SPONSORSHIP 2020
The world’s premier networking events for cyber security leaders

ISF Annual World Congress
14–17 November 2020, Warsaw, Poland

ISF Regional Conferences
UK, US, Nordic Spring, Central Europe and Africa

ISF Chapter Meetings
Australia, Canada, Denmark, Finland, Francophone, Grey Group, India, Ireland, Norway, Benelux, South Africa, Sweden, UK and US

ISF Webinars
Access to the ISF global audience in 2020
ISF SPONSORS INCLUDE:

ISF SPONSORSHIP AND EXHIBITION OPPORTUNITIES

The ISF global events programme offers a wide range of sponsorship packages allowing you to showcase your technology and service solutions to global business leaders and security professionals.

As a Member organisation, access to the ISF Annual World Congress and regional Chapter events is limited to our Members and sponsors. The number of sponsorship packages available is capped for each event, providing an exclusive, world-class platform for Member and non-Member organisations to interact with global decision-makers.

At ISF events we welcome business leaders, senior security professionals and specialist cyber security and risk management practitioners.

If your business operates in an area of interest to ISF Member organisations, then we can provide you with an unparalleled opportunity to build business relationships with some of the world’s most powerful and influential cyber security decision makers.

Being an ISF sponsor or exhibitor positions your company at the heart of this global cyber security community.

“Excellent networking events with brilliant exposure to industry leaders. We wouldn’t hesitate to sponsor again.”

– ISF sponsor
ABOUT THE INFORMATION SECURITY FORUM

The Information Security Forum (ISF) is an international not-for-profit association of the world’s leading organisations who recognise the importance of protecting their business information.

The ISF has been helping organisations develop cyber resilience for over 30 years and our Members range from Fortune 500 and Forbes 2000 listed corporations to public sector bodies and government departments. Dedicated to meeting the increasing demand for practical business-driven solutions to cyber security and risk management problems, the ISF undertakes a leading-edge research programme, providing Members with the opportunity to develop best practices and share a wealth of expertise. The key event enabling Members to do this is the ISF Annual World Congress.

In addition, the ISF provides Members and non-Members with a full range of consultancy services to assist in the implementation of ISF tools, research and methodologies addressing issues relating to governance, risk and compliance.

MEMBERSHIP PROFILE

ISF MEMBER ORGANISATIONS FALL INTO THE FOLLOWING SECTORS:

- Agriculture, Forestry, Fishing and Hunting
- Construction
- Educational Services
- Finance
- Information
- Insurance
- Manufacturing
- Mining, Quarrying, and Oil and Gas Extraction
- Professional, Scientific and Technical Services
- Public Administration
- Retail Trade
- Transporation and Warehousing
- Utilities

“ISF Members are the who’s who of global companies. The very top security people attend this event and it is incredibly valuable to be able to get an audience with them.”

– ISF Member
ISF CONGRESS IN NUMBERS...

490 ISF MEMBER ORGANISATIONS

ISF MEMBERSHIP across the world*

- 43% Europe
- 32% UK
- 14% North America
- 11% Rest of world

PRIMARY ROLES of ISF Members†

- 24% CEO, CTO, COO, Policy & strategy influencers
- 22% Global Head/Director of information security
- 20% CISO
- 18% Senior cyber security professionals
- 16% Security architects/Governance, Risk and Compliance Managers

CONGRESS 2018 SPONSOR SURVEY

- Target group accuracy 94% reached their most important target groups
- On-site logistics 82% rated 4 or 5/10
- Overall sponsor experience 88% rated 4 or 5/10

87% of delegates are key influencers and decision makers

28 average number of congress sponsors

* Based on worldwide delegate access to the ISF
† Statistics taken from previous Annual World Congresses
Average **883 DELEGATES**†
From **43 COUNTRIES**†

**ORIGIN OF VISITORS**†

- **74%** – Europe
- **26%** – International

**CONGRESS 2018 MEMBER SURVEY**

- **78%** Keynote speakers** rated 4 or 5/5**
- **91%** Social programme** rated 4 or 5/5**
- **72%** Overall Member experience** rated 4 or 5/5**

**PR/MEDIA CITATIONS‡**

- **193**

**ISF LIVE**
The Member-only online community now has over **12,000 ACTIVE USERS**

- **20,913** Group members and followers on LinkedIn
- **2,514** Followers on Twitter
- **10,250+** Views on social media

† January to August 2019
ISF ANNUAL WORLD CONGRESS

14–17 NOVEMBER 2020, WARSAW, POLAND
The ISF Annual World Congress is a key international conference for cyber security professionals.

