



Los Angeles Chapter  
**ISSA**  
Information Systems Security Association

# 2017 ISSA-LA Security Summit Sponsorship Prospectus

*May 19, 2017 at the Universal City Hilton*

*Grow your customer base, enhance your brand visibility and drive your business objectives by partnering with ISSA Los Angeles*

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# Get in Front of Today's Growing IT and InfoSec Community — Become an ISSA-LA Sponsor

*Make the most of your marketing investments in 2017 by taking advantage of ISSA-LA sponsorship opportunities at the Ninth Annual Security Summit. ISSA-LA members are looking for ways to make their current solutions work more effectively. Make sure your company and its products are represented.*

## **Annual Security Summit**

The Summit is the premier Information Security event in Southern California. IT and InfoSec leaders will be gathering May 18-19, 2017 at the Universal City Hilton. With expected attendance at 1,000, this is an event your company simply cannot afford to miss.

## **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.

## **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

# What is the Value of a Sponsorship?

directly to your current and future customers to help you grow your business.

## 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:

**Los Angeles Chapter Web Site:** [www.issa-la.org](http://www.issa-la.org)

**Twitter:** @ISSALA

**LinkedIn:** ISSA Los Angeles Chapter Networking (InfoSec and IT Professionals)

**LinkedIn:** Friends of ISSA-LA (Community)

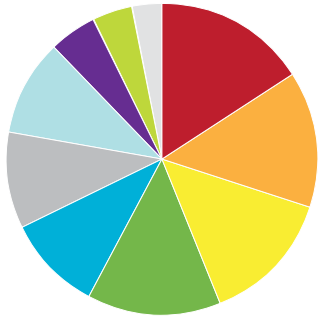
**Facebook:** Information Systems Security Association (ISSA) Los Angeles Chapter

*“The ISSA-LA event line-up offers an excellent opportunity to connect with existing customers as well as to meet the many prospective customers who attend. These events are also perfect for gathering regional market intelligence throughout the Western United States for a very low cost per lead compared with a majority of IT events available today.”*

— **Richard Greenberg, CISSP**  
President, ISSA-LA

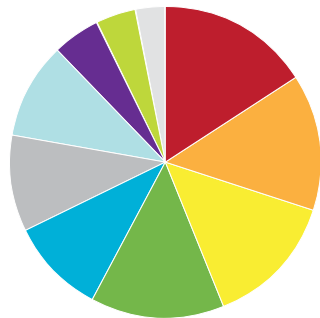
# ISSA-LA Events - Dates and Demographics

## Who Attends?



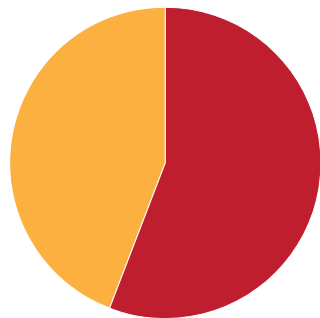
### Position Level

- 15% ● Manager
- 15% ● Director
- 15% ● Network Admin
- 15% ● Systems Admin
- 10% ● C Level Executive
- 10% ● Architect
- 10% ● Consultant
- 4% ● Analyst
- 4% ● Auditor
- 2% ● Other



