SPONSORSHIP
2023

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

ROTTERDAM 2023
ISF WORLD CONGRESS
In person. Online. On demand.

21–24 October 2023

Regional Conferences
North America Conference, Nordic Spring Conference, Africa Conference, UK Conference, India Conference, Central European Conference

Regional Chapter Events
Over 40 events held worldwide for our 24,000+ participants from our Member organisations

Digital Events
Webinars, panel discussions, round table, interviews
ISF sponsors include:

- ACUITY
- alignsec
- BeyondTrust
- BITSIGHT
- BlueVoyant
- CLOUDFLARE
- COFENSE
- CONEXSYS
- CRITICAL START
- CROWDSTRIKE
- cybereason
- CyberVadis
- DARKTRACE
- RELIQUEST
- egress
- FIREMON
- FORCEPOINT
- FORESCOUT
- FORTINET
- helpsystems
- HUAWEI
- Huntsman
- IBM
- ImmuniWeb
- Infosys
- Ivanti
- KnowBe4
- KPMG
- Lookout
- IronScales
- netskope
- noetic
- OneTrust
- paloalto
- panaseer
- PENTERA
- Proofpoint
- Recorded Future
- REVERSING LABS
- Qualys
- Secure Code
- secureops
- Secureworks
- Security Scorecard
- SentinelOne
- Skybox Security
- SureCloud
- Synopsys
- Tenable
- THALES
- VERACODE
- Zerto

(Participating sponsors at ISF worldwide events)
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 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.

“Top level contacts and a very well organised and successful event.”

– 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.

“If you choose to go to one information security event each year make sure it is ISF World Congress. The quality of the conference content and the invaluable interactions between delegates and sponsors means you could not use your limited time better.”

– 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

24,101 registered ISF Live users

484 ISF Member organisations globally

69 countries represented at Congress

20,450 LinkedIn followers

Global events programme

AFRICA Conference

CENTRAL EUROPEAN Conference

INDIA Conference

NORDIC SPRING Conference

NORTH AMERICA 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

24,101

484

69

20,450
Your audience at Congress...

NUMBER OF DELEGATES

883 in person delegates
2,032 online delegates

ORIGIN OF DELEGATES

74% European in person delegates
26% International in person delegates

83 countries represented online and in person

83% in person delegates
18% North America
4% Asia
3% Africa
<1% Australasia
<1% South America

PRIMARY ROLES OF DELEGATES

9% CISO/CEO/CTO/COO
17% Practitioner/Analyst
19% Other cyber security professional
28% Senior cyber security professional
26% Architect/Strategist/Advisor

All information based on attendance data from 2019 to 2022.
Over 62% of delegates are key decision makers

DELEGATES WANT TO HEAR ABOUT...

- Risk Management: 70%
- Threat Landscape: 65%
- Technology: 58%
- Compliance: 38%
- Business Engagement: 36%
- Human Factor: 35%
- Assurance: 33%
- Supply Chain: 27%
- Privacy: 27%
- Software Development: 20%

DELEGATES BY INDUSTRY

- Energy: 5%
- Professional: 7%
- Government: 7%
- Manufacturing: 7%
- Banking: 8%
- Finance: 9%
- Telecoms: 5%
- Consultancy: 5%
- Transportation: 4%
- Insurance: 4%
- Retail: 3%
- Technology: 11%
- Financial services: 9%

All information based on attendance data from 2019 to 2022.
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 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 Berlin (2016), Cannes (2017), Las Vegas (2018) and Dublin (2019). We are pleased to offer the ISF World Congress 2023 as an in-person event directly from Rotterdam, the Netherlands. Our online event, Digital 2023, will broadcast a selection of Congress presentations from our award-winning virtual conference space.

Diamond sponsorship includes:*  
☑ Title of ‘Headline Sponsor’  
☑ Triple footprint exhibition booth  
☑ Private meeting area  
☑ Exclusive sponsorship of Exhibition Showcase: Drinks Reception  
☑ Exclusive sponsorship of Exhibition Lounge  
☑ Exclusive sponsorship of ISF World Congress lanyard  
☑ Exclusive sponsorship of delegate notepad  
☑ Delegate pack insert  
☑ x1 live demo session

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

Gold sponsorship includes:*  
☑ One-and-a-half footprint exhibition booth  
☑ Exclusive sponsorship of a lunch reception or refreshment break

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, prime breakout speaking slot, host of the Exhibition showcase: Drinks reception, sponsored lounge, a delegate bag insert, sponsorship of delegate notepad, prime demo stage slot, one to one meetings and lead generation this is a prestigious package that provides complete exposure.

Premium package

Platinum

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

Premium package

Gold

Key sponsor package, providing the opportunity to present, engage and network with the ISF Member audience. Preferred presentation time, one to one meetings, large expo stand and lead generation and exclusive sponsorship of a lunch or refreshment break.
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.

Bronze

With the bronze stands located in the breakout/refreshment areas, this platform enables companies to network with top-level decision makers over the three-day event. Added benefits of exhibiting include media exposure to maximise awareness of your brand.

PERCENTAGE OF SPONSORS WHO RATED THE FOLLOWING AREAS 4 OR 5 OUT OF 5

- Exhibition area: 81%
- On-site logistics: 88%
- Networking opportunities: 88%
- New connections: 75%

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: 63% of sponsors found ISF World Congress helped build their image and increase their reputation

Cultivate customer relations: 63% of sponsors found ISF World Congress helped cultivate customer relations

Standard packages

Silver sponsorship includes:
- Single footprint exhibition booth

Bronze sponsorship includes:
- Single footprint exhibition booth

* Some features may not available depending on in person/on line/hybrid sponsorship.
**Sponsorship packages**

ISF World Congress offers unique sponsorship opportunities with in person, digital and hybrid options available. The ISF also offers Media and Exhibition sponsorship opportunities, contact the sponsorship team to find out more.

