

DIGITAL DANGER ZONE

ISSA 2017 INTERNATIONAL CONFERENCE



October 9 -11, 2017 | #ISSAconf

Sheraton San Diego | San Diego, CA



SPONSOR & EXHIBITOR OPPORTUNITIES

2017 ISSA SPONSOR & EXHIBITOR OPPORTUNITIES

ISSA MEMBERSHIP DEMOGRAPHICS

BY COMPANY SIZE

| | |
|------------------|-----|
| More than 10,000 | 33% |
| 1,000-9,999 | 26% |
| 100-999 | 23% |
| Less than 100 | 18% |

BY INDUSTRY

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

BY CAREER LEVEL

| | |
|------------------|-----|
| Executive | 16% |
| Senior | 39% |
| Mid-Level | 17% |
| Entry-Level | 14% |
| Pre-Professional | 8% |

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.

We look forward to welcoming you and over 800 of your colleagues and peers in San Diego as we discuss topics ranging from incident response to application security to business skills for the information security professional. Join us at the 2017 ISSA International Conference and we'll help you navigate the Digital Danger Zone.

2017 SPONSORSHIP PACKAGES

SILVER SPONSOR | \$6,250**

(\$6,750 AFTER APRIL 30TH)

- * Single booth space
- Prize giveaway promotion
- Up to 3 exhibitor passes

GOLD SPONSOR | \$8,500**

(\$9,500 AFTER APRIL 30TH)

- * Single booth space
- Conference backpack insert (*small gift, brochure, or one-page doc*)

- Choice of seat on Industry Expert Panel (*limited to 6*) or sponsorship of registration area or information table(s).
- Up to 3 exhibitor passes

PLATINUM SPONSOR | \$12,500** (\$13,500 AFTER APRIL 30TH)

- * Double booth space
- Choice of one 45-minute conference presentation (*4 3 opportunities; speaker and presentation subject to approval – draft due August 21st – deadline for final is September 4th*); or Charging Station Sponsor (*2 available*)
- Conference backpack insert (*small gift, brochure, or one-page doc*)
- ½ page ad in program guide
- ½ page ad in ISSA October print/digital Journal
- Up to 4 exhibitor passes
- 4 complimentary conference passes for clients

DIAMOND SPONSOR | \$15,250** (\$16,500 AFTER APRIL 30TH)

- * Double booth space
- Full page ad in program guide
- Full page ad in ISSA October print/digital Journal
- Up to 4 exhibitor passes
- 4 complimentary conference passes for clients
- Conference backpack insert (*small gift, brochure, or one-page doc*)

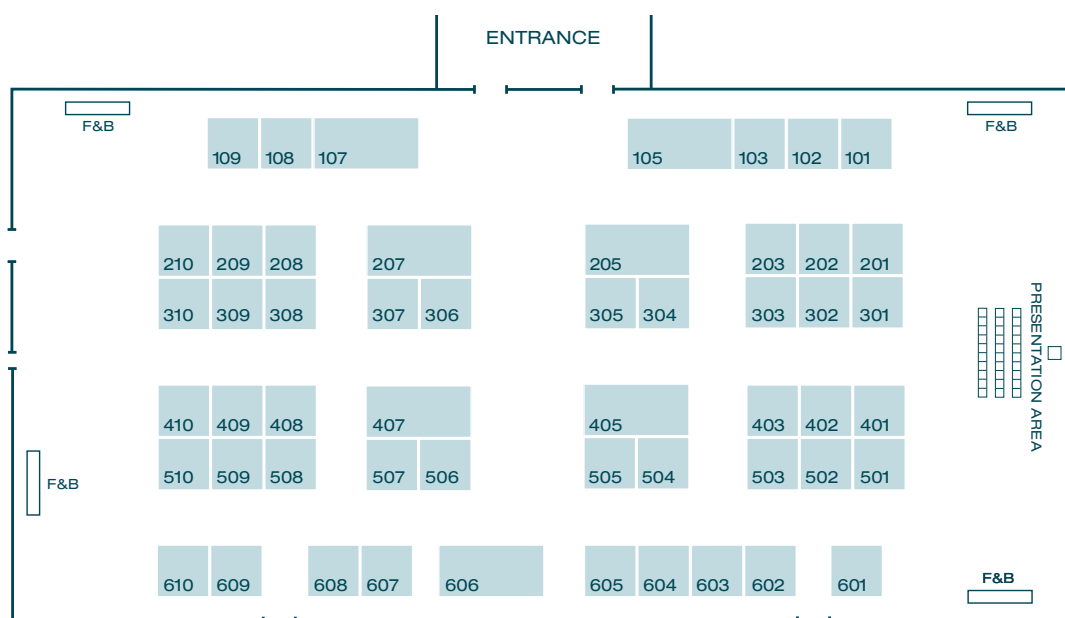
- Choice of A or B packages:
 - Package A: one 45-minute conference presentation (4 3 opportunities; speaker and presentation subject to approval – draft due August 21st – deadline for final is September 4th); includes One Exclusive 20-minute presentation in Cyber Defense Center Theatre (4 available; no competing sessions).
 - Package B: Keynote sponsor (2 available); Awards Luncheon sponsor (1 available). Keynote and Luncheon sponsorships include seat drop at event; introduction on stage; 2-3 minute speaking opportunity on stage (with accompanying media)
- Full page ad in ISSA October print/digital Journal
- Verbal recognition at general assemblies
- Up to 4 exhibitor passes
- 4 complimentary conference passes for clients
- Conference backpack insert (small gift, brochure, or one-page doc)
- Sponsor of ISSA “Party in the Sky”
 - Greet guests entering party
 - Ice Sculpture
 - High visibility before and at party on signage, monitors, in print
 - Banner ad in Onsite Mobile App
 - Pre-Conference party invitation promotions
 - Sponsor of Flight Simulator
 - Social Media/Logo Photo/Backdrop
 - Signature Drink
 - List of Party in the Sky attendees