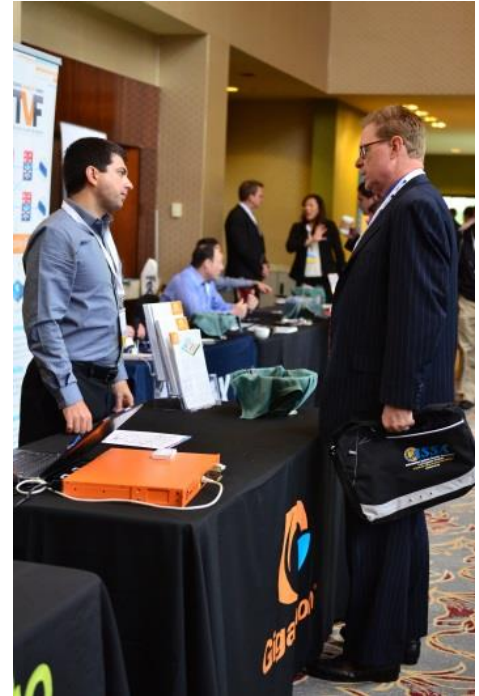
### Industry

- 16% ● Government
- 14% ● Education
- 14% ● Financial Services
- 14% ● Healthcare
- 10% ● High Tech
- 10% ● Manufacturing
- 10% ● Technical Services
- 5% ● Telecommunications
- 4% ● Retail
- 3% ● Business Services



### Enterprise vs. SMB Companies

- 56% ● Less than 1000
- 44% ● Greater than 1000



# Past ISSA-LA User Conference Sponsors

Accudata	F5	Juniper	SkyBoxSecurity
Accuvant	Fidelis Cyber Security	Mandiant	Stonesoft
Active Cypher	FireEye	McAfee	Symantec
Air-Watch	Firemon	Microsoft	Tevora
Anomali	FishNet	Milton Security	TrapX
Aruba	Fortinet	NetScope	Tripwire
Axis Technology	Gemalto	Novacoast	UCLA Extension
Blue Coat	Gigamon	Nuix	Varonis
Centrify	Guidance Software	Optiv	Venafi
Checkpoint	Hewlett Packard	OWASP LA	Veracode
Checkmarx	HIMSS - So. Cal. Chapter	OWASP OC	Websense
CipherCloud	HTCIA	Palo Alto Networks	Whitehat
Cisco	IBM	PhishMe	Wombat Security
Cloud Security Alliance	IIA-LA (Auditors)	Protiviti	XYPRO Technology Corp
Comodo	illumio	Qualys	Yubico
Cyber-Ark	Imperva	Rapid 7	zScale
CyberWatchWest (CWW)	Infoblox	Raytheon	
Cylance	Infragard Los Angeles	RedSeal Networks	
Cyphort	Intel	Rsam	
Damballa	Invincea	S & L International	
Darktrace	ISACA LA	SailPoint	
DatumSec	ISSA IE	SafeNet	
DB Networks	ISSA San Diego	SecureAuth	
Ensilo	ISSA Ventura County	Secureworks	
EMC/RSA	ISSA Orange County	SentinelOne	

# ISSA-LA Sponsorship Opportunities and Benefits

## Ninth Annual ISSA-LA Security Summit

Sponsorship Levels: *(Note: these sell out fast; don't miss out)*

### Diamond Sponsorship – \$15,900 Availability: 2

- 1) *Your own Summit session: your speaker, your topic*
- 2) *Full Summit Attendee list*
- 3) *5-minute speaking opportunity with Power Point at the Summit*
- 4) *A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers*
- 5) *First choice of prime booth location at the Summit*
- 6) *Your logo, linked to your homepage, on the ISSA LA website home page, [www.issa-la.org](http://www.issa-la.org), throughout 2017*
- 7) *Your logo, linked to your homepage, on every Summit web page throughout 2017*
- 8) *10 General Admission Complimentary Passes – Lunch Included*
- 9) *Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 10) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 11) *Your logo placement on main conference room PowerPoint Loop*
- 12) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 13) *20% discount off of the General Admission price for Diamond Sponsor's employees*
- 14) *10% discount off of the General Admission price for Diamond Sponsor's customers and contacts*

### Platinum Sponsorship – \$11,900 Availability: 3

- 1) *Full Summit Attendee list*
- 2) *5-minute speaking opportunity with Power Point at the Summit*
- 3) *A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers*
- 4) *After Diamond, choice of prime booth location at the Summit*
- 5) *Your logo, linked to your homepage, on the ISSA LA website home page, [www.issa-la.org](http://www.issa-la.org), throughout 2017*
- 6) *Your logo, linked to your homepage, on every Summit web page throughout 2017*
- 7) *10 General Admission Complimentary Passes – Lunch Included*
- 8) *Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 9) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 10) *Your logo placement on main conference room PowerPoint Loop*
- 11) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 12) *20% discount off of the General Admission price for Platinum Sponsor's employees*
- 13) *10% discount off of the General Admission price for Platinum Sponsor's customers and contacts*

