

# Paradigm of Dependable Security



Georgia's Premier Security Conference  
Sponsorship Prospectus

November 15<sup>th</sup> 2017 @ Loudermilk Center – Atlanta, GA

Presented by



**ISSA**

METRO ATLANTA CHAPTER

## THE CONFERENCE

Designated the nation's tenth largest cyber city since 2006, Atlanta is a hotbed of innovation for information technology and security. The area is home to more than 115 information security companies that employ more than 10,000 people, says Tino Mantella, president and CEO of the Technology Association of Georgia. Those companies generate \$4.7 billion in annual revenue, making Georgia one of the top three markets in the United States for the cybersecurity industry. Security professionals from these and a host of other corporations rely on the Metro Atlanta Chapter of ISSA to serve as a driving force behind collaboration and education.

This November, ISSA Metro Atlanta will host Atlanta's premier security conference, “Paradigm of Dependable Security”. The one-day event will offer insights on cutting-edge tools, best practices and emerging trends. Attendees can also participate in learning sessions and discussions with industry thought-leaders, including this year's Keynote Speaker.

## ATTENDEES

Sponsoring the conference will provide a platform to connect with more than 300 of the area's most ambitious executives representing a diverse array of companies - many boasting multi-national presence and global initiatives. Find out which sponsorship package will best fit your goals and don't miss this unique opportunity to unite with the driving force behind Metro Atlanta's security innovation.

Professionals in our chapter are directly affiliated with major brands such as AT&T, PWC, Turner Broadcasting Systems, EY, Lockheed Martin, Coca-Cola Enterprises, and many other global companies. Their positions within the IT Security profession range from Security Engineers (28%), Executives - Business Owners, CISO's, CTO's, CEO's (11%), Upper Management / Directors (24%), Consultants and Advisors (12%) and other IT Security related positions

BECOMING OUR CONFERENCE SPONSOR

Sponsorship Levels		
Level	Contribution	
Diamond	\$5,000	
Ruby	\$3,000	
Benefits of Sponsorship		
<p>This year we are combining Chapter Sponsorship benefits with the 2017 Conference benefits for one low cost. Chapter Sponsor benefits will run for 12 months from the date of contract. Chapter sponsor benefits are outlined below the conference sponsor benefits package.</p>		
Features	Level	
	Diamond	Ruby
Number of sponsorship opportunities	1	18
‘Sponsored by’ listed under event title	✓	
Introduce Keynote speaker	✓	
Exhibit table	Prime location & extra-large table	✓
Company logo & description in event program book	Full page & prime spot	✓
Admission tickets (\$100 non-members / \$75 members)	4 Free	2 Free
Discounted admission tickets (50% off)	20	10
Scanners for tracking event participant (provided by Metro Atlanta ISSA)	✓	✓
Logo displayed on event web page and event signs	✓	✓
Panel Role at Chapter’s Conference	✓	✓
Evening Event prizes (\$100+ in value <b>sponsor-provided</b> )	✓	✓
Recognition at event (Displayed logos on banners)	✓	✓
Vendor-supplied literature distributed to attendees	✓	✓

Next page: Value added items

VALUE ADDED ITEMS

<b>Branding Opportunities</b>	
<b>Meals</b> (Limited to one sponsor per meal. A sign highlighting sponsor will be displayed next to food)	
Breakfast	\$600
Lunch	\$750
<b>Evening Event</b>	
Branding Opportunity	\$2,500
Single sponsorship opportunity	✓
Banners in and above auditorium where event is held	✓
Full page advertisement with sponsorship recognition in event program book	✓
Welcoming and closing remarks, as well as prize announcements	✓
Logo on event currency	✓
<b>Conference Bags</b>	
Branding opportunity – Conference logo paired with your company logo exclusively on the official conference bag. (includes bag production)	\$1,500
Single sponsorship opportunity	✓
<b>Lanyards</b>	
Branding opportunity – Conference logo paired with your company logo exclusively on the official conference lanyard. (includes lanyard production)	\$750
Single sponsorship opportunity	✓
<b>Color Advertisements in Conference Book</b>	
Premium back cover ad – Full page only	\$500
Full page 8.5” X 5.5”	\$300
Half page 4.25” X 5.5”	\$175
<b>Additional terms and conditions</b>	
<ul style="list-style-type: none"> <li>• If eligible, only one discount per sponsorship package will be applied.</li> <li>• All Conference sponsors are required to provide a door prize worth at least \$100.00 to be given away at the end of the conference by a drawing.</li> </ul>	

BENEFITS OF CHAPTER SPONSORSHIP

This year we are combining Chapter Sponsorship benefits with the 2017 Conference benefits for one low cost. Chapter Sponsor benefits will run for 12 months from the date of contract. Chapter sponsor benefits are outlined below and are only available to Diamond and Ruby sponsors, not “additional branding opportunities”.

Features	Benefits	Level	
		Diamond	Ruby
Chapter Priority Treatment	Twice or quarterly a year to have special email message to the chapter membership.	✓	
Sponsorship Recognition	Promotion of your company’s name, logo and service offerings at all Metro Atlanta ISSA events	✓	
Chapter Registration Page Branding	Proudly advertise your company on our monthly meeting’s registration page	✓	✓
Monthly Chapter Speaking Opportunity	You have the opportunity to speak at one of our monthly meetings each year. (subject to approval)	✓	✓
Annual Career Workshop	Team up with students and young professionals interested in security. Help with resumes, career advice, etc.	✓	✓
Website Recognition	We will recognize your company on our website through your logo and link to your website.	✓	✓

Conference Sponsorship Sales and Inquires:

Damien Suggs, Conference Program Chair

Chairconference@gaissa.org

Or

Laura Withers, Director of Sponsor relations

Sponsors@gaissa.org