

# 8<sup>th</sup> Annual Security Conference & Exhibition

Conference: November 7-8, 2007 ♦ Exhibition: November 7th ♦ Ronald Reagan Bldg and Int'l Trade Center, Washington, DC

## A sample list of government attendees includes:

Associate CIO for Cyber Security.....	Dept. of Energy	IT Manager .....	Argentina Embassy-
Asst. Dir., Security & Fire.....	Norfolk Naval Shipyard		Army Attache
Asst. Director for Information Security.....	United States Mint	IT Security PM.....	Census Bureau
Branch Chief .....	EPA	IT Specialist .....	Department of State
Captain.....	Navy	IT Specialist .....	IRS
CBP Officer .....	Dept. Homeland Security	IT Specialist (Infosec).....	Commerce
CDR .....	NAVSEA	IT Specialist (Security) .....	OPM
Chief Information Security Officer.....	Dept. of Commerce	ITSO .....	NOAA-NCDDC
Chief Information Security Officer.....	Department of State	Knowledge Architect.....	FAA
Chief of Staff .....	DIAP	Manager, Security Policy and Standards.....	Treasury Board of Canada
Chief Security Officer .....	State of Alaska		Secretariat
Chief, Directives, Forms and Records.....	Veterans Affairs	Mgmt Program Officer .....	Customs & Border Protection
Chief, Plans and Requirements.....	Air Force Office of Special	Pgm Mgr & Emerg Plnr .....	ATO-F Finance
	Investigations	Presidential Management Fellow.....	Department of Navy
CISO .....	State of Maryland	Program Director .....	DoD / OIG
Clinical Database Manager.....	National Institutes of Health	Project Executive for E-Authentication.....	GSA FTS
Director, DSCP .....	Army War College	Project Leader for E-Business .....	National Science Foundation
Enterprise Architect.....	DoE	Project Manager .....	Dept of Treasury
Information Assurance Officer .....	US Army CFSC	Project Manager .....	EPA
Information Security Officer .....	Dept of Veterans Affairs	QA Specialist .....	DHS
Information Security Officer .....	PAHO/WHO	Security Engineer .....	Dept of Commerce
Information Technology Specialist.....	Social Security	Security Forces and Homeland Defense .....	HQ USAF/REOO
	Administration	Security Manager .....	HUD OIG
Infosec Team Lead .....	OSHA, DoL	Senior Systems Analyst .....	Federal Reserve Board
IRM/IPA Division Chief .....	US AID / M / IRM /IPA	Senior Technical Security Specialist .....	US Postal Inspection Service
IS Systems Securities Analyst .....	FISD	Software Systems Engineer .....	Joint Strike Fighter
ISO.....	VA	Special Agent .....	The Pentagon Police
ISSO.....	Dept. of Labor	System Security Analyst.....	Maryland DoT

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BMC Software  
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Core Security Technologies  
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Dell, Inc.  
Digicon  
Digital Harbor  
DigitalPersona, Inc.  
DSA  
DSD Laboratories, Inc.  
Enterasys Networks  
ESRI  
EzGov  
F5 Networks  
Fastcom Technology  
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(FedTeDS)  
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Intellitactics  
Juniper Networks  
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Layer 7 Technologies  
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## Sponsorships

Three sponsorship levels provide a choice of exhibiting, marketing, and sales opportunities, allowing sponsors to select the combination of promotional opportunities that will best showcase their products and services. Customize your involvement in the premier marketing event focused on reaching the leaders and decision-makers who will define the requirements and plans for the public sector's homeland and information security strategies.

### Diamond (custom pricing)

Diamond sponsors receive a meeting room, audio/visual support, logistics support, refreshment breaks and extensive promotional support. The event held in this meeting room will take place on Expo Day.

### Platinum — \$15,000 (limited to 7 sponsors)

#### Speaking/Networking Opportunities

- Seat on the Program Advisory Board
- Potential to participate on Conference Program
  - Must submit abstract relevant to the conference content and theme by abstract deadline
  - Government speakers to support abstract message highly recommended
  - Must be approved by Content Director
- 5 full conference passes

#### Onsite Opportunities

- 10'x8' turnkey exhibit space on Expo Day in prime location including existing carpet, standard drapery, table, two chairs, electrical power and header sign
- Platinum Sponsor recognition on on-site signage

#### Web/Email Opportunities

- Banner and link on specific event page within www.e-gov.com
- Personalized Evite to pass along to customers, inviting them to attend Expo at no cost
- 2x email push prior to event to pre-registered attendees or 2,500 targeted names in the E-Gov Institute database
  - Sponsor to provide email-ready content
  - Message must promote sponsor's presence at event
  - Message requires E-Gov Institute approval
- 4x use of conference attendee registration list
  - Choice of opt-in email addresses, and/or phone, and/or direct mailing addresses
  - Direct mail requires use of 3<sup>rd</sup> party mailhouse
  - Email message provided by sponsor and sent by E-Gov Institute
  - Marketing message requires E-Gov Institute approval

#### Print Opportunities

- Conference brochure description with logo (when brochure is produced)
- Promotional insert flyer (provided by sponsor) in conference attendee materials

#### Assistance in Measuring Results

- Post-event results document detailing sponsorship results

### Gold — \$10,000 (limited to 8 sponsors)

#### Speaking/Networking Opportunities

- Opportunity to present a professional education session or opportunity to sponsor a conference track, based on availability
- 3 full conference passes

#### Onsite Opportunities

- 10'x8' turnkey exhibit space on Expo Day in prime location including existing carpet, standard drapery, table, two chairs, electrical power and header sign
- Gold Sponsor recognition on on-site signage

#### Web/Email Opportunities

- Banner and link on specific event page within www.e-gov.com
- Personalized Evite to pass along to customers, inviting them to attend Expo at no cost
- 1x email push prior to event to pre-registered attendees or 2,500 targeted names in the E-Gov Institute database
  - Sponsor to provide email-ready content
  - Message must promote sponsor's presence at event
  - Message requires E-Gov Institute approval
- 2x use of conference attendee registration list
  - Choice of opt-in email addresses, and/or phone, and/or direct mailing addresses
  - Direct mail requires use of 3<sup>rd</sup> party mailhouse
  - Email message provided by sponsor and sent by E-Gov Institute
  - Marketing message requires E-Gov Institute approval

#### Print Opportunities

- Conference brochure description with logo (when brochure is produced)
- Promotional insert flyer (provided by sponsor) in conference attendee materials

### Silver — \$4,400 (limited to 20 sponsors)

#### Networking Opportunities

- 1 full conference pass

#### Onsite Opportunities

- 10'x8' turnkey exhibit space on Expo Day in prime location including existing carpet, standard drapery, table, two chairs, electrical power and header sign
- Silver Sponsor recognition on on-site signage

#### Web/Email Opportunities

- Logo and link on specific event page within www.e-gov.com
- Personalized Evite to pass along to customers, inviting them to attend Expo at no-cost

#### Print/Direct Mail Opportunities

- Conference brochure logo listing (when brochure is produced)
- 1x use of conference attendee registration list
  - Choice of phone and/or direct mailing addresses
  - Direct mail requires use of 3<sup>rd</sup> party mailhouse

Spaces are limited.

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