Delegate attendance is restricted to Member organisations and comprises primarily of senior executives. The Congress has a series of keynote presentations, workshops and networking sessions, providing the opportunity for participants to share knowledge, best practice and thought leadership in a confidential peer-group environment.

To encompass our worldwide Membership the event rotates locations, with two years in Europe followed by a year in North America. Recent locations have included Berlin (2016), Cannes (2017), Las Vegas (2018) and Dublin (2019).

“*The ISF continues to bring together CISOs and major players in cyber security for its annual world congress.*”

– ISF Member

SPONSORSHIP TYPES

PREMIUM PACKAGES

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>Headline sponsor offering prime visibility across the event</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>Prime sponsor with premium visibility at a key evening event</td>
</tr>
<tr>
<td>GOLD</td>
<td>Prime sponsor with enhanced exhibition space and positioning</td>
</tr>
</tbody>
</table>

STANDARD EXHIBITION PACKAGES

<table>
<thead>
<tr>
<th>ENHANCED SILVER</th>
<th>Exhibition stand with mainstream speaking session</th>
</tr>
</thead>
<tbody>
<tr>
<td>SILVER</td>
<td>Exhibition stand with lunchtime speaking session</td>
</tr>
<tr>
<td>EXHIBIT AND MEDIA</td>
<td>Exhibition stand</td>
</tr>
</tbody>
</table>
# 2020 CONGRESS PACKAGES

<table>
<thead>
<tr>
<th>Congress Sponsorship Package</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>ENHANCED SILVER</th>
<th>SILVER</th>
<th>EXHIBIT AND MEDIA</th>
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</thead>
<tbody>
<tr>
<td><strong>Space(s) Available</strong></td>
<td>1 2 6</td>
<td>5 8 10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Member Rate</strong></td>
<td>£59,000</td>
<td>£46,000</td>
<td>£32,000</td>
<td>£27,000</td>
<td>£19,000</td>
<td>£11,000</td>
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<tr>
<td><strong>Non-Member Rate</strong></td>
<td>£64,000</td>
<td>£50,000</td>
<td>£36,000</td>
<td>£29,000</td>
<td>£23,000</td>
<td>£13,000</td>
</tr>
</tbody>
</table>

### Title of ‘Headline Sponsor’
- ✓

### Triple footprint exhibition booth
- ✓

### Double footprint exhibition booth
- ✓

### One-and-a-half footprint exhibition booth
- ✓

### Single footprint exhibition booth
- ✓

### Mainstream breakout speaking slot
- ✓

### Lunchtime speaking slot
- ✓

### Exclusive sponsorship of Congress lanyard
- ✓

### Private meeting area from Congress open to Congress close
- ✓

### Exclusive sponsorship of the Welcome Reception
- ✓

### Exclusive sponsorship of either the Networking Event or Gala Dinner
- ✓

### Exclusive sponsorship of lunch reception or refreshment break
- ✓

### Sponsorship of a lounge area
- ✓

### Opportunity to publish ‘White Papers’ on ISF Members’ website
- ✓

### Logo and web link on ISF public website, ISF Members’ website and event app
- ✓

### Logo in printed pocket programme
- ✓

### Logo on company profile in printed booklet
- ✓

### Logo on all Member communications relating to Congress
- ✓

### Keynote exposure – logo on banner in main theatre
- ✓

### Logo on front cover of sponsors booklet
- ✓

### Delegate bag insert
- ✓

### Sponsor feature on ISF Live e-bulletin, sent to 12,000+ users
- ✓

### Participation in ‘passport for prizes’
- ✓

### 6 x stand passes
- ✓

### 4 x stand passes
- ✓

### 3 x stand passes
- ✓

### 2 x stand passes
- ✓

**ISF MEMBERS ONLY:** 2 x full delegate passes which include access to Congress as well as social events and accommodation
- ✓

### À LA CARTE BRANDING OPPORTUNITIES

Please speak to the sponsorship team to discuss any additional branding opportunities. Previous examples include lounge areas, delegate bags, bag inserts and mobile charging stations.

* Exhibition booth can be used across multiple brands if required and relevant subsidiary logos included in key Congress communications. This privilege is exclusive to the Diamond sponsorship package.

† ISF MEMBERS: Stand passes include access to all social events and the full Congress programme. NON MEMBERS: Stand passes include access to all social events but exclude access to Congress sessions. **Please note:** Accommodation can be booked on request but is not included in stand passes.

‡ These prices could vary depending on numbers, design work and implementation.
2020 ISF REGIONAL CONFERENCES AND CHAPTER NETWORKING EVENTS

With meetings in five continents, the ISF Sponsorship programme offers access to security professionals from around the world.

