Inaugural European Summit

Zurich, Switzerland

October 16–17, 2019

SPONSOR PROSPECTUS

Zurich, Switzerland
October 16–17, 2019
H-ISAC Members are respected leaders in the Healthcare Community. We are the healthcare security summit to attend:

- Connect with decision makers and industry influencers
- Position yourself as an SME
- Be a part of an organization that is making a difference in the Global Healthcare Industry
- Great forum for networking and building relationships
- 65% of our attendees are in a c-suite or buying/decision making position

Your selection is time stamped. Please do not call us, go straight to our [website](#) and reserve your sponsorship today!

For more information on H-ISAC visit us at [h-isac.org](http://h-isac.org)

Build Relationships Through Networking

- **Tuesday Night:** Dine-Arounds: Dine around opportunities to enjoy a good meal in a relaxed atmosphere with your leads
- **Wednesday Night:** Special Event: Join us Wednesday evening at the Schloss Laufen Castle overlooking Rhine Falls—Europe's largest waterfall
- Over 2 hours of dedicated exhibit time and many more networking opportunities during the program
- More time during program to build relationships, network and participate in interactive discussion sessions and events

Ensure Content Variety: Your Chance to Shine

- Medical Device Security Track – one of today's hottest topics
- A mix of one-hour and half-hour sessions to keep the audience, and you, fresh
- H-ISAC Members are interested in learning more “how” (and less “why”) other healthcare entities are solving challenges

H-ISAC's European Summit provides you with the best networking and relationship building opportunities.

Need some motivation?

- Sponsor representatives are eligible to attend all sessions to gain insight about the industry
- H-ISAC strongly recommends sponsor representatives attend all Summit meals, receptions and special events in order to maximize networking opportunities. Select your exhibit space location on 20 September
- **First H-ISAC European Summit:** Be part of the change to increase valuable healthcare threat sharing and solution sharing across the globe.

Many opportunities sell out quickly...don't delay!
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H-ISAC 2019 European Summit | 15 – 17 October

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<thead>
<tr>
<th><strong>TUESDAY, 15 OCTOBER</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18:30 – 21:00</td>
<td>Dine-Arounds</td>
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</table>

<table>
<thead>
<tr>
<th><strong>WEDNESDAY, 16 OCTOBER</strong></th>
<th></th>
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<tbody>
<tr>
<td>08:00 – 16:45</td>
<td>General and Concurrent Sessions/Networking Breaks</td>
</tr>
<tr>
<td>18:00 – 21:00</td>
<td>Special Event &quot;Schloss Laufen on the Rhine Falls&quot;</td>
</tr>
<tr>
<td>21:00 – 23:00</td>
<td>Hospitality Suite</td>
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<table>
<thead>
<tr>
<th><strong>THURSDAY, 17 OCTOBER</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 – 17:00</td>
<td>General and Concurrent Sessions/Networking Breaks</td>
</tr>
</tbody>
</table>

*Agenda is subject to change*
# IMPORTANT DATES & DEADLINES*
H-ISAC 2019 European Summit | 15 – 17 October

