry-Level	17%
	Pre-Professional	8%
	I prefer not to answer	2%



## ISSA CISO Executive Forums

ISSA CISO Executive Forums deliver market knowledge from leading information security executives in an open dialogue format. The CISO Executive Forums attract security executives from major organizations, providing them with the opportunity to listen, interact, and solve critical security industry issues.

The ISSA CISO Executive Forum Sponsorship Program provides a limited number of sponsors with the opportunity to meet and interact with ISSA CISO Executive members and qualified VIP guests who attend the quarterly ISSA CISO Executive Forums.

The role of the information security executive continues to be defined and redefined as the integration of business and technology evolves. As this role gains more authority and responsibility, peers benefit from the exclusive collaborative environment to enhance their knowledge, address issues, and influence the development of the profession.

### Silver Sponsorship \$10,000 (limit 4)

- One 6-foot draped table top with area for stand-alone display (2 staff members), two chairs, electric
- (2) Admission passes to the Welcome Reception/Dinner, breakfast, lunch, and all networking breaks
- Literature inserts in attendee folder including white papers, product literature, etc.
- Logo and 50-word description on event program listed as a Silver Sponsor
- Verbal recognition at all CISO Forum activities
- Logo/link on CISO Forum website listed as a Silver sponsor
- Opportunity to participate in prize drawings

### Gold Sponsorship \$12,500 (limit 3)

- One 6-foot draped table top with area for stand-alone display (3 staff members), two chairs, electric
- (3) Admission passes to the Welcome Reception/Dinner, breakfast, lunch, and all networking breaks
- (5) CISO Executive Forum VIP Guest passes for qualified CISOs or CISO equivalents\*
- Literature inserts in attendee folder including white papers, product literature, etc.
- Logo and 50-word description on event program listed as a Gold Sponsor
- Verbal recognition at all CISO Forum activities
- Logo/link on CISO Forum website listed as a Gold sponsor
- Opportunity to participate in prize drawings
- **Choose One (based on availability):** Exclusive Sponsor of the: Opening Breakfast, Morning Break, or Afternoon Break. Includes signage and ability to provide logo gift for attendees.

### Platinum Sponsorship \$15,000 (limit 3)

- One 6-foot draped table top with area for stand-alone display (4 staff members), two chairs, electric
- (4) Admission passes to the Welcome Reception/Dinner, breakfast, lunch, and all networking breaks
- (10) CISO Executive Forum VIP Guest passes for qualified CISOs or CISO equivalents\*
- (1) Executive Guest pass to Forum for sponsor internal use (Company CISO or CISO equivalent only\*)
- Literature inserts in attendee folder including white papers, product literature, etc.
- Logo and 50-word description on event program listed as a Platinum Sponsor
- Verbal recognition at all CISO Forum activities
- Logo/link on CISO Forum website listed as a Platinum sponsor
- Opportunity to participate in prize drawings
- **Choose One (based on availability):** Exclusive Sponsor of the: Welcome Reception/Opening Dinner, CISO Luncheon, or Closing Reception. Includes signage and ability to provide logo gift for attendees.

\* All VIP Guest must meet minimum CISO Member qualifying criteria

## ISSA Webinar Opportunities

Our online events promise to be filled with an abundance of timely information that resonate with industry professionals across the globe and by sponsoring these events, you position yourself at the forefront of the industry.

ISSA webinars feature today's most challenging Information Security challenges and concerns and offer our members the opportunity to earn free CPEs towards the many certification our members hold.

Presented live by subject matter experts and accessible free of charge, members can enjoy interaction with our presenters and panelists in a live format or view the entire webinar after the event OnDemand at their convenience. Each of these informative, web-based, education sessions are available in our archives for up to a year after the event.

### ISSA Thought Leadership Series

These 60-minute events bring together subject matter experts to discuss and debate today's most critical information security topics in a moderated, roundtable format. Filled with a wealth of timely information that industry professionals won't want to miss, your participation will be noticed. Imagine what having the exclusive attention of this expansive group of InfoSecurity professionals can do for you!

