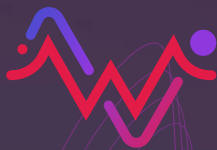




# ISF

# SPONSORSHIP 2022

The world's premier face-to-face  
networking events for cyber security  
professionals



## WARSAW 2022

ISF WORLD CONGRESS

**In person. Online. On demand.**

13–15 November 2022

### **Regional Conferences**

North America Conference, Nordic Spring Conference,  
Africa Conference, UK & Ireland Conference,  
India Conference, Central European Conference

### **Regional Chapter Events**

Over 30 events held worldwide for our 18,000+ registered  
ISF Live users

### **Digital Events**

Webinars, Panel Discussions, Roundtables, Interviews

## ISF sponsors include:



(Participating sponsors at ISF worldwide events)



**In person.  
Online.  
On demand.**

# 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.

Access to the ISF 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.

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

– ISF Member



# About the ISF

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 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.

*“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 Sponsor

# 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 & Gas Extraction**



**Professional, Scientific,  
and Technical Services**



**Public Administration**



**Retail Trade**



**Transportation  
and Warehousing**



**Utilities**



# Our Reach

Digital presence

18,000+

**ISF LIVE**

registered ISF Live users

470

ISF Member organisations globally



14,680

...

LinkedIn followers

146

countries represented

## Global events programme



**AFRICA**  
Conference



**CENTRAL EUROPEAN**  
Conference



**INDIA**  
Conference



**NORDIC SPRING**  
Conference



**NORTH AMERICA**  
Conference