# ISSA-LA Security Summit Sponsorship Opportunities

## **Emerald Sponsorship – \$9,400 Availability: 1**

- 1) **Full Summit Attendee list**
- 2) **All attendees who parked must come to your booth to get parking validation**
- 3) **A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers**
- 4) **After Platinum, choice of booth location at the Summit**
- 5) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 6) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 7) *2 General Admission Complimentary Passes – Lunch Included*
- 8) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 9) *Your logo placement on main conference room PowerPoint Loop*
- 10) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 11) *20% discount off of the General Admission price for Emerald Sponsor's employees*
- 12) *10% discount off of the General Admission price for Emerald Sponsor's customers and contacts*

## **Gold Sponsorship – \$8,400**

- 1) **Full Summit Attendee list**
- 2) **A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers**
- 3) **After Emerald, choice of prime booth location at the Summit**
- 4) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 5) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 6) *2 General Admission Complimentary Passes – Lunch Included*
- 7) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 8) *Your logo placement on main conference room PowerPoint Loop*
- 9) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 10) *20% discount off of the General Admission price for Gold Sponsor's employees*
- 11) *10% discount off of the General Admission price for Gold Sponsor's customers and contacts*

## **Silver Sponsorship – \$5,900**

- 1) **A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers**
- 2) **After Gold, choice of prime booth location at the Summit**
- 3) *Your logo, linked to your homepage, on the Summit website throughout 2017.*
- 4) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 5) *2 General Admission Complimentary Passes – Lunch Included*
- 6) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 7) *Your logo placement on main conference room PowerPoint Loop*
- 8) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 9) *20% discount off of the General Admission price for Silver Sponsor's employees*
- 10) *10% discount off of the General Admission price for Silver Sponsor's customers and contacts*

# ISSA-LA Security Summit Sponsorship Opportunities

## **Bronze Sponsorship – \$3,400**

- 1) *“Shared” 1/2 of a 6’ table, 1 chair & 1 electrical outlet to exhibit your solutions and services to decision makers*
- 2) *After Silver, choice of booth location at the Summit*
- 3) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 4) *Acknowledgement in all e-mail blasts (to our full 3500-person email list) leading up to the Summit*
- 5) *1 General Admission Complimentary Pass – Lunch Included*
- 6) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 7) *Your logo placement on main conference room PowerPoint Loop*
- 8) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 9) *20% discount off of the General Admission price for Bronze Sponsor’s employees*
- 10) *10% discount off of the General Admission price for Bronze Sponsor’s customers and contacts*

## **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.

## **CISO Lunch Forum Sponsorship – \$5,900 Availability: 1**

**CISO Forum Sponsorship** provides an opportunity for companies to sponsor a gathering of the key Summit attendees, CISOs, over lunch. It gives the sponsor direct privileged access to these high level decision makers in a closed setting for a lively moderated discussion on a topic of your choice. 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.

- 1) **Full Summit Attendee list**
- 2) *A 6’ table, 2 chairs & 2 electrical outlets to exhibit your solutions & services at the lunch*
- 3) *Your company logo and marketing write-up on large sign at the CISO Forum Luncheon*
- 4) *Opportunity to briefly promote your company to CISOs at lunch*
- 5) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 6) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 7) *2 General Admission Complimentary Passes – Lunch Included*
- 8) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 9) *Your logo placement on main conference room PowerPoint Loop*

## **General Lunch sponsor – \$5,900 Availability: 1**

- 1) **Full Summit Attendee list**
- 2) *A 6’ table, 2 chairs & 2 electrical outlets to exhibit your solutions & services at the lunch*
- 3) *Your company logo and marketing write-up displayed on a large sign at the Luncheon*
- 4) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 5) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*