**À la carte branding opportunities**

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

<table>
<thead>
<tr>
<th>Live demonstration</th>
<th>£6,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delegate bag (exclusive)</td>
<td>£4,500</td>
</tr>
<tr>
<td>Bag insert</td>
<td>£1,300</td>
</tr>
<tr>
<td>Advert in Congress delegate programme and guide</td>
<td>£750</td>
</tr>
<tr>
<td>Recording of breakout presentation</td>
<td>£500</td>
</tr>
<tr>
<td>Mobile charging station</td>
<td>£1,900</td>
</tr>
<tr>
<td>Wifi splash screen (exclusive)</td>
<td>£4,000</td>
</tr>
<tr>
<td>Water coolers (6 available)</td>
<td>£1,300</td>
</tr>
<tr>
<td>Interior branding opportunities</td>
<td>£1,500 – £4,000*</td>
</tr>
</tbody>
</table>

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

– ISF Member

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– ISF Member
<table>
<thead>
<tr>
<th>Sponsorship package</th>
<th>In person</th>
<th>Digital</th>
<th>Hybrid</th>
<th>In person</th>
<th>Digital</th>
<th>Hybrid</th>
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<td><strong>Diamond</strong></td>
<td>£59,000</td>
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<td><strong>Platinum</strong></td>
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</tbody>
</table>

- **In person**
- **Digital**
- **Hybrid**

- **Member rate**
  - £59,000
  - £64,000
  - £59,000
  - £64,000
  - £59,000
  - £64,000

- **Non-Member rate**
  - £64,000
  - £64,000
  - £64,000
  - £64,000
  - £64,000
  - £64,000

- **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**
- **Recording of sponsor’s presentation available for post event on-demand viewing**
- **Exclusive sponsorship of Exhibition showcase: Drinks reception and Expo 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 lunch or refreshment break**
- **Private meeting area from Congress open to Congress close**
- **Exclusive sponsorship of ISF World Congress notepad**
- **Delegate pack insert for in-person event**
- **x1 live demo session**
- **Opportunity to publish ‘White Papers’ on ISF Members’ website**
  - x3
  - x2
  - x1

- **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 printed Congress Programme and Guide**
- **Logo on all Congress marketing collateral from sponsor’s confirmation date**
- **Keynote exposure – logo on banner in main theatre**
- **Opportunity to broadcast video advert (up to 3 minutes) before breakout sessions**
  - x4
  - x3
  - x2
  - x1

- **Branded holding slides prior to presentations going live and at intervals**
- **Lead retrieval subject to attendees’ agreement**
- **Opted in delegate list released to sponsors to arrange one-to-one meetings at congress††**
  - 5 days prior
  - 4 days prior
  - 3 days prior
  - 2 days prior
  - 1 day prior

- **Exhibit booth: choice of links to pre-recorded demos, chat, presentations, info packs**
- **Participation in Passport for Prizes**
- **ISF Member pass§**
  - x8
  - x8
  - x6
  - x6
  - x5
  - x5
  - x4
  - x4
  - x3
  - x3

- **ISF Non-Member pass||**
  - x5
  - x5
  - x3
  - x3
  - x3
  - x3
  - x2
  - x2
  - x2
  - x2
2023 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, India 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. Feedback from Chapter participants highlights that the most valued sponsor presentations are topic and information-led rather than ‘hard-sales’ pitches.

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
✓ Lead retrieval subject to attendees’ agreement

Please request the 2023 Chapter programme of events and specific package details for the region you would like to sponsor.

RATES
£4,000 – £12,000*
dependent on size of region

* 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.
Sponsoring 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
- 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 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>Sponsor 1 webinar</th>
<th>£14,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor 2 webinars – £2,000 discount</td>
<td>£26,000</td>
</tr>
<tr>
<td>Sponsor 3 webinars – £6,000 discount</td>
<td>£36,000</td>
</tr>
</tbody>
</table>

* The ISF does not endorse non-ISF products and services.
Who's watching?

ISF Digital Presence

20,450
LinkedIn followers

ISF Live

24,101
Registered ISF Live users

1,937
average landing page hits per month

2022 Webinars

340
average views per month

Digital offering

Digital Fireside Chat/Interview

This is a 20 minute, talking heads style discussion. Editorialy led by an ISF analyst and joined by a major buyer/ISF 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 3 ISF members, ISF analyst and vendor sponsor. This open floor discussion will be driven by the sponsors objectives bring up informative opinions, pain points, trends and solutions. Wrapped up with a live Q&A. The audience will be made up of the sponsors key 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 6 'Buyers' or ISF members plus the vendor sponsor and ISF analysts. A 3-5 minute talking heads interview video would also be created off the back of this session and published across our ISF Live network, LinkedIn and Twitter.

£20,000

‘Best of Today’ Show

An ISF moderated broadcast live from one of our events in conjunction with the sponsor. With live streamed discussions, interviews with key speakers and Q&A session with our members, this is a great chance to position your organisation at the heart of the ISF community, providing insightful and thought provoking content. This will be broadcast live across all channels, rolled out across our socials and hosted on demand for future viewing.

£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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JASON COOK  
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M: +44 (0)7575 660400  
jason.cook@securityforum.org

**For further information about the ISF**

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steve.durbin@securityforum.org

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