**UK & IRELAND**  
Conference



**AUSTRALASIA**  
Chapter



**CANADA**  
Chapter



**DENMARK**  
Chapter



**FINLAND**  
Chapter



**FRANCOPHONE**  
Chapter



**GREY**  
Chapter



**INDIA**  
Chapter



**IRELAND**  
Chapter



**NORWAY**  
Chapter



**ORANGE**  
Chapter



**SOUTH AFRICA**  
Chapter



**SWEDEN**  
Chapter



**UK**  
Chapter



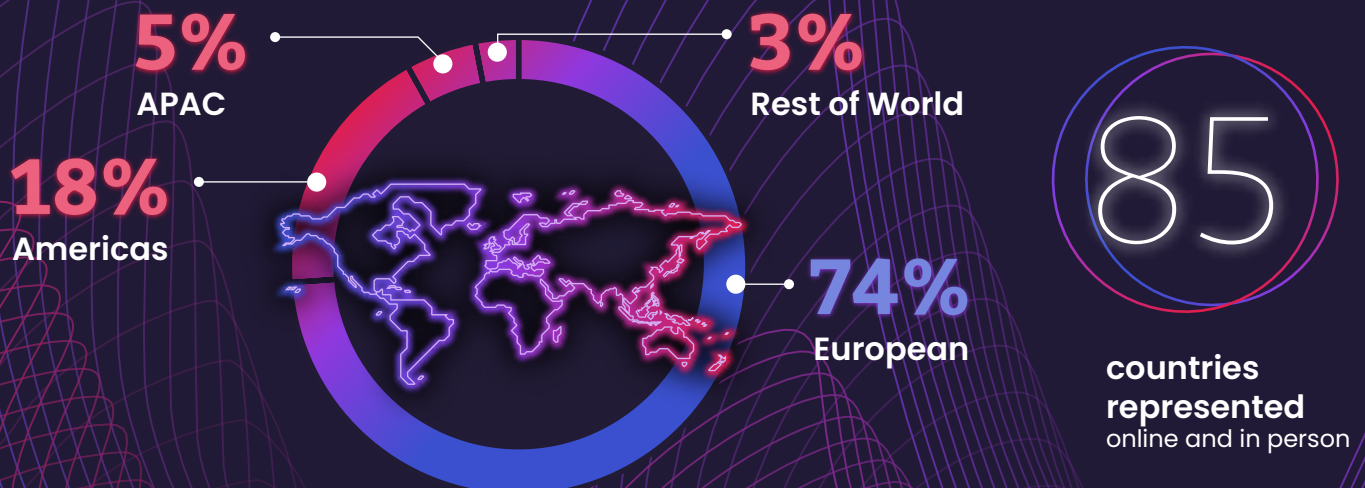
**US**  
Chapter

# Your Audience **at Congress...**

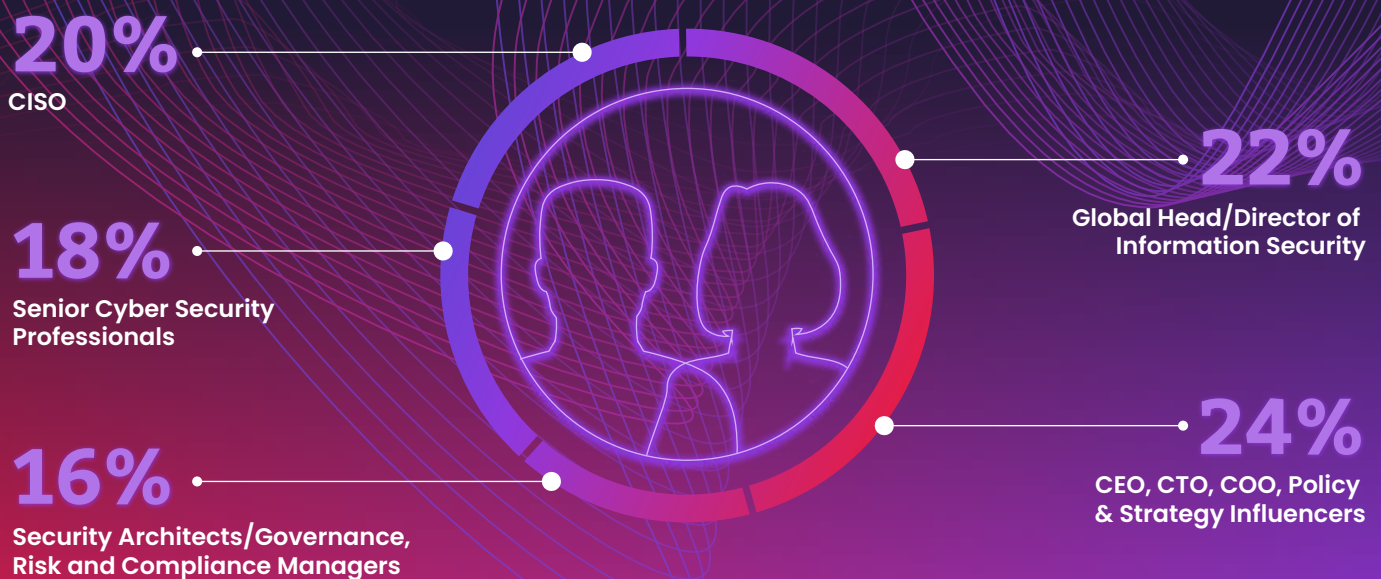
## NUMBER OF DELEGATES



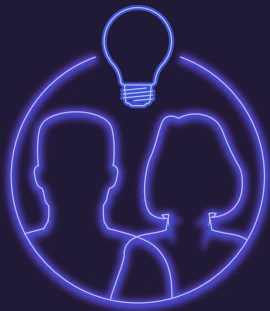
## ORIGIN OF DELEGATES



## PRIMARY ROLES OF DELEGATES





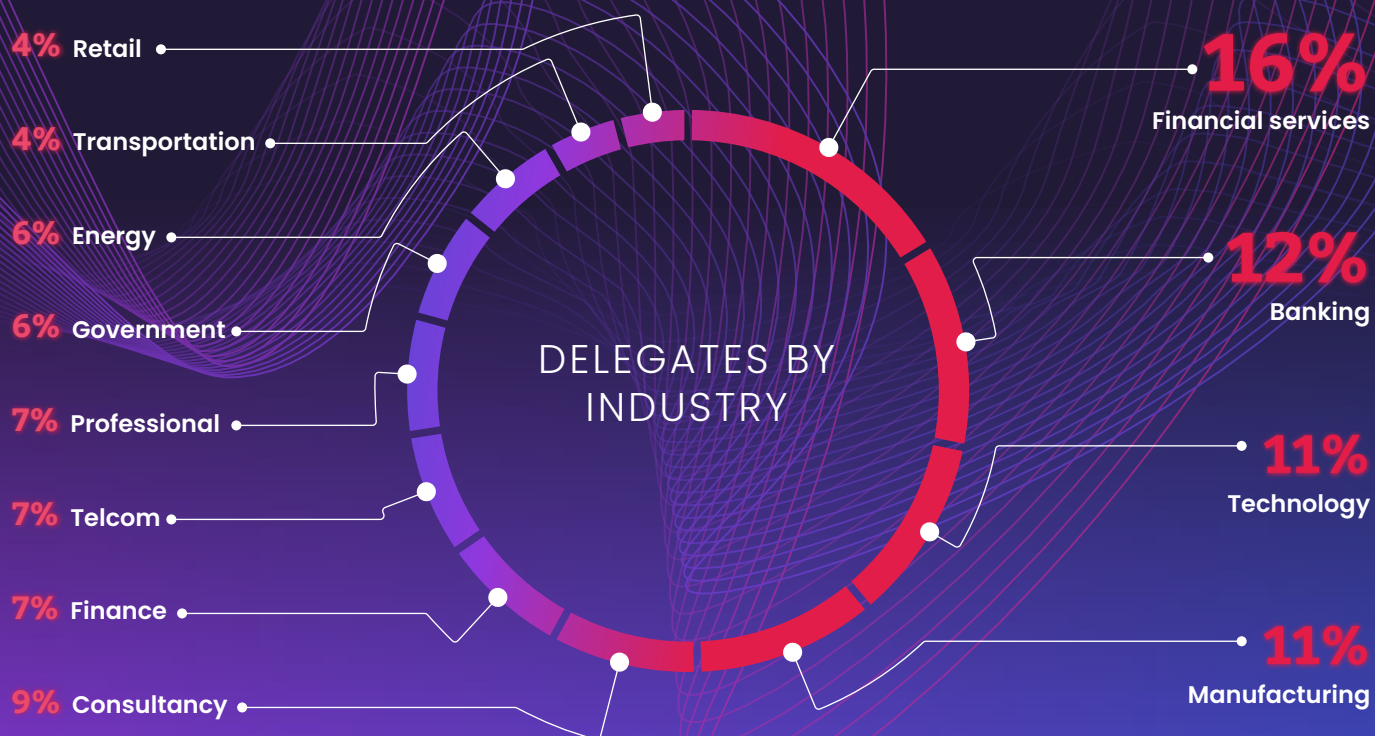
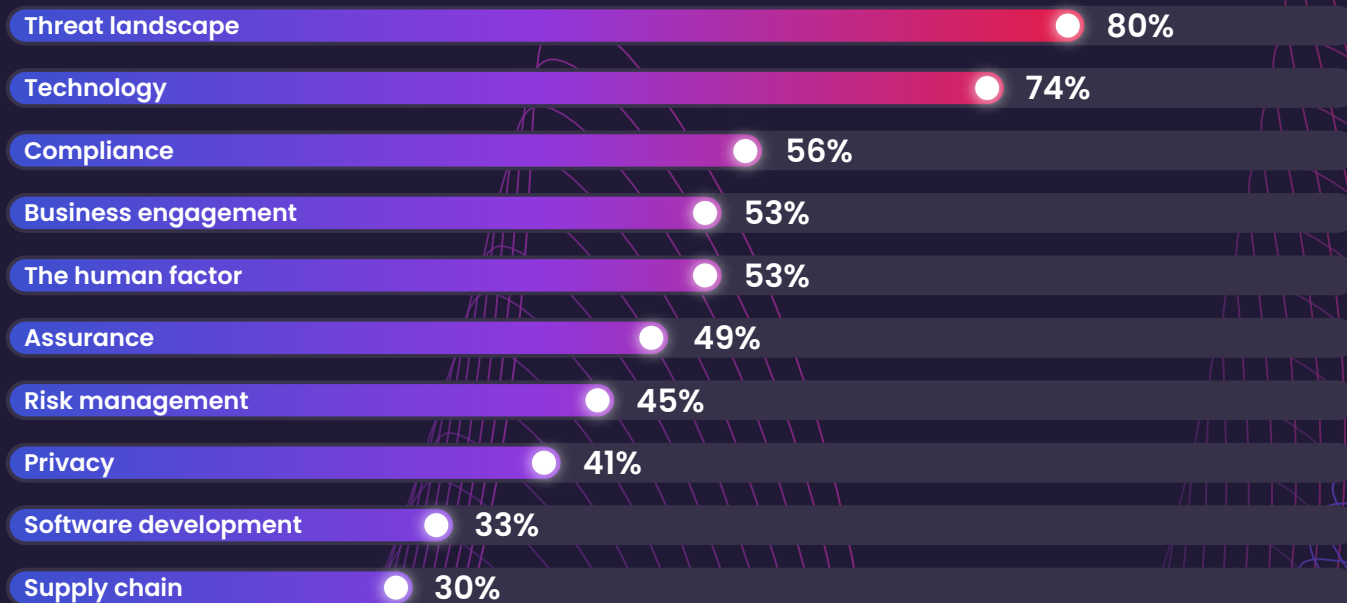


Over

87%

of delegates are key decision makers

## DELEGATES WANT TO HEAR ABOUT...



Data taken from both Dublin 2019 ISF World Congress and Digital 2020 ISF World Congress.

