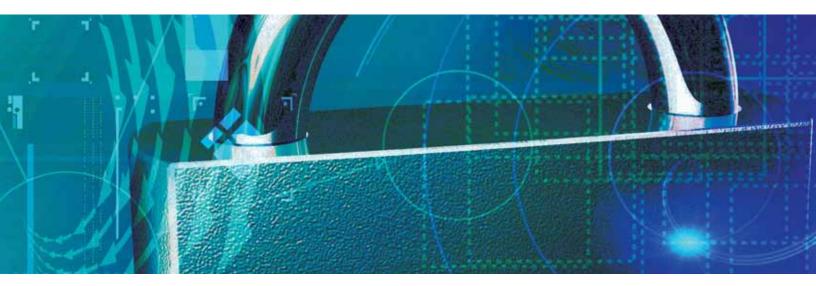# CYBERSECURITY CONFERENCE

OCTOBER 22-23, 2012
GRAND HYATT WASHINGTON
WASHINGTON, D.C.

GOVCYBER.COM

DELIVER THE STRATEGIES AND SOLUTIONS THAT MONITOR, DETECT AND PROTECT AGAINST CYBER ATTACKS

THOUGHT LEADERSHIP AND SPONSORSHIP OPPORTUNITIES

CO-LOCATED WITH:

CLOUD & VIRTUALIZATION CONFERENCE

MOBILE GOVERNMENT CONFERENCE

PRODUCED BY

1105 MEDIA INC

CYBERSECURITY CONFERENCE

OCTOBER 22-23, 2012
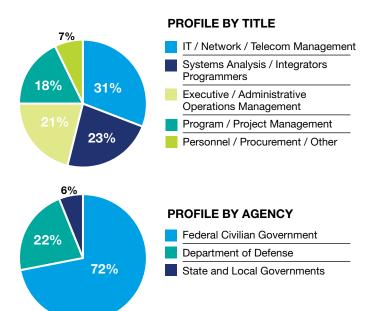GRAND HYATT WASHINGTON
WASHINGTON, D.C.

GOVCYBER.COM

CONNECT WITH TOP GOVERNMENT IT BUYERS SEEKING CYBERSECURITY SOLUTIONS

The Cybersecurity Conference provides government with advanced technologies, strategies and solutions that address global information security threats including cybersecurity, information assurance, network assurance and systems assurance.

This two-day event features a conference and expo that focuses on:

- Threat Intelligence
- Attack Pattern Discovery and Sharing
- New Detection Methodologies
- Predictive Detection, Proactive Actions
- Continuous Monitoring – Programmatics and Technical Aspects
- Convergence of Security in the Cloud, Mobile and Virtualization Platforms

TOP TECHNOLOGIES ATTENDEES SEEK

- Vulnerability Analysis/Planning
- Intrusion Detection/Monitoring
- Application Security
- Information Sharing Systems
- Embedded Security
- Cloud Security
- Data Security
- Wireless/Mobile Security
- Security Automation/Management
- Access/Identity Management
- Hardware/Firmware Security

PROFILE BY TITLE

7%
18%
21%
31%
23%

- IT / Network / Telecom Management
- Systems Analysis / Integrators Programmers
- Executive / Administrative Operations Management
- Program / Project Management
- Personnel / Procurement / Other

PROFILE BY AGENCY

6%
22%
72%

- Federal Civilian Government
- Department of Defense
- State and Local Governments

SPECIAL FEATURES:

- Keynote held in the Exhibit Hall
- Technology Roundtable Program
- Live Cyber Attack and Intrusion Detection Demos

BONUS ATTENDANCE EXPECTED! CO-LOCATED WITH**:**

CLOUD & VIRTUALIZATION CONFERENCE

MOBILE GOVERNMENT CONFERENCE

RESERVE YOUR SPOT TODAY!

COMPANIES A-E   Ann Belz ■ (603) 714-4114 ■ abelz@1105media.com
COMPANIES F-O   Louis Helms ■ (301) 352-4150 ■ lhelms@1105media.com
COMPANIES P-Z, #'S   Scott Samuels ■ (715) 547-3340 ■ ssamuels@1105media.com

LIMITED SPEAKING AND SPONSORSHIP OPPORTUNITIES

1105 Media offers an array of speaking and sponsorship opportunities that create maximum exposure for your organization. Our sponsorship options range from a basic booth package to a customized sponsorship, including conference speaking and panel session opportunities. Our sales team is ready to work with you to craft a unique sponsorship opportunity based on your goals.

MOST POPULAR SPONSORSHIP PACKAGES

CONFERENCE SPEAKING $15,500
ROLE WITH BOOTH PACKAGE

One seat per panel will open for sponsorship. These seats remain open for three (3) months only and are subject to approval by the conference advisory council. Seat sponsorship is open only to companies that can provide an executive or government client that is considered an expert and can add to the relevance of the content.