Company logo and description due to [summit@h-isac.org](mailto:summit@h-isac.org) upon Sponsor Registration.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 June</td>
<td>Attendee and Sponsor registration opens</td>
</tr>
<tr>
<td>9 August</td>
<td>Platinum and Gold: Initial Speaker Presentations due for content committee review</td>
</tr>
<tr>
<td>16 August</td>
<td>Platinum sponsorship deposits due</td>
</tr>
<tr>
<td>30 August</td>
<td>Handbook Ads due to <a href="mailto:summit@h-isac.org">summit@h-isac.org</a> (see <a href="#">Ad Specifications</a>)</td>
</tr>
<tr>
<td></td>
<td>Sponsored Dine Around event description (if applicable) due to <a href="mailto:summit@h-isac.org">summit@h-isac.org</a></td>
</tr>
<tr>
<td>13 September</td>
<td>Sponsor logistics call</td>
</tr>
<tr>
<td></td>
<td>Full sponsor payment due (Non-payment will result in a forfeit of slot)</td>
</tr>
<tr>
<td></td>
<td>Final speaker presentations due (no changes to presentations will be accepted after this date)</td>
</tr>
<tr>
<td>17 September</td>
<td>Hotel reservation cut-off date</td>
</tr>
<tr>
<td>20 September</td>
<td>Booth Selection call (in order) Navigator/Platinum/Gold/Silver</td>
</tr>
<tr>
<td>30 September</td>
<td>Pre-Conference Opt-in Attendee list e-mailed to sponsors (attendee title and company only)</td>
</tr>
<tr>
<td>7 October</td>
<td>Booth Flyer Deadline</td>
</tr>
<tr>
<td>9 October</td>
<td>Online Sponsor Attendee Representative registration closes at 6:30 pm PST</td>
</tr>
<tr>
<td>15 – 17 October</td>
<td>Full Opt-In Attendee list distributed to sponsors at registration (hard copy only)</td>
</tr>
</tbody>
</table>

### Booth Hours

*Sponsors should be at their booths during the Networking Breaks and should plan to attend all sessions to gain insight about the industry. To maximize networking opportunities, sponsors should attend all meals, receptions and special events.*

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 October</td>
<td>Exhibitor Set-up</td>
<td>12:00 – 16:00</td>
</tr>
<tr>
<td>16 October</td>
<td>Networking Break</td>
<td>Morning</td>
</tr>
<tr>
<td></td>
<td>Networking Break</td>
<td>Afternoon</td>
</tr>
<tr>
<td>17 October</td>
<td>Networking Break</td>
<td>Morning</td>
</tr>
<tr>
<td></td>
<td>Networking Break</td>
<td>Afternoon</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Break-down</td>
<td>Following Afternoon Networking Break</td>
</tr>
</tbody>
</table>

*Dates and deadlines are subject to change*
H-ISAC is excited to host our first European-based Summit in Switzerland. Our agenda will match the robust culture of Zurich and the location will facilitate top notch networking.

Frequent Assumptions at Summits

**Assumption: Since I am a sponsor, doesn’t that mean I already have a hotel room reserved and name badge?**

No.

Part 1: You have reserved your sponsorship slot/event.

Part 2: You or your sponsor representatives must also register for a name badge, as well as reserve needed hotel rooms and transportation. For more information, visit [h-isac.org/summits/european_summit](http://h-isac.org/summits/european_summit).

**Assumption: Since I am a Platinum or Gold sponsor it will be nice to have extra company elders attend.**

No. H-ISAC has a 1:4 sponsor to attendee ratio. We will adhere to the number of passes listed.

**Assumption: I can purchase as many additional sponsor passes as I need to send my staff.**

No. H-ISAC has a 1:4 sponsor to attendee ratio. We will adhere to the number of passes listed.

**Assumption: We usually send our payment to the event management company.**

Not this time. The exact remittance address and payment due date are listed on the [Terms and Conditions](http://h-isac.org/summits/european_summit) page in this packet.
**HOTEL & TRANSPORTATION**

H-ISAC 2019 European Summit | 15 – 17 October

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**KAMEHA GRAND ZURICH**

Dufaux-Strasse 1  
CH-8152 Glattpark/Zürich, Switzerland  
+41 44 525 5000

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**RESERVATIONS**

**Web:** [marriott.com/events/start.mi?id=1556796412082&key=GRP](http://marriott.com/events/start.mi?id=1556796412082&key=GRP)

- **Single Occupancy Room Rate:** CHF 179.00* per room/night  
- **Double Occupancy Room Rate:** CHF 209.00* per room/night

To be eligible for the group rate, reservations must be made before Tuesday, 17 September 2019 or until the room block is sold out.