# Sponsoring ISF Annual Congress

The ISF World Congress is a key international conference for world leaders in information, cyber security and risk management.

Delegate attendance is restricted to Member organisations and comprises primarily of senior executives. The ISF World Congress has a series of keynote presentations, workshops and networking sessions. Through the sponsorship channel Member and non-Member sponsors have the opportunity 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 Dublin (2019), Las Vegas (2018), Cannes (2017) and Berlin (2016). We are pleased to be able to offer the ISF World Congress 2022 as an in-person and digital event directly from Warsaw, Poland.



Premium package ✦

## Diamond

Designed for a world-leading organisation, this package offers the title of 'Headline Sponsor' and complete visibility across the entire event. With a triple footprint exhibition booth, private meeting area, mainstream/breakout speaking slot, delegate lanyards, host of welcome reception party, expo lounge, delegate bag insert, promo videos, sponsor demonstration, one to one meetings and lead generation this is a prestigious package that provides complete exposure.

**Diamond sponsorship includes:\***

- ✓ Title of 'Headline Sponsor'
- ✓ Triple footprint exhibition booth
- ✓ Exclusive sponsorship of the ISF World Congress Opening Party
- ✓ Exclusive sponsorship of the Exhibition Lounge
- ✓ Exclusive sponsorship of the ISF World Congress Lanyard
- ✓ Prime branding as headline sponsor on exhibition brochure
- ✓ Delegate pack insert
- ✓ x1 live demo session



Premium package ✦

## Platinum

Platinum packages offer key positioning across the three-day event. The platform provides the opportunity to educate and network with the ISF Member audience. Along with a double footprint exhibition booth, Platinum sponsors also receive a mainstream/breakout speaking slot, a delegate bag insert, sponsor demonstration and exclusive sponsorship of either the evening Networking Event or Gala Dinner.

**Platinum sponsorship includes:\***

- ✓ Double footprint exhibition booth
- ✓ Exclusive sponsorship of either the ISF World Congress Gala Dinner or Networking event
- ✓ Advertising for scheduled live sessions
- ✓ Delegate pack insert
- ✓ x1 live demo session



Premium package ✦

## Gold

Participation as a Gold sponsor provides your company with a great platform to raise its profile, network and present. With a one-and-a-half footprint exhibition booth, opportunity to present as part of the main breakout sessions, sponsorship of lunch reception or refreshment break and exposure across all event collateral.

**Gold sponsorship includes:\***

- ✓ One-and-a-half footprint exhibition booth
- ✓ Exclusive sponsorship of the lunch reception or refreshment break
- ✓ Mainstream breakout speaking slot
- ✓ Lead generation opportunities



## PERCENTAGE OF SPONSORS WHO RATED THE FOLLOWING AREAS 4 OR 5/5



**Exhibition area**



**On-site logistics**



**Networking opportunities**



**New connections**

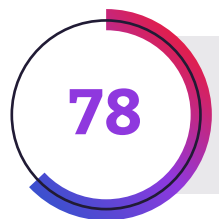


### Reach your target demographic

**94%** of sponsors reached their most important target groups at **ISF World Congress**

### Win new customers

**100%** of sponsors won new customers as a direct result of **ISF World Congress**

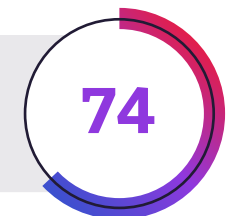


### Build your image

**78%** of sponsors found **ISF World Congress** helped build their image and increase their reputation

### Cultivate customer relations

**74%** of sponsors found **ISF World Congress** helped cultivate customer relations



## Standard packages

### Silver

Silver packages provide your company with the opportunity to present, engage and network. With an expo stand, mainstream breakout speaking slot and media exposure, you get the chance to position your company to key ISF Members.

#### Silver sponsorship includes:

- ✓ Single footprint exhibition booth
- ✓ Mainstream breakout speaking slot
- ✓ Lead generation opportunities



### Bronze

With the bronze stands located in heart of the exhibition hall this platform enables companies to network with top-level decision makers over the three-day event. Added benefits of exhibiting include media exposure across Congress in order to maximise awareness of your brand.

