



Los Angeles Chapter
ISSA
Information Systems Security Association

2019 ISSA-LA Sponsorship Prospectus

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Get in Front of Today's Growing IT and InfoSec

Community — Become an ISSA-LA Sponsor

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Southern California

California's economy is the **eighth largest economy in the world**, and Los Angeles County is the largest County in the United States. There isn't a better place for you to invest your marketing dollars.

Who is ISSA-LA?

ISSA-LA is the premier catalyst and information source in Los Angeles for improving the practice of information security. The Chapter provides educational programs for IT and Information Security professionals. The Chapter conducts outreach programs to businesses, financial institutions, non-profits, governmental agencies, and consumers. The Chapter's annual world class

Security Summit attracted over 800 registrants this past year.

ISSA-LA is the founding Chapter of the Information Systems Security Association, an international not-for-profit association of the leading IT and InfoSec professionals and practitioners in the world.

Former ISSA International Board President Howard Schmidt was the first United States Cyber Security Coordinator and Special Assistant to President Obama.

ISSA-LA is a dynamic community of IT and IT Security leaders who are passionate about transforming their IT environments. ISSA-LA meetings, events and Annual Security Summit allow users to gather and share best practices and exchange ideas. View the event lineup on page 4 to see where and when these leaders will gather in 2019.

The ISSA-LA user community meets monthly: there are 4 monthly chapter lunch meetings and 7 dinner meetings (sometimes jointly with the Information Systems Audit and Control Association – ISACA, the Open Web Application Security

Project – OWASP, and the Cloud Security Alliance), all held on the third Wednesday of each month.

ISSA-LA members also join vendors at sporting events and live performances, where the vendor can present new solutions and tools.

Cyber Security Awareness Speakers Bureau

ISSA-LA provides information security awareness presentations to civic, business, professional and technical organizations. We have spoken at Rotary LA 5, the Jonathan Tuesday Breakfast Club, and more than 50 other organizations.

For More Information, contact: admin@issa-la.org.

Educating the Next Generation

ISSA-LA works actively with UCLA Extension, USC and other educational institutions. We also collaborate with LAUSD, mentoring high school students participating in the National Cyber Patriot Program.

Get to Know ISSA-LA Members

ISSA-LA event attendees are decision makers, influencers, evaluators and implementers of products and services that your company offers.

Build Relationships

A relationship with ISSA-LA provides a unique opportunity to tap into the Southern California base while gaining valuable brand exposure and awareness. Network with our community to gain insight and information that can benefit your company. Make a lasting impact that counts with the IT and InfoSec community.

Grow Your Brand Awareness

Build your company's brand awareness within the Southern California region. Gain website

recognition and get exposure in e-mails sent to the ISSA-LA database. Event sponsorships and year-round opportunities provide valuable exposure directly to your current and future customers to help you grow your business.

Annual Security Summit

The Summit is the premier Information Security event in Southern California. IT and InfoSec leaders will be gathering again May 16-17, 2019. With 800+ expected attendees, this is an event your company simply cannot afford to miss.

Get Started

Opportunities of all sizes are available to fit your needs and budget. Customizable options and various sponsorship levels provide you with the flexibility to reach potential customers in a way that makes the most of your investment. Turn to page 6 to learn more about available opportunities.

The ISSA-LA community continues to grow. Get on board now and partner with us to reach hundreds of potential customers, and reconnect with current and past customers.

Join Our Community:

www.issa-la.org

[@ISSALA](#)

[@SSA Los Angeles Chapter Networking \(InfoSec and IT Professionals\)](#)

[@Friends of ISSA-LA \(Community\)](#)

[@Information Systems Security Association \(ISSA\) Los Angeles Chapter](#)

Richard Greenberg @SSALosAngeles

Richard Greenberg, CISSP
President, ISSA-LA

Richard Greenberg, CISSP
President, ISSA-LA

ISSA-LA Events

In 2018, approximately 1700 IT and IT Security professionals attended ISSA-LA events to:

- Get the education they need
 - Network with other industry professionals
 - Learn about the latest vendor tools and solutions

2019 Event Lineup and Projected Attendance

Date	Event	Projected Attendance
January 16	Monthly Lunch Meeting	75-100
February 20	Monthly Dinner Meeting	85-110
March 20	Joint Dinner Mtg	150
April 17	Monthly Dinner Meeting	85-110
May 16-17	Security Summit	800
June 19	Monthly Dinner Meeting	85-110
July 17	Monthly Lunch Meeting	75-100
August 21	Monthly Dinner Meeting	85-110
September 18	Monthly Lunch Meeting	75-100
October 16	Monthly Dinner Meeting	85-110
November 20	Monthly Lunch Meeting	75-100
December 13	Joint Holiday Dinner Mtg	300+

Who Attends?