Our monthly Thought Leadership Series is a free member benefit for ISSA members across the globe, either live, or via the ISSA online archive channel. This exclusive, single-sponsor opportunity will position your company to address a highly qualified audience with your message and thought leadership.

### Sponsorship \$15,000USD

- Exclusive Sponsor
- Panel seat followed by Q&A (*\*presentation/speaker cannot be product or sales focused*)
- Qualified Leads: Access to all opt-in contact information, including email and phone plus additional OnDemand leads provided for three consecutive (3) months following the live broadcast (opt-in only)
- Branding: Your logo on the ISSA website as an official ISSA Webinar Sponsor and included in all marketing messages related to your program
- (2) E-newsletters announcement promoting your sponsorship
- (2) Targeted email registration invitations and reminders to all ISSA members prior to event
- Event listing and link on ISSA Event webpage
- Follow-up email sent to all pre-registered, non-attendees with link to OnDemand file to listen at their convenience
- Thought Leadership Series is recorded and archived for no less that 12-months on the ISSA Channel

### Our 2018 Schedule

January 10, 2018	1-2PM EST	August 8, 2018	1-2PM EST
February 14, 2018	1-2PM EST	September 12, 2018	1-2PM EST
March 14, 2018	1-2PM EST	October 10, 2018	1-2PM EST
May 9, 2018	1-2PM EST	November 14, 2018	1-2PM EST
June 13, 2018	1-2PM EST	December 12, 2018	1-2PM EST
July 11, 2018	1-2PM EST		

## ISSA International Series

These 120-minute events are designed to keep our members, the information security workforce, up to date on current hot-topics, current market challenges, and the anticipated threats of the future. The members who attend ISSA events are eager to engage and utilize emerging products and services.

### Sponsorship \$15,000USD

- Exclusive Sponsor
- 20 -minute, vendor-neutral, presentation or panel seat followed by Q&A (*\*presentation/speaker cannot be product or sales focused*)
- Qualified Leads: Access to all opt-in contact information, including email and phone plus additional OnDemand leads provided for three consecutive (3) months following the live broadcast (opt-in only)
- Branding: Your logo on the ISSA website as an official ISSA Webinar Sponsor and included in all marketing messages related to your program
- (1) E-newsletter announcement promoting your sponsorship
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Date	Time	Topic
January 23, 2018	12PM EST – 2PM EST	2017 Year in Review & Predictions for 2018
February 27, 2018	12PM EST – 2PM EST	Privacy vs. Security
March 27, 2018	12PM EST – 2PM EST	Blockchain & Other Mythical Technology
April 24, 2018	12PM EST – 2PM EST	IoT/Mobile Security
May 22, 2018	12PM EST – 2PM EST	Breach Report Analysis
June 26, 2018	12PM EST – 2PM EST	Cloud Services and Enterprise Integrations
July 24, 2018	12PM EST – 2PM EST	Trials & Tribulations of Social Engineering
August 28, 2018	12PM EST – 2PM EST	Regulation & Legislation
September 25, 2018	12PM EST – 2PM EST	Latest & Greatest Security Attacks ( <i>and why they happen</i> )
October 23, 2018	12PM EST – 2PM EST	Key & Residual Risk Indicators
November 27, 2018	12PM EST – 2PM EST	Security Professionals Dilemma

# Digital Media Opportunities

## ISSA Journal

Free to all ISSA members, the ISSA Journal, the association's preeminent educational resource, is viewed by more than 11,000 information security professionals world-wide view the ISSA Journal, every month.

In addition to the monthly online Journal, quarterly printed issues are mailed to ISSA members worldwide and hundreds are made available at global, regional, and local events.

Each issue of the Journal provides content aimed at assisting in the professional development of our members. Our content covers a broad array of industry issues, trends, and developments, tips for advancing career paths, to technical articles assisting members in understanding the complex challenges they face in their job.