#### Bronze sponsorship includes:

- ✓ Single footprint exhibition booth
- ✓ Networking and lead generation opportunities



\* Some features may not be available depending on in-person/digital sponsorship.

# Sponsorship Packages

The ISF World Congress offers unique sponsorship opportunities to network, present and engage with world leaders from the Information and Cyber Security world. Sponsors can choose between in-person, digital and blended options available.

## À la carte branding opportunities

Please speak to the sponsorship team to discuss any additional opportunities not featured here:

Live demonstration	£6,500
Delegate bag sponsorship	£6,800
Bag insert	£1,300
Mobile charging stations (2 available)	£1,900
VIP drinks reception (exclusive)	Please speak to the sponsorship team
Wi-Fi splash screen (exclusive)	£4,000
Water coolers (6 available)	£1,300
Interior branding opportunities	£1,500–£4,000*

*“The ISF continues to bring together CISOs and major players in cyber security for its World Congress.”*

– ISF Member

## Sponsorship package

In person, Digital or both
Member rate
Non-Member rate
Title of 'Headline Sponsor'
Triple footprint exhibition booth <sup>†‡</sup>
Double footprint exhibition booth
One-and-a-half footprint exhibition booth
Single footprint exhibition booth
Mainstream breakout speaking slot
Sponsors' presentation sessions available post-event on-demand viewing
Exclusive sponsorship of the Welcome Reception Party and Exhibition Lounge area
Exclusive sponsorship of the ISF World Congress lanyard
Exclusive sponsorship of either the ISF World Congress Gala Dinner or Networking Event
Exclusive sponsorship of the lunch reception or refreshment break
Private meeting area from Congress open to Congress close
Exclusive sponsorship of a branded Congress gift
Delegate pack insert for in-person event
x1 live demo session in a lunch break
Opportunity to publish White Papers on ISF Members' website
Acknowledgement of sponsors from Master of Ceremonies on opening day
Sponsor's material available post-event for a minimum of two weeks
Logo, company profile and URL on ISF websites and platforms (pre and post-event)
Company profile in sponsors booklet
Logo on all Congress marketing collateral from sponsor's confirmation date
Keynote exposure – logo on banner in main theatre
Logo and company profile in exhibition brochure
Prime branding as headline sponsor on exhibition brochure
Pre-Congress video advert
Opportunity to broadcast video advert (up to 3 minutes) before breakout sessions
Branded holding slides prior to presentations going live and at intervals
Lead retrieval subject to delegates' agreement
Analytics break-down on delegate traffic <sup>‡</sup>
Opted-in delegate list released to sponsors to arrange one-to-one meetings at Congress <sup>§</sup>
Sponsor feature sent to registered ISF Live users
Advertising for scheduled live sessions on ISF Live and Congress notice board
Exhibit booth: choice of links to demos, chat, presentations, info packs, videos and games
Participation in Passport for Prizes
Stand passes*
<b>ISF Members only: x2 full delegate passes*</b>

\* These prices could vary depending on numbers, design work and implementation.

† 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.

‡ Subject to functionality of platform.

§ This information should only be used to arrange one-to-one meetings for targeted emails to individuals before the event.

¶ **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.

	Diamond ✦			Platinum ✦			Gold ✦			Silver			Bronze		
	In person	Digital	Both	In person	Digital	Both	In person	Digital	Both	In person	Digital	Both	In person	Digital	Both
	£59,000	£25,000	£70,000	£46,000	£20,000	£55,000	£35,000	£18,000	£45,000	£27,000	£15,000	£34,000	£11,000	£8,000	£15,000
	£64,000	£30,000	£75,000	£50,000	£25,000	£60,000	£39,000	£20,000	£48,000	£29,000	£17,000	£37,000	£13,000	£10,000	£17,000
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		x2			x2			x1							
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		✓	✓		✓	✓		✓	✓		✓	✓		✓	✓
	5 days prior			4 days prior			3 days prior			2 days prior			1 day prior		
	✓	✓	✓	✓	✓	✓	✓								
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
		✓			✓			✓			✓			✓	
	✓	✓	✓	✓	✓	✓	✓	✓	✓						
	x6		x6	x4		x4	x3		x3	x2		x2	x2		x2
	✓		✓	✓		✓	✓		✓	✓		✓	✓		✓



# 2022 ISF Regional Conferences and Chapter 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, Africa and India. These events are designed to give our Members more time to interact, network and to share best practice in their region 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. It is possible to sponsor any of these meetings. 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 senior information security professionals. ISF Chapter Meetings provide opportunities for sponsors to offer industry insights and thought leadership in your given field of expertise. Sponsors to these networking events benefit by avoiding hard sales to focus instead on key issues, challenges and solutions, with Member debate and interaction.