# ISSA-LA Security Summit Sponsorship Opportunities

- 6) *2 General Admission Complimentary Passes – Lunch Included*
- 7) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 8) *Your logo placement on main conference room PowerPoint Loop*

## **Healthcare Privacy and Security Forum Lunch sponsor – \$4,900 Availability: 1**

- 1) *Full Healthcare Forum Attendee list*
- 2) *A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services at the luncheon*
- 3) *Your company logo and marketing write-up displayed on a large sign at the Luncheon*
- 4) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 5) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 6) *2 General Admission Complimentary Passes – Lunch Included*
- 7) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 8) *Your logo placement on main conference room PowerPoint Loop*

## **Opening Reception Party the night before the Summit – \$4,900 Availability: 2**

- 1) *Full Summit Attendee list*
- 2) *Held at a select club at Universal CityWalk*
- 3) *You get to meet and greet all attendees at the door as host*
- 4) *Your table with marketing materials at the reception*
- 5) *Your company logo and marketing write-up displayed on a large sign at the Reception*
- 6) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 7) *Acknowledgement in all e-mail blasts (to our full 4,000-person mailing list) leading up to the Summit*
- 8) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 9) *Your logo placement on main conference room PowerPoint Loop*

## **Post-Summit Cocktail Reception Sponsorship – \$3,500 Availability: 2**

- 1) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 2) *You can meet and greet reception attendees as the host*
- 3) *Your company logo and marketing write-up displayed on signs at the Reception*
- 4) *10 extra drink tickets for your VIPs*
- 5) *2 General Admission Complimentary Passes – Lunch Included*
- 6) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 7) *Your logo placement on main conference room PowerPoint Loop*

## **Snack Break Sponsor – \$950 Availability: 1**

- 1) *Your company logo and marketing write-up displayed on a sign at the snack break*
- 2) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 3) *Your logo on the main conference room PowerPoint Loop*

## **Breakfast Sponsorship – \$950 Availability: 1**

- 1) *Your company logo and marketing write-up displayed on a sign at breakfast*

# ISSA-LA Security Summit Sponsorship Opportunities

- 2) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 3) *Your logo on the main conference room PowerPoint Loop*

## Coffee Sponsorship – \$850 Availability: 1

- 1) *Your company logo and marketing write-up displayed on a sign at the coffee station throughout the day*
- 2) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 3) *Your logo on the main conference room PowerPoint Loop*

## Other Sponsorship Opportunities:

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: .....\$6,500

- 1) *Full Summit Attendee list*
- 2) *Your name and logo in color, opposite the ISSA logo on every attendee conference bag*
- 3) *Ability to place your company literature and marketing items in every bag*
- 4) *Your logo, linked to your homepage, on the Summit website throughout 2017*
- 5) *2 General Admission Complimentary Passes – Lunch Included*
- 6) *Your logo placement on main conference room PowerPoint Loop*

## Conference Bag Supporter ..... \$950

Your Company literature and Marketing Items in Every Conference Bag

## Lanyards (Summit Badge Holders) ..... \$3,500

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: 3..... \$1,400

- 1) *Your company logo on an introductory slide before the keynote*
- 2) *Your company logo and marketing write-up displayed on a sign with the keynote speaker*
- 3) *Your logo on the main conference room PowerPoint Loop*
- 4) *Your logo, linked to your homepage, on the Summit website throughout 2017*

## Track sponsor: Availability: 3 ..... \$850 each

- 1) *Your company logo and marketing write-up displayed on a sign during the entire track*
- 2) *Your logo on the main conference room PowerPoint Loop*
- 3) *Your logo, linked to your homepage, on the Summit website throughout 2017*

## Wireless sponsor: ..... \$650

- 1) *Your logo on the main conference room PowerPoint Loop*
- 2) *Your logo, linked to your homepage, on the Summit website throughout 2017*

Interested in Summit Sponsorship Opportunities? Register now: <https://summit.issala.org/>

