



Georgia's Premier Security Conference  
Sponsorship Prospectus

November 7<sup>th</sup>, 2019 @ Loudermilk Center – Atlanta, GA

Presented by



**ISSA**  
METRO ATLANTA CHAPTER

## THE CONFERENCE

The cybersecurity industry is in a race to secure a brighter future. And it's clear in light of the threats and damages suffered by so many, that it is in the best interests of governments, organizations, and individuals to achieve that brighter, secure future now. When it comes to cybersecurity, what defines a brighter future?

- Perhaps it is fully exploring and executing on the latest trends: blockchain, digital ethics and privacy, AI-driven development, and augmented analytics?
- Perhaps it is increasing the pace of innovation in building stronger walls to keep intruders at bay and more robust algorithms to better predict risk?
- Perhaps it is progress in the understanding that cybersecurity is a shared responsibility, which leads to the development of better communication, sharing, and collaboration among organizations?

But in truth, technology and collaboration is only part of the answer. Ensuring a brighter, secure future requires the cybersecurity workforce to be more vigilant and better trained and prepared than ever before. Governments, organizations and cybersecurity leaders must ensure that there are enough cyber-soldiers to engage in cyberwar. This means that diversity in race and gender must be part of the conversation.

Above all, we can never forget that the efforts of each of us are important in helping ensure a more secure world, and a Brighter, Secure Future Now!

This November, ISSA Metro Atlanta will host Atlanta's premier security conference, “Brighter. Secure Future. Now!”. 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	\$6,000			
Ruby Plus	\$4,000			
Ruby	\$3,000			
Emerald	\$1,500			
Benefits of Sponsorship				
Features	Level			
	Diamond	Ruby Plus	Ruby	Emerald
Number of sponsorship opportunities	1	7	10	Unlimited
'Sponsored by' listed under event title	✓			
Introduce Keynote speaker	✓			
Speaking slot (1 of 7) in Vendor Showcase Track	✓	✓	✓	
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	2 Free	2 Free
Discounted admission tickets (50% off)	20	10	10	10
Scanners for tracking event participant (provided by Metro Atlanta ISSA)	✓	✓	✓	
Logo displayed on event web page and event signs	✓	✓	✓	✓
Evening Event prizes (\$100+ in value sponsor---provided)	✓	✓	✓	
Recognition at event (Displayed logos on banners)	✓	✓	✓	✓
Vendor---supplied literature distributed to attendees	✓	✓	✓	✓

Next page: Value added items

## VALUE ADDED ITEMS

Branding Opportunities	
<b>Meals</b> (Limited to one sponsor per meal. A sign highlighting sponsor will be displayed next to food)	
Breakfast	\$600
Lunch	\$750
Evening Event	
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	✓
Conference Bags	
Branding opportunity – Conference logo paired with your company logo exclusively on the official conference bag. (includes bag production)	\$1,500
Single sponsorship opportunity	✓
Lanyards	
Branding opportunity – Conference logo paired with your company logo exclusively on the official conference lanyard. (includes lanyard production)	\$750
Single sponsorship opportunity	✓
Color Advertisements in Conference Book	
Premium back cover ad – Full page only	\$500
Full page 8.5" X 5.5"	\$300
Half page 4.25" X 5.5"	\$175
Additional terms and conditions	
<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>	

Conference Sponsorship Sales and Inquires to either:

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