* denotes Swiss franc (Confoederatio Helvetica Franc)
<table>
<thead>
<tr>
<th>Details</th>
<th>Platinum*</th>
<th>Gold A*</th>
<th>Gold B*</th>
<th>Grand Rounds**</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>USD 40,000</td>
<td>USD 30,000</td>
<td>USD 20,000</td>
<td>USD 20,000</td>
<td>USD 15,000</td>
</tr>
<tr>
<td># available (overall total)</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td># of full conference passes</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>General session slot</td>
<td>X (30 minutes)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Breakout session slot</td>
<td>-</td>
<td>X (60 min.)</td>
<td>X (30 min.)</td>
<td>X (15 min. x3**)</td>
<td>-</td>
</tr>
<tr>
<td>Exhibit space</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opt-in Attendee list***</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Handbook ad in conference on-site handout</td>
<td>X (full page)</td>
<td>X (1/2 page)</td>
<td>X (1/4 page)</td>
<td>X (1/4 page)</td>
<td>-</td>
</tr>
<tr>
<td>Logo on signage and website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

* Platinum and Gold require an approved Call for Papers before registration will become available. A special registration link will be sent with your acceptance email upon paper approval. Platinum and Gold Call for Papers is open 15 April – 31 May 2019. Notification of Paper Acceptance is 21 June 2019.

** Grand Rounds are 15 minutes and occur three times during a 1-hour time slot. See page 11 for additional details.

*** Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee’s name and email)
Speak about the variety of problems you and your organization see in today's marketplace. Expand our members’ views of the dark world, share possible solutions, share what could be or ‘what if’ scenarios. Past attendee feedback has been very positive with sponsored speaking topics. Just don’t sell. Panel discussions that include H-ISAC members are given high reviews.

- 5 full conference passes maximum (includes speaker)
- One 30-minute general session speaking slot*
- Exhibit space (electrical and 1.6 X 0.8 m table included)
- Logo/description on conference signage and website
- Full-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 30 August)
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)

- **Booth Flyer (OPTIONAL):** Exhibitors have the option to submit a quarter-page flyer that promotes their booth and its location for complimentary marketing from H-ISAC. Specifications can be found on page 26 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 7 October)
- The exhibit hall map, detailing the number and location of your booth will be sent out to every registered attendee. The same exhibit hall map will be included in the on-site attendee brochure

PLATINUM DETAILS
H-ISAC 2019 European Summit | 15 – 17 October

**PLATINUM**

USD 40,000

2 available

All Platinum Sponsors will pay a USD 10,000 deposit (non-refundable) due on 16 August. Credit card payment is acceptable. Platinum require an approved Call for Papers before registration will become available. A registration link will be sent with your acceptance email upon paper approval. Call for Presentations opens 15 April – 31 May. Notification of Paper acceptance is 21 June 2019.

All presentations must be on the H-ISAC Summit template.

- Initial Presentations are due on 9 August so that the content committee may review and provide feedback
- Once all changes are made the Final Presentation must be approved by the H-ISAC Content Committee
- Final presentation due 13 September (changes will NOT be accepted after this date)

**NO CHANGES TO THE PRESENTATIONS WILL BE ACCEPTED ON SITE.**

* The Summit content is closely curated. Vendors participating in a panel or in a general session are required to submit the full presentation material for review by the Conference Content Committee. Specific feedback will be provided regarding adjustments to ensure the content meets the H-ISAC standards. Presentation material that attempts to directly sell services or products will be rejected. Information sharing principles apply to vendor content as well as member content. Focus on identification of problems and specific practices to consider for remediation represents a formula that works well based on member feedback. Past member feedback clearly indicates a negative perception of sales pitches for products and/or services.
Speak about the variety of problems you and your organization see in today’s marketplace. Expand our members’ views of the dark world, share possible solutions, share what could be or ‘what if’ scenarios. Past attendee feedback has been very positive with sponsored speaking topics. Just don’t sell. Panel discussions that include H-ISAC members are given high reviews.

