



Georgia's Premier Security Conference
Sponsorship Prospectus

November 10th 2021 @ Loudermilk Center – Atlanta, GA

Presented by



ISSA
METRO ATLANTA CHAPTER

THE CONFERENCE

The cybersecurity industry is in a race to secure what has become a more interconnected globalized world. This yields more dynamic threats world-wide which can be identified as both internal and external. Increasingly there seems to be an insecurity in security. Some organizations are practicing due diligence whether that's the practice of being proactive or an effort to meet regulatory requirements. With that, what does it mean if the onus of vulnerability or compromise falls on trusted information security professionals? When it comes to cybersecurity, what defines insecurity in security?

- Perhaps it is IT staff training. Are they the gap in security?
- Perhaps it is applications and/or hardware configurations.
- Is it awareness around the current trends in hacker targets (e.g. MSP's or Core system providers for financial service institutions)?
- What in the cybersecurity realm would be the unexpected target of vulnerability?

This is a growing concern that crosses over both the private and public sector. The Department of Defense has issued an initiative to ensure that cybersecurity controls and processes adequately protect Controlled Unclassified Information (CUI) that reside on systems and networks.

This November, ISSA Metro Atlanta will host Atlanta's premier security conference, “Insecurity in Security”. The one-day event will offer insights on cutting-edge tools, best practices and emerging trends around the concern around trending threats happening within trusted controls. 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	\$7,000		
Ruby	\$4,000		
Emerald	\$2,000		
Benefits of Sponsorship			
Features	Level		
	Diamond	Ruby	Emerald
Number of sponsorship opportunities	1	17	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
Discounted admission tickets (50% off)	20	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	
Meals (Limited to one sponsor per meal. A sign highlighting sponsor will be displayed next to food)	
Breakfast	\$650
Lunch	\$850
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)	\$2,000
Single sponsorship opportunity	✓
Lanyards	
Branding opportunity – Conference logo paired with your company logo exclusively on the official conference lanyard. (includes lanyard production)	\$800
Single sponsorship opportunity	✓
Color Advertisements in Conference Book	
Premium back cover ad – Full page only	\$700
Full page 8.5” X 5.5”	\$400
Half page 4.25” X 5.5”	\$275
Additional terms and conditions	
<ul style="list-style-type: none"> • If eligible, only one discount per sponsorship package will be applied. • 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. 	

Conference Sponsorship Sales and Inquires:

Chairconference@gaissa.org

Or

Sponsors@gaissa.org