## 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**

\* 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.

## RATES

Depending on the size of the Chapter, rates vary from £4,000–£12,000\*







Network



Explore



Engage



Learn



Attend



Present



Host



Sponsor



# Sponsored 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 CISOs and security professionals**



**Position your company at the forefront of the ISF's cyber security community**



**Share your expert industry knowledge, insights and trends**



**Deliver a return on investment and achieve your marketing goals**



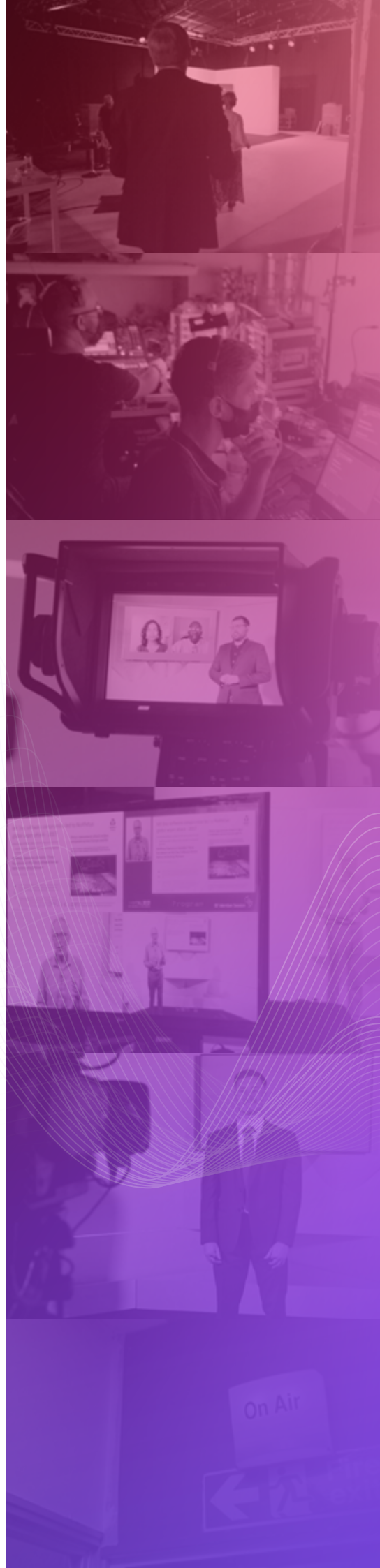
**Present an innovative cyber security topic**

## 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
- ✓ Presentations available for on-demand viewing
- ✓ Details of all delegates captured

Sponsor 1 webinar	£14,000
Sponsor 2 webinars – £2,000 discount	£26,000
Sponsor 3 webinars – £6,000 discount	£36,000

\* The ISF does not endorse non-ISF products and services.





# Who's Watching?

**ISF LIVE**

18,000+

registered  
ISF Live users

7,500

average landing  
page hits

2021 WEBINARS

4,869

total views

2,992

total registrations

ISF DIGITAL PRESENCE

14,680



LinkedIn  
followers

# Digital Offering



## Digital fireside chat/ interview

This is a 20-minute, talking heads style discussion. Editorially led by an ISF analyst and joined by a major buyer / ISF Member CISO, this session is aimed at positioning the sponsor as a thought provoking leader in the selected topic of discussion.

**£15,000**



## Digital panel

An editorially moderated 30-minute panel discussion with up to three ISF Members, ISF analyst and vendor sponsor. This open-floor discussion will be driven by the sponsor's objectives, bringing up informative opinions, pain points, trends and solutions, wrapped up with a live Q&A. The audience will comprise the sponsor's target organisations from both ISF Member companies and public companies.

**£20,000**



## Strategy roundtable

This is a 45-minute editorially moderated discussion on a key topic of importance. The round table can consist of up to six buyers or ISF Members plus the vendor sponsor and ISF analysts. A three to five minute talking heads interview video will be created and published across our ISF Live network, and LinkedIn.

**£20,000**



## 'Best of Today' show

An ISF-moderated broadcast from one of our events in conjunction with the sponsor, providing insight and thought provoking content. Broadcast live across ISF Member channels and hosted on-demand for future viewing, this is a great opportunity to position your organisation at the heart of the ISF community.

**£30,000**

# 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 connect 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

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# ISF

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