- 4 full conference passes maximum (includes speaker)
- One 60-minute concurrent session speaking slot*
- Exhibit space (electrical and 1.6 X 0.8 m table included)
- Logo/description on conference signage and website
- Half-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 30 August)
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee’s name and email)
- **Booth Flyer (OPTIONAL)**: Exhibitors have the option to submit a quarter-page flyer that promotes their booth and its location for complimentary marketing from H-ISAC. Specifications can be found on page 26 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 7 October)
- The exhibit hall map, detailing the number and location of your booth will be sent out to every registered attendee. The same exhibit hall map will be included in the on-site attendee brochure

Gold require an approved Call for Papers before registration will become available. A registration link will be sent with your acceptance email upon paper approval. Call for Presentations opens 15 April – 31 May. Notification of Paper acceptance is 21 June 2019.

All presentations must be on the H-ISAC Summit template.

- Initial Presentations are due on 9 August so that the content committee may review and provide feedback
- Once all changes are made the Final Presentation must be approved by the H-ISAC Content Committee
- Final presentation due 13 September (changes will NOT be accepted after this date)

**NO CHANGES TO THE PRESENTATIONS WILL BE ACCEPTED ON SITE.**

*The Summit content is closely curated. Vendors participating in a panel or in a general session are required to submit the full presentation material for review by the Conference Content Committee. Specific feedback will be provided regarding adjustments to ensure the content meets the H-ISAC standards. Presentation material that attempts to directly sell services or products will be rejected. Information sharing principles apply to vendor content as well as member content. Focus on identification of problems and specific practices to consider for remediation represents a formula that works well based on member feedback. Past member feedback clearly indicates a negative perception of sales pitches for products and/or services.*
GOLD B DETAILS
H-ISAC 2019 European Summit | 15 – 17 October

Speak about the variety of problems you and your organization see in today’s marketplace. Expand our members’ views of the dark world, share possible solutions, share what could be or ‘what if’ scenarios. Past attendee feedback has been very positive with sponsored speaking topics. Just don’t sell. Panel discussions that include H-ISAC members are given high reviews.

- 3 full conference passes maximum (includes speaker)
- One 30-minute concurrent session speaking slot*
- Exhibit space (electrical and 1.6 X 0.8 m table included)
- Logo/description on conference signage and website
- Quarter-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 30 August)
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee’s name and email)
- **Booth Flyer (OPTIONAL):** Exhibitors have the option to submit a quarter-page flyer that promotes their booth and its location for complimentary marketing from H-ISAC. Specifications can be found on page 26 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 7 October)
- The exhibit hall map, detailing the number and location of your booth will be sent out to every registered attendee. The same exhibit hall map will be included in the on-site attendee brochure

Gold require an approved Call for Papers before registration will become available. A registration link will be sent with your acceptance email upon paper approval. Call for Presentations opens 15 April – 31 May. Notification of Paper acceptance is 21 June 2019.

All presentations must be on the H-ISAC Summit template.

- Initial Presentations are due on 9 August so that the content committee may review and provide feedback
- Once all changes are made the Final Presentation must be approved by the H-ISAC Content Committee
- Final presentation due 13 September (changes will NOT be accepted after this date)

**NO CHANGES TO THE PRESENTATIONS WILL BE ACCEPTED ON SITE.**

* The Summit content is closely curated. Vendors participating in a panel or in a general session are required to submit the full presentation material for review by the Conference Content Committee. Specific feedback will be provided regarding adjustments to ensure the content meets the H-ISAC standards. Presentation material that attempts to directly sell services or products will be rejected. Information sharing principles apply to vendor content as well as member content. Focus on identification of problems and specific practices to consider for remediation represents a formula that works well based on member feedback. Past member feedback clearly indicates a negative perception of sales pitches for products and/or services.
GRAND ROUNDS AND SILVER DETAILS
H-ISAC 2019 European Summit | 15 – 17 October

GRAND ROUNDS
USD 20,000
2 available

While technology has advanced, the need for group discussions is still viable. Grand Round suites have cushy chairs, puffy couches, beverages and snacks. Warm and intimate, not classroom or convention style at all. Interact - don’t pitch - discover your audience’s needs...then offer your perspective and create leads for post-Summit follow-up.