Position Level

15%	Manager
15%	Director
15%	Network Admin
15%	Systems Admin
10%	C Level Executive
10%	Architect
10%	Consultant

4% Analyst
 4% Auditor
 2% Other

10% High Tech
 10% Manufacturing
 10% Technical Services
 5% Telecommunications
 4% Retail

3% Business Services

Industry
 16% Government
 14% Education
 14% Financial Services
 14% Healthcare



Enterprise vs. SMB Companies

56% Less than 1000
 44% Greater than 1000

- | | | | |
|--------------------------|--------------------------------|--------------------------|-------------------------------|
| Accudata | Bluvector | Cyphort | Fidelis Cyber Security |
| Accuvant | Centrify | Damballa | FireEye |
| Active Cypher | Checkpoint | Darktrace | Firemon |
| Air-Watch | Checkmarx | DatumSec | FishNet |
| Anomali | CipherCloud | Dell Secure Work | Forcepoint |
| Aruba | Cisco | DB NetworksEnsilo | Fortinet |
| Axis Technology | Cloud Security Alliance | Duo | Gemalto |
| Barracuda | Comodo | EMC/RSA | Gigamon |
| Bird Rock Systems | Cyber-Ark | Ensilo | Guidance Software |
| Blackberry | CyberWatchWest (CWW) | ExtraHop | HackerHouse |
| Blue Coat | Cylance | F5 | Hewlett Packard |

HIMSS - So. Cal. Chapter	Mandiant	Raytheon	Trend Micro
HTCIA	McAfee	RedSeal	TrapX
IBM	Microsoft	Rsam	Tripwire
IIA-LA (Auditors)	Milton Security	S & L International	UCLA Extension
illumio	NetScope	SailPoint	Varonis
Imperva	Novacoast	SafeNet	Venafi
Infoblox	Nuix	Saviynt	Veracode
InfoSec Institute	onelogin	SecureAuth	Websense
Infragard Los Angeles	Optiv	Secureworks	Whitehat
Intel	OWASP LA	SentinelOne	Wombat Security
Invincea	OWASP OC	Signal Sciences	XYPRO Technology Corp
ISACA LA	Palo Alto Networks	SkyBoxSecurity	Yubico
ISSA IE	PhishLabs	Splunk	zScaler
ISSA San Diego	PhishMe	Stonesoft	
ISSA Ventura County	Protiviti	Symantec	
ISSA Orange County	Qualys	Tenable	
Juniper	Rapid 7	Tevora	

ISSA-LA offers a variety of sponsorship opportunities to fit your company's marketing plans and budget.

Monthly Meeting Sponsor

Meeting sponsors host our monthly meetings, showcasing their products and services while interacting with meeting attendees.

Website Sponsor

Website sponsors proudly display their logo — linked to their own home page — on ISSA-LA's community website.

Event Sponsor

Event Sponsors host ISSA-LA outings and events. Showcase your company with a presentation at a Dodger, Lakers, Clippers or Kings game.

Community Awareness Sponsor

ISSA-LA can provide security experts to speak at your events and assist you to market the events.

Annual Village Sponsor

Annual Village Sponsors are our annual patrons. These forward-looking organizations are recognized throughout the year for their direct support of ISSA-LA's mission.

Annual Security Summit Sponsor

Summit Sponsors are recognized throughout the year for their support of ISSA-LA's Annual Information Security Summit. See all of the Summit Sponsorship Opportunities on page 10.

Monthly Meeting Sponsor (Silver and Gold)

Your benefits

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- Meeting attendee list and contact info
- Sharing of a literature link via email and social media
- All Silver level benefits

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- Promote your company and interact with attendees 30 minutes prior to and after the presentations
- Five minutes to formally present your products/services to the full audience at your sponsored meeting
- Your banner hung at your sponsored meeting
- Your logo on our website for 12 months with a link to your site
- Your company name, write-up and logo on both our website and in three e-mail meeting announcements sent to mailing lists prior to meeting
- Opportunity to provide literature and display items at a table at your sponsored meeting
- Two free lunches or dinners at the sponsored meeting for your representatives

Your Cost

- Lunch meeting - \$1,600 for Silver, \$1,900 for Gold
- Dinner meeting - \$1,900 for Silver, \$2,200 for Gold
- Two items valued at \$50 or more to raffle to members to allow you to get attendee business cards

What We Need From You

- Brief (150 words or less) description of company and services for e-mail promotion and web posting
- High resolution company logo
- Two raffle prizes

Limitations

- Please, Vendor CANNOT hard-sell; this is a marketing opportunity only

ISSA-LA Website Sponsor

Your benefit

- Logo on our website for 12 months with a link to vendor's site

Your Cost

- \$500

Event Sponsor

- Vendor secures a suite at a SoCal Venue, e.g. Staples Center, and ISSA will fill it with decision makers for a formal vendor presentation
- Your logo, linked to your homepage, on the ISSA-LA website for 12 months following the event.