BLUE DIAMOND SPONSOR | \$25,000
ONLY 1 LEFT!

- * Double booth space
- Full page ad in program guide

2017 ISSA DRAFT EXHIBIT HALL FLOOR PLAN

Sheraton San Diego Hotel & Marina | Bayside Pavilion | Floorplan is subject to change



*Each 10x10 booth space includes pipe & drape, carpet, draped 6ft table, 2 chairs, and waste basket. All sponsors receive pre-conference digital promotional package (including customized banners to promote attendance and booth number at the conference; social media tweets, etc.); up to two dedicated tables at Networking Breakfast; logo recognition before, during, and after the conference. ****Early bird rate deadline is April 30, 2017.**

SALES ORDER DATE: _____

*This Agreement by and between Information Systems Security Association, INC. and Company (as stipulated below) represents the complete understanding of the contract to provide sponsorship or advertising services. This agreement, "along with the terms and conditions addendum found **here**, constitutes the entire Agreement between ISSA and Company and supersedes any prior written or oral agreement or understanding with respect to advertising and/or sponsorship of ISSA.*

COMPANY _____

NAME (as to appear in print) _____

CONTACT _____

EMAIL _____ PHONE _____

WEBSITE _____

MAILING ADDRESS (LINE 1) _____

MAILING ADDRESS (LINE 2) _____

| SPONSORSHIP PACKAGE | PRICE BEFORE APRIL 30 | PRICE AFTER APRIL 30 |
|---------------------------------------|-----------------------|----------------------|
| <input type="checkbox"/> SILVER | \$6,250 | \$6,750 |
| <input type="checkbox"/> GOLD | \$8,500 | \$9,500 |
| <input type="checkbox"/> PLATINUM | \$12,500 | \$13,500 |
| <input type="checkbox"/> DIAMOND | \$15,250 | \$16,500 |
| <input type="checkbox"/> BLUE DIAMOND | - | \$25,000 |

REQUIRED FINANCIAL INFORMATION

TOTAL DUE: \$

TERMS: Net 45 or prior to marketing delivered, whichever is sooner. If balances are not paid according to terms, sponsorship/advertising may be canceled. Fifty percent down, payable by August 1; balance due by September 2017. All sponsors and exhibitors subject to terms and conditions addendum.

Specific marketing items are subject to availability upon receipt of signed contract. Speakers and marketing materials are subject to final approval by ISSA. Any contract with deliverables dated as "To be determined" or "TBD" must be paid within 30 days of signed contract. All non-dated marketing items must be used within the calendar year – 2017, please contact your representative for availability. Cancellation will result in a charge in full unless ISSA can find a replacement vendor, in which case only a 15 percent cancellation fee will be incurred.

ACCOUNTING CONTACT _____

DIRECT DIAL _____ EMAIL ADDRESS _____

BILLING ADDRESS (LINE 1) _____

BILLING ADDRESS (LINE 2) _____

Sponsorship & Advertising Contact:
Joseph S. Cavarretta
+1 703 234 4095 | jcavarretta@issa.org

PAYMENT METHOD:

CHECK CREDIT CARD (VISA MC AMEX DISCOVER)

Remittance Address:
Information Systems Security Association
11130 Sunrise Valley Drive, Suite 350
Reston, Virginia 20191

CREDIT CARD NUMBER _____ CIC _____ EXP DATE _____

NAME ON CARD _____ SIGNATURE _____