- A fresh audience rotates through every 25 minutes
- 3 full conference passes
- Exhibit space (electrical and 1.6 X 0.8 m table included)
- Logo/description on conference signage and H-ISAC website
- Quarter-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 30 August)
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee’s name and email)
- Full sponsorship payment is due by 13 September
- Brief description of Grand Rounds presentation in handbook (send to summit@h-isac.org by 30 August; maximum 3–5 sentences)
- **Booth Flyer (optional):** Exhibitors have the option to submit a quarter-page flyer that promotes their booth and its location for complimentary marketing from H-ISAC. Specifications can be found on page 26 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 7 October)
- The exhibit hall map, detailing the number and location of your booth will be sent out to every registered attendee. The same exhibit hall map will be included in the on-site attendee brochure

SILVER
USD 15,000
8 available

Need booth presence but not a presentation? Here’s the option for you.

- 2 full conference passes
- Exhibit space (electrical and 1.6 X 0.8 m table included)
- Logo/description on conference signage and H-ISAC website
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee’s name and email)
- Full sponsorship payment is due by 13 September
- **Booth Flyer (optional):** Exhibitors have the option to submit a quarter-page flyer that promotes their booth and its location for complimentary marketing from H-ISAC. Specifications can be found on page 26 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 7 October)
- The exhibit hall map, detailing the number and location of your booth will be sent out to every registered attendee. The same exhibit hall map will be included in the on-site attendee brochure
## ADDITIONAL SPONSORSHIP PRICING

H-ISAC 2019 European Summit | 15 – 17 October

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
<th># Available</th>
<th># Passes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday Special Event &quot;Schloss Laufen on the Rhine Falls&quot;</td>
<td>USD 17,500</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Attendee Bag</td>
<td>USD 12,500</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>After Hours Hospitality Suite (Tu/W)</td>
<td>USD 7,500</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Lunch (W/Th)</td>
<td>USD 7,500</td>
<td>2 (1/day)</td>
<td>1</td>
</tr>
<tr>
<td>Padfolio</td>
<td>USD 7,500</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Networking Break (W/Th)</td>
<td>USD 7,500</td>
<td>4 (2/day)</td>
<td>1</td>
</tr>
<tr>
<td>Dine-Around (Tu)</td>
<td>USD 6,000</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Lanyard</td>
<td>USD 5,000</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Handbook Ad (Full/Half-Page)</td>
<td>USD 4,000/ USD 2,000</td>
<td>2/4</td>
<td>0</td>
</tr>
<tr>
<td>Seat Drop OR Attendee Bag Insert</td>
<td>USD 3,000</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>
WEDNESDAY SPECIAL EVENT
"SCHLOSS LAUFEN ON THE RHINE FALLS"

Join us Wednesday evening at the Schloss Laufen Castle overlooking Rhine Falls—Europe's largest waterfall.

- 2 full conference passes
- Exhibit space (electrical and 1.6 X 0.8 m table included)
- Company name and description on H-ISAC website
- Company name on applicable signage and conference materials
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September
- Booth Flyer (OPTIONAL): Exhibitors have the option to submit a quarter-page flyer that promotes their booth and its location for complimentary marketing from H-ISAC. Specifications can be found on page 26 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 7 October)
- The exhibit hall map, detailing the number and location of your booth will be sent out to every registered attendee. The same exhibit hall map will be included in the on-site attendee brochure

ATTENDEE BAG

- Logo featured on attendee bag (cost of bags and printing are included in sponsorship fee)
- Company name and description on H-ISAC website
- Company name on applicable signage and conference materials
- 1 full conference pass
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September

USD 17,500

USD 12,500
ADDITIONAL SPONSORSHIP DETAILS
H-ISAC 2019 European Summit | 15 – 17 October

AFTER HOURS HOSPITALITY SUITE (W)

Have your company's logo featured in the Hospitality Suite. Sponsor will be responsible for all food and beverage.