The ISSA Journal is recognized for its peer-reviewed articles on applied research and practice by recognized authors, researchers, and cybersecurity practitioners. It is read by those who are seeking answers to today's and tomorrow's challenges.

As a digital publication, the ISSA Journal provides an endless amount of opportunity for our advertisers. From immediate delivery to direct linking of websites, white papers, landing pages and surveys, our online journal connects users and vendors together in a way no other format can.

### Features

- Quarterly distribution
- Links to all URLs in editorial content
- Links to URLs from advertisements
- Reach all ISSA members worldwide (over 11,000)
- Distribution of print copies at major industry
- Conferences and trade shows - Reinforces direct relationship with reader

Ad Size	Digital Only	Print and Digital
Full Page Advertorial	\$4,000 USD	\$5,000 USD
Full Page Color	\$2,000 USD	\$2,500 USD
1/2 Page Color	\$1,500 USD	\$2,000 USD
1/3 Page Color	\$1,250 USD	\$1,750 USD
1/4 Page Color	\$1,000 USD	\$1,250 USD

\*Ask about multi-ad discounts

## 2018 Editorial Calendar

**JANUARY (QUARTERLY: PRINT & DIGITAL)** Best of 2017

**FEBRUARY (DIGITAL ONLY)**  
Legal, Regulations, Ethics

**MARCH (DIGITAL ONLY)**  
Operational Security  
-The Basics of Information Security

**APRIL (QUARTERLY: PRINT & DIGITAL)** The Internet of Things

**MAY (DIGITAL ONLY)**  
Healthcare & Security Management

**JUNE (DIGITAL ONLY)**  
Practical Application & Use  
of Cryptography

**JULY (QUARTERLY: PRINT & DIGITAL)**  
Standards Affecting InfoSec

**AUGUST (DIGITAL ONLY)**  
Foundations of Blockchain Security

**SEPTEMBER (DIGITAL ONLY)**  
Privacy

**OCTOBER (QUARTERLY: PRINT & DIGITAL)** Security Challenges in the Cloud

**NOVEMBER (DIGITAL ONLY)**  
Impacts of Malware

**DECEMBER (DIGITAL ONLY)**  
The next 10 Years

### ISSA Advertorial

(See table above)

Sponsoring an ISSA Advertorial means you can thoroughly explain your benefits or tell an effective story by combining the benefits of a traditional print ad with a feature article.

*\*Content subject to approval by ISSA*

### ISSA eDistribution

Sponsorship \$8,500USD

It's an advertiser's dream come true! A sponsorship where your message is distributed across all of the ISSA digital media platforms. The exposure for ISSA eDistribution advertisers is priceless.

The ISSA eDistribution sponsorship will showcase your organization to ISSA members and generate targeted leads. This is your opportunity to offer thought leadership, expertise, and tools to help tackle current security threats and challenges facing our members today.

#### Sponsorship Includes

- (1) Dedicated email distributed to all ISSA opt-in members *\*Content subject to approval by ISSA* (1) Full color Advertorial in the ISSA Journal combining the benefits of a traditional print ad with a featured article *\*Content subject to approval by ISSA*
- (1) 30-day web banner on the ISSA website

### ISSA eNews

Sponsorship \$2,500USD/ per issue

Be a part of one of ISSA's most popular member communications featuring current happenings in the association along with timely industry news. Sponsors receive a banner ad that clicks through to their company's designated landing page. In addition, you receive a text tag line on the email. This is a great opportunity to feature information on product releases, white papers, and educational events and build name/brand recognition to a target audience.

ISSA member newsletters are distributed on the 1<sup>st</sup> and the 3<sup>rd</sup> Wednesday of every month. eNews sponsorships are single-sponsor exclusive opportunities.

### ISSA Web Banner

Sponsorship \$2,000USD/30-days

- The ISSA International website currently averages 17,000 unique visitors and 80,000 page-hits per month
- Banner ads are rotated every 5 seconds