LIMITED OPPORTUNITIES

Basic Booth Package, plus:
- Potential to participate in the conference as a session panelist
  — Abstract questionnaire submission required
  — Government speakers to support abstract message are highly recommended
  — Proposed session must be approved by Conference Advisory Council
- Additional two (2) full conference registrations above those provided in the Basic Booth Package
- Logo placement and identification as an event sponsor on all marketing materials including emails, program guide, conference website. Subject to production deadlines.
- Half-page 4-color ad in conference program guide
- Two (2) Table Captain opportunities in the Technology Roundtable Program

SOLUTION SESSION $10,500
WITH BOOTH PACKAGE

The Solution Sessions are 45-minute education sessions located in the exhibit hall theaters. We strongly recommend that Solution Sessions are on relevant topics and remain highly educational.

ONLY 10 OPPORTUNITIES AVAILABLE

Basic Booth Package, plus:
- One (1) 45-minute session
- Lead report of session attendees
- Sponsor logo on session signage
- Sponsorship logo on entering and exiting slides
- Literature distributed on session seating
- Additional two (2) full conference passes above those provided in the Basic Booth Package
- Logo with link on session web page
- Logo and session description in program guide
- Two (2) Table Captain opportunities in the Technology Roundtable Program

SCHEDULE-AT-GLANCE

SUNDAY, OCTOBER 21 — SET-UP

12:00 PM - 4:00 PM	Optional Exhibitor/Sponsor Set-Up

MONDAY, OCTOBER 22 - DAY ONE**

7:30 AM - 5:00 PM	Registration
7:30 AM - 11:00 AM	Exhibitor/Sponsor Set-Up
9:00 AM - 11:00 AM	Pre-Conference Workshops
11:00 AM - 12:30 PM	Kick-Off Exhibit Hall Opening For Full Conference Attendees
12:30 PM - 2:00 PM	Technology Roundtable Luncheon
2:00 PM - 4:30 PM	Conference Sessions

The Cybersecurity Conference is co-located with the Cloud & Virtualization Conference and Mobile Government Conferences. Paid, Full Conference attendees have access to all of the co-located conference sessions during the designated session times.

TUESDAY, OCTOBER 23 – DAY TWO

Note: Day two of the event is the Free Expo Day* featuring an exhibit hall with free Keynote Presentations and Solution Sessions open to all government attendees.

7:30 AM - 5:30 PM	Registration
7:30 AM - 8:30 AM	Continental Breakfast**
8:30 AM - 5:30 PM	Exhibit Hall Open
8:30 AM - 9:30 AM	Joint Opening Keynote Presentation
10:00 AM - 3:45 PM	Solution Sessions Inside Exhibit Hall
10:00 AM - 12:30 PM	Conference Sessions**
12:30 PM - 1:00 PM	Boxed Lunch Inside the Exhibit Hall**
1:00 PM - 1:45 PM	Joint Conference Keynote
2:00 PM - 4:30 PM	Conference Sessions**
4:30 PM - 5:30 PM	Closing Networking Reception

Industry pays a registration fee of $50 for the Expo Day
***Open to paid, Full Conference Attendees and Exhibitors/Sponsors only*
Schedule is subject to change.

BASIC BOOTH PACKAGE $5,500

Events are held in carpeted ballrooms or meeting spaces. All exhibits include a 6' draped table with enough space to place a standard width pop-up (8' wide or less) behind the table.

- One (1) identification sign
- Two (2) full conference registrations and four (4) Exhibits Only badges (Exhibitor Full Conference registrations include breakfasts and lunches)
- Company listing in program guide and website (company name, logo, 50-word description, company URL with link)

CROSS-CONFERENCES $50,000
KEYNOTE WITH BOOTH PACKAGE

Basic Booth Package, plus:

NEW EXCLUSIVE OPPORTUNITY!

- Mid-day keynote opportunity addressing Full Conference and Expo Only audiences from all three conferences: Tuesday, October 23, 1:00 PM – 2:00 PM, 45-minute presentation with 15-minute Q&A
  — Abstract submission required
  — Abstract approval required by Conference Advisory Councils
- 2-minute speaker introduction by a senior executive of sponsoring company
- Logo featured on walk-in slide prior to presentation
- Literature distributed on chairs during plenary presentation
- Logo with link on keynote and sponsors website pages
- Logo featured on session signage, session description page, and sponsors pages in the conference program guide
- VIP seating for up to ten (10) employees, customers and guests during the presentation
- Full-page 4-color ad in conference program guide
- Lead generation report from session
- One (1) pre-event HTML and one (1) post-event HTML (vendor must adhere to event's third-party mailing policies)
- Ten (10) additional full conference passes (for use by your customers)
- Two (2) Table Captain opportunities at the Technology Roundtable Program