Community Awareness Sponsorship – \$2,000

Host a Community Awareness Event at which a security expert, such as ISSA-LA President, speaks

Use ISSA-LA to promote your company to your target market

ISSA-LA will assist you in promoting the event by listing the event on ISSA-LA calendar and in the President's monthly newsletter

Your logo, linked to your homepage, on the ISSA-LA website for 12 months following the event.

Special Annual Patron Packages

Diamond Dinner Patron – \$19,400/yr. Availability: 1

Display table and two free dinners at all chapter dinner meetings (\$13,200 value)

Meeting attendee list from all chapter dinner meetings

Opportunity to distribute business cards and product literature at all chapter dinner meetings

Five minutes to formally present your products/services at all chapter dinner meetings

Gold Sponsorship at the Annual Security Summit (\$10,900 value)

Sponsorship plaque presented to sponsor at chapter meeting

Large company logo displayed on sponsorship slide of each chapter meeting

Large company logo displayed on website in Diamond Patron section of website for 1 year

First chance to accept sponsorship opportunities for large events (conferences, etc.)

Platinum Lunch Patron – \$16,400/yr. Availability: 1

Display table and two free lunches at all chapter lunch meetings (\$10,900 value)

Meeting attendee list from all chapter lunch meetings

Opportunity to distribute business cards and product literature at all chapter lunch meetings

Five minutes to formally present your products/services at all chapter lunch meetings

Gold Sponsorship at the Annual Security Summit (\$9,500 value)

Sponsorship plaque presented to sponsor at chapter meeting

Large company logo displayed on sponsorship slide of each chapter meeting

Large company logo displayed on website in Platinum Patron section of website for 1 year

First chance after Diamond to accept sponsorship opportunities for large events (conferences, etc.)

Emerald Patron – \$12,300/yr. Availability: 2

Display table and two free dinners at one chapter dinner meeting (\$2,200 value)

Meeting attendee list from your sponsored chapter dinner meeting

One free lunch at all chapter lunch meetings to socialize with members throughout the year

Opportunity to distribute business cards and product literature at each chapter meeting

Five minutes to formally present your products/services at your sponsored dinner meeting

Gold sponsorship at the Annual Security Summit (\$10,900 value)

Sponsorship plaque presented to sponsor at chapter meeting

Large company logo displayed on sponsorship slide of each chapter meeting

Large company logo displayed on website in Emerald Patron section of website for 1 year

1st chance after Platinum to accept sponsorship opportunities for large events (conferences, etc.)

Gold Patron – \$7,200/yr. Availability: 3

Display table at two lunch meetings (\$3,800 value) and two dinner meetings (\$4,400 value)

Meeting attendee list from your sponsored chapter meetings

Two free lunches and dinners and ability to distribute business cards and product literature at your sponsored chapter meetings

Five minutes to formally present your products/services at your sponsored chapter meetings

Sponsorship plaque presented to sponsor at chapter meeting

Small company logo displayed on sponsorship slide of each chapter meeting presentation

Small company logo displayed on website in Gold Patron section of website for 1 year

Silver Patron – \$3800/yr.

Two free dinners and ability to distribute business cards and product literature at two chapter dinner meetings (\$4,400 value)

Meeting attendee list from your sponsored chapter meetings

Five minutes to formally present your products/services at your sponsored chapter meetings

Sponsorship plaque presented to sponsor at chapter meeting

Company logo displayed on sponsorship slide of each chapter meeting presentation

Company logo displayed on website in Silver Patron section of website for 1 year

Bronze Patron – \$3200/yr.