- Company name and description on H-ISAC website
- Company name on applicable signage and conference materials
- 1 full conference pass
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September

USD 7,500*

LUNCH (W/TH)

You are invited to personalize the luncheon with giveaways on the tables and décor (color coordinate buffet with company colors). H-ISAC will cover the food and beverage cost. Choose Wednesday or Thursday.

- Company name and description on H-ISAC website
- Company name on applicable signage and conference materials
- Table signage
- 1 full conference pass
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September

USD 7,500

* Sponsor pays sponsorship fee plus cost of décor, and can add a food, beverage, or liquor of your choice for an upgraded fee. We invite you to add your own corporate branding and/or decorating ideas.
ADDITIONAL SPONSORSHIP DETAILS
H-ISAC 2019 European Summit | 15 – 17 October

PADFOLIO

Have your company's logo included on the cover of the Summit padfolio distributed to all attendees.

- Logo featured on conference padfolio
- Company name and description on H-ISAC website
- Company name on applicable signage and conference materials
- 1 full conference pass
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September

NETWORKING BREAK (W/TH)

Share your brand with giveaways on the tables and decor. H-ISAC will cover the food and beverage cost. Choose morning or afternoon on Wednesday or Thursday.

- Company name and description on H-ISAC website
- Company name on applicable signage and H-ISAC materials
- High-top table with 2 chairs in the exhibit hall during sponsored networking break
- 1 full conference pass
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September

* Sponsor pays sponsorship fee plus cost of décor, and can add a food, beverage, or liquor of your choice for an upgraded fee. We invite you to add your own corporate branding and/or decorating ideas.
ADDITONAL SPONSORSHIP DETAILS
H-ISAC 2019 European Summit | 15 – 17 October

DINE AROUND (TU)
Treat attendees to a taste of Zurich, Switzerland! This is an opportunity to create an intimate networking event and build critical relationships with multiple conference attendees. Details for dine around options will be available upon commitment. If you would like H-ISAC to market your dinner to attendees prior to the conference, complete the form for the appropriate day using the links below, by 30 August.

form.jotform.com/prodevmeetings/h-isac-2019-european-dine-around

- Company name on applicable signage, printed conference materials, and H-ISAC website
- Dinners must take place only on Tuesday night, between 18:30 – 21:00
- Sponsor is responsible for making reservations with the selected restaurant and any transportation needs required
- Location is at discretion of the sponsor
- 1 full conference pass
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee’s name and email)
- Full sponsorship payment is due by 13 September

LANYARD
Have your company’s logo included on the Summit lanyard distributed to all attendees.

- Logo featured on conference lanyard (cost of lanyards are included in sponsorship fee)
- Company name and description on H-ISAC website
- Company name on applicable signage and conference materials
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee’s name and email)
- Full sponsorship payment is due by 13 September

* Sponsor pays sponsorship fee plus all costs associated with food and beverage, transportation, special décor, etc. We invite you to add your own corporate branding and/or decorating ideas.
It was no joke. TROY was an impenetrable city-state surrounded by huge walls, which had never been breached by an enemy. Once invited inside by an unsuspecting city employee, Achilles and his small army, hid inside their Trojan Horse and waited patiently until the moment of attack, breaching the city and causing the historic end to a great culture.

History tends to repeat itself.

DARE to SHARE!

At NH-ISAC we believe in sharing incident data with trusted partners through the use of our Threat Intelligence Platform.

Fire Walls are ancient history. The Trojan Horse symbolizes dark examples of "Social Engineering" that threat actors use. …

Your organizations "Achilles Heel" perhaps?

Knock. Knock.

Who's there?