GLOBAL COMPANIES – LOCAL PRESENCE

If your company is looking to consolidate or develop its presence in a specific region, ISF Conferences and local Chapter Meetings offer an excellent opportunity to network and present to key decision makers who represent global companies at a regional level. We are able to offer sponsorship of regional Conferences and Chapter Meetings, providing your company with the opportunity to experience the ISF first-hand.

REGIONAL CONFERENCES

The ISF holds two-day regional conferences in the UK, US, the Nordics, Central Europe and Africa. These events are designed to give our Members on a regional level more time to interact, network and to share best practice with world-leading organisations. Through the sponsorship platform, you have the opportunity to position your organisation at the heart of this regional community providing unrivalled access to some of the most powerful cyber security experts in the world.

CHAPTER MEETINGS

The ISF has 14 Chapters spanning our global network, meeting three times per year, which are available for sponsorship. Choose the Chapter/region and time of year that works for your organisation and through the sponsorship platform you can present, network and build working relationships with these senior information security professionals.

ISF Chapter Meetings provide opportunities for sponsors to offer industry insights and thought leadership in your given field of expertise. However, access to these networking events are not intended to be ‘hard sales’.

TYPICAL EVENT PACKAGES INCLUDE:

- Speaking opportunity
- Company logo visibility on all collateral relating to a specific Chapter Meeting
- Opportunity to network, exhibit and distribute literature

Please request specific package details for the region you would like to sponsor.

*Rates

Up to 150 Member organisations:

£3,000 – £9,000*

*Opportunities to sponsor regional events are subject to the approval of the individual region/Chapter group. Prices and packages will vary between territories and the prices above are a guide.
### ISF Regional Conferences
- Africa
- Central Europe
- Nordic
- United Kingdom
- United States

### ISF Chapters
- Australasia: Australia and New Zealand
- India
- Ireland
- Norway
- Orange Group: Netherlands, Belgium, Luxembourg
- South Africa
- Sweden
- United Kingdom
- United States

### ISF Regional Networks
- Brazil
- Italy
- Japan
- Portugal
- Singapore
- Spain
- Middle East

### A Global Platform
Insight, Networking, Collaboration
ISF WEBINARS

If your business operates in an area which is of interest to ISF Member organisations – many of which are found in the Fortune 500 and Forbes 2000 listings – and you are looking to share your industry expertise with your target audience, the ISF’s sponsored webinar programme can provide you with an unrivalled platform to communicate with some of the world’s most senior and influential cyber security professionals.

HOST A SPONSORED WEBINAR
AT A KEY TIME OF THE YEAR FOR YOUR ORGANISATION

Network with some of the world’s leading CISO’s and security professionals
Share your expert industry knowledge, insights and trends
Present an innovative cyber security topic
Position your company at the forefront of the ISF’s cyber security community
Deliver a return on investment and achieve your marketing goals

WEBINAR PACKAGE

✓ Choice of date and topic*
✓ Pre-event branding and marketing across all ISF platforms
✓ Participate in a live 45–60 minute interactive webinar
✓ Post-event exposure hosted online and across the ISF platforms
✓ Archived for on-demand viewing
✓ Details of all attendees captured

<table>
<thead>
<tr>
<th>NUMBER OF WEBINARS</th>
<th>RATES*</th>
</tr>
</thead>
<tbody>
<tr>
<td>x1</td>
<td>£12,000</td>
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<tr>
<td>x2</td>
<td>£22,000</td>
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<tr>
<td>x3</td>
<td>£30,000</td>
</tr>
</tbody>
</table>

*ISF does not endorse non-ISF products and services.
ISF WEBINARS IN NUMBERS

Webinar Attendees

1,077
EMERGING THREATS FOR 2019
(December 2018)

431
CYBER SECURITY EXERCISE
(February 2019)

456
THREAT HORIZON 2021
(April 2019)

Social Media Reach

14,271
FOLLOWERS

2,410
FOLLOWERS

531
FOLLOWERS

7,500
on average
landing page hits

10,500
ISF LIVE USERS
WARSZAWA 2020
31st ISF Annual World Congress
14-17 November

The world’s premier networking event for cyber security leaders
THE ISF SPONSORSHIP PROGRAMME OFFERS:

– Global security events where major players and visionaries in the cyber security world gather to meet and exchange ideas.

– An unparalleled opportunity to network with senior cyber security professionals in a relaxed and confidential setting.

– Unique events where delegates can draw on the best practice of world-leading organisations.

For more information on how your organisation can take best advantage of these unique opportunities, please contact one of the team below.

Sponsorship and exhibition contacts:

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