Two free lunches and ability to distribute business cards and product literature at two chapter lunch meetings (\$3,800 value)

Meeting attendee list from your sponsored chapter meetings

Five minutes to formally present your products/services at your sponsored chapter meetings

Sponsorship plaque presented to sponsor at chapter meeting

Company logo displayed on sponsorship slide of each chapter meeting presentation

Company logo displayed on website in Bronze Patron section of website for 1 year

Sign up today: <http://www.eventbrite.com/e/issa-los-angeles-la-sponsor-registration-tickets-8139586723>

SUMMIT XI SPONSORSHIP

Eleventh Annual ISSA-LA Security Summit

Sponsorship Levels:

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Diamond Sponsorship – \$19,900 Availability: 3

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Platinum Sponsorship – \$12,900 Availability: 3

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Gold Sponsorship – \$10,900

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Silver Sponsorship – \$8,500

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	Diamond	Platinum	Gold	Silver
Summit Speaking Session	√	X	X	X
5-Minute Presentation at Keynote	√	√	X	X
Full Summit Attendee Registration List*	√	√	√	X
Logo/link on ISSA-LA Website	√	√	√	√
Logo/link on all Summit Web Pages	√	√	X	X
General Admission Passes	10	10	2	2
Email Promotion	Prime	Prime	Std	Std
Admission Discount for Employees	20%	20%	20%	20%
Admission Discount for Contacts	15%	15%	15%	10%

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Summit Social Event Sponsorships

Social event sponsorships are a highly creative way for companies to generate exposure to all Summit attendees by having your company logo and marketing write-up displayed on signs at your sponsored event and having your logo on the main conference room PowerPoint Loop.

Specialty Barista Coffee Sponsorship – \$5,900 Availability: 2

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General Lunch sponsor – \$4,900 Availability: 2 (1 each day)

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Opening Reception Party the night before the Summit – \$4,900 Availability: 3

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Breakfast Sponsorship – \$950 Availability: 2 (one each day)

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Music sponsor – \$850 Availability: 2 (one each day)

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Coffee Sponsor – \$750 Availability: 2 (one each day)

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Snack Break Sponsor – \$750 Availability: 2 (one each day)

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H nxi yanu @nl ynxyabı ŐŞÜÜ

Interested in presenting a CTF training or competition, or other workshop that will get your company high visibility?
 Consider joining us and showing off your engineering team to Summit attendees.

Benefits

- ÚÀ You meet and greet, as the host, all the workshop attendees
- ÚÀ Your event listed on the Summit schedule
- ÚÀ A 6-foot table in the workshop venue to exhibit your solutions and services to decision makers and buyers
- YÀ Your company logo displayed on signs at your sponsored event
- BÀ 2 complimentary full-conference passes, plus 2 passes for engineers running your event
- BÀ Your logo, linked to your site, on the Summit website throughout the year
- àÀ Acknowledgement in all e-mail blasts (to our full mailing list) leading up to the Summit

You agree to provide the following:

- ÜÄ All hardware required to host the workshop, including your own Internet connection
- ÜÄ For competitions, please provide prizes for 1st/2nd/3rd places worth at least \$350/250/150, respectively; you're welcome to bring smaller prizes for other participants: e.g. company T-shirts, low value gift-cards, etc.
- ÜÄ Do at least one press release about your company hosting the event at the Summit

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You will get exposure to all Summit attendees by having your company logo and marketing write-up displayed on signs at your sponsored event and having your logo on the main conference room PowerPoint Loop.

Conference Bags: Availability: 2\$4,900

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Conference Bag Supporter \$850

Your Company literature and Marketing Items in Every Conference Bag

Lanyards (Summit Badge Holders) \$2,900

Your logo will be instantly recognized when you sponsor the event lanyard. The sponsored lanyards which you will provide hold the event badges, which are required to be worn by all attendees during the conference.

Keynote sponsor: Availability: 4..... \$1,200

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Track sponsor: Availability: 4 \$950 each

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Wireless sponsor: \$650

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CISO FORUM Sponsorships

Join us the day prior (May 15) to the Summit keynotes for a special invite-only all-day gathering of the heads of security at national companies and government organizations as they network and discuss the challenges they face. There are a variety of opportunities for your company to get in front of these high-level decision-makers. As a special incentive, for all CISO Sponsorships, if you add another equal or greater valued sponsorship for the Summit (May 16-17) you will receive a 10% discount for each sponsorship!

CISO Sapphire Sponsorship – \$15,900 Availability: 3

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CISO Ruby Sponsorship – \$11,900

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CISO Lunch Forum Sponsorship – \$6,500

Provides an opportunity to sponsor a gathering of the key Summit attendees, CISOs, over a private lunch. You will have direct privileged access to these high-level decision makers in a closed setting for a lively moderated discussion. These CISO Forums allow you to see national security leaders networking with peers, helping you to understand what is keeping them up at night, and how they're approaching the latest security challenges.

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CISO Reception – \$5,900 Availability: 2

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CISO Breakfast Sponsorship – \$2,000

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CISO Coffee Sponsor – \$1,600 Availability: 2 (one each day)

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CISO Snack Break Sponsor – \$1,200 Availability: 2 (one each day)

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