CONFERENCE PLENARY $20,000
SPONSORSHIP
WITH BOOTH PACKAGE

Basic Booth Package, plus:

NEW ONLY 1 OPPORTUNITY PER CONFERENCE

- Opportunity to participate in the conference as an exclusive plenary session speaker, speaking to the full audience of one conference (e.g., Cloud & Virtualization, Mobile Government or Cybersecurity)
  — Abstract submission required
  — Government speakers to support abstract message highly recommended
  — Abstract approval required by Conference Advisory Council
- 2-minute speaker introduction by a senior executive of sponsoring company
- Logo featured on walk-in slide prior to presentation
- Literature distributed on chairs during plenary presentation

- Logo with link on sponsors page of website
- Logo on session signage and session description page
- Full page 4-color ad in conference program guide
- Lead generation report from session
- Five (5) additional full conference passes (for use by your customers)
- Two (2) Table Captain opportunities at the Technology Roundtable Program

EXECUTIVE $7,500
BRIEFING BREAKFAST

Available as an add-on to an existing package, the sponsored breakfast includes:

ONLY 1 OPPORTUNITY PER CONFERENCE

- Opportunity for company executives to interact with conference attendees in a round table setting with up to 24 guests
- Hot buffet-style continental breakfast for up to 24 guests
- Facilitation of invitations managed by the conference event team utilizing attendee lists
- Standard AV set for presentation (if requested)
- Lead generation report from breakfast, pre- and post-event
- Full-page, 4-color ad in conference program guide
- One (1) Table Captain opportunity at the Technology Roundtable Program

TECHNOLOGY $1,500
ROUNDTABLE PROGRAM PER CAPTAIN

Offered as an add-on, the Technology Roundtable Program gives you the opportunity to interact directly with full conference attendees as part of the conference program. The Technology Roundtable Program will begin with an address from prominent Government IT leaders and transitions into roundtable discussions on relevant topics and challenges within the community. All discussions will be captured and used to create a post-event white paper, which will be sent to all participants, posted on the event website and distributed in email promotions post-event.

- Roundtable attendee lead generation report
- Table Captain acknowledgement in post-event white paper
- Identification as a supporter of the Technology Roundtable Program on the event website, in pre-event marketing materials, and in the show program

ADDITIONAL OPPORTUNITIES

Designed to fit any budget, these sponsorship and promotional opportunities will maximize your ROI and ensure added exposure for your company.

CONFERENCE ATTENDEE JOURNAL AND PEN — $3,000
(Only 1 Opportunity per Conference)

CONFERENCE BAG SPONSOR — $6,000
Exclusive Cross-Conferences or $2,500 per Single Conference

TECHNOLOGY SPONSOR — CALL FOR PRICING

CROSS-CONFERENCES REGISTRATION SPONSORSHIP — $7,500

CROSS-CONFERENCES BADGE HOLDER INSERT — $3,000

CROSS-CONFERENCES LANYARD — $3,000

OPENING KEYNOTE CHAIR DROP — $3,000
(Exclusive)

MEETING SUITE PACKAGE — $5,000
(Limited Availability)

CUSTOM EMAIL ADVERTISING — $2,500
(Limited Availability)

ONSITE SIGNAGE — $1,200
(Limited Availability)

BAG INSERT — $1,500
(Limited Availability)

EXHIBIT HALL PASSPORT PRIZE SPONSOR — $2,500
(Exclusive)

EXHIBIT HALL PASSPORT PROGRAM — $1,000
(Limited Availability)

CONFERENCE PROGRAM STANDARD ADVERTISING*
Full Page	$1,950
Half Page	$950

CONFERENCE PROGRAM PREMIUM ADVERTISING*
Inside Front Cover	$2,950
Opposite TOC	$2,950
Back Cover	$2,950

*Materials deadline: October 1, 2012.

WEBSITE ADVERTISING (LEADERBOARD 728X90)
Interior Pages	$2,500 (ROS)
Exclusive Home Page	$3,500 (Plus ROS on interior pages)

The Cybersecurity Conference brand is apart of an esteemed portfolio of products such as *Federal Computer Week*, *GCN*, *Washington Technology*, *Defense Systems*, and *Federal Employee News Digest* which has long supported the Government IT community. Through our brands we understand the needs and concerns of the Government IT professional better than any other tradeshow or conference.

DON'T SEE WHAT YOU'RE LOOKING FOR, GIVE US A CALL AND WE'LL CREATE A CUSTOM PROGRAM THAT WORKS FOR YOU.

RESERVE YOUR SPOT TODAY!

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