By joining NH-ISAC you’ll have access to a number of services and products designed to enhance your Cyber resiliency. You will network with a small army of Cyber security practitioners – who are motivated to mentor best practices. Sharing Intel data helps maintain the Public Trust in continuity of Healthcare. Join us. www.nhisac.org

ADDITIONAL SPONSORSHIP DETAILS

H-ISAC 2019 European Summit | 15 – 17 October

**HANDBOOK AD (FULL/HALF-PAGE)**

Have an ad included in the Summit handbook distributed to all attendees.

- Ad in handbook (see Ad Specifications; send to summit@h-isac.org by 30 August)
- Company name on applicable signage, onsite conference materials and H-ISAC website
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September

**SEAT DROP OR ATTENDEE BAG INSERT**

- Company name on applicable signage, onsite conference materials and H-ISAC website
- Opt-in attendee list will only be provided 2 times (first: 2 weeks prior to event (via email), will include title and company only; second: on-site (hard copy only), will also include attendee's name and email)
- Full sponsorship payment is due by 13 September
AD SPECIFICATIONS
H-ISAC 2019 European Summit | 15 – 17 October

All ads must be:
• CMYK, 2C, 4C or B&W (advertiser’s discretion)
• 300 dpi or higher
• PDF format

Send all ads to summit@h-isac.org no later than 30 August
TERMS AND CONDITIONS
H-ISAC 2019 European Summit | 15 – 17 October

It is the Sponsor Representative’s responsibility to ensure these Terms and Conditions are shared within your organization's accounting, operations, sales and other pertinent departments.

Completion of registration serves as an agreement between NH-ISAC, Inc. dba H-ISAC and your company. An authorized agent of your company acknowledges and accepts these terms and conditions by completing the website registration and specifying the desired registration level.

Payment

Check or credit cards are acceptable. Platinum USD 10,000 deposits are due by 16 August 2019. All sponsor full payments are due 13 September. Failure to meet the listed full payment deadline will result in a 2% penalty fee assessed and may also result in revoked sponsorship.

All checks must include:
1. Organization & Contact Name
2. European Summit 19
3. Conference Registration ID

Make all checks payable to:
NH-ISAC, Inc.
P.O. Box 743744
Atlanta, GA 30374-3744

For any questions or concerns on payment, please contact Accounting at receivables@h-isac.org.

Sponsor Events

Any sponsor event outside of those listed in the sponsor prospectus must be approved in advance by H-ISAC. Any unapproved event held before, during or after any part of the conference will be billed to the event manager for the appropriate sponsorship level. Any attempt to host an unsanctioned event during the entire Summit and published agenda, 15 – 17 October, may also result in the penalty of possible expulsion from future H-ISAC Summits in perpetuity.

Code of Conduct

Code of Conduct: H-ISAC is dedicated to providing a harassment-free event experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, or technology choices. This policy is in effect for all H-ISAC events, including but not limited to, our Summits, Workshops, Member Meetings, and Trainings. We do not tolerate harassment in any form. Event participants violating this policy may be expelled without a refund from the event, and future events, at the discretion of H-ISAC. Any violation of this policy should be brought to the attention of an H-ISAC staff member immediately.

On-Site Fees

Exhibitor storage and handling arrangements must be made with the hotel service provider directly. Additional on-site charges may include, but are not limited to, shipping/handling, electrical, audio/visual, and other rental fees.

Sponsor Representative Passes

H-ISAC has a 1:4 sponsor to attendee ratio. H-ISAC will adhere to the number of passes listed on pages 8–13. Any attempt to manipulate passes for additional sponsor attendees could result in a penalty of organization exclusion from future H-ISAC Summits.

Cancellations

Cancellations are strongly discouraged due to the impact on Summit programming and will only be considered on a case by case scenario when received in writing to summit@h-isac.org.

H-ISAC Reserves the Right to Restrict Admission

H-ISAC restricts attendance to its respective members, potential members and invited industry and government parties. Non-Sponsoring vendor companies or members of the media are not allowed.

H-ISAC reserves the right to decline or cancel registrations that do not meet our criteria. H-ISAC cannot be responsible for travel-related costs associated to a declined registration.

Contact: summit@h-isac.org.

Ad Specifications