# INTERACTIVE TABLE OF CONTENTS

2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

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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.

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 Off-Site Event
- 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
- Be part of the change to increase valuable healthcare threat sharing and solution sharing across the globe
- Select your exhibit space location on **2 October**

Many opportunities sell out quickly...don't delay!
H-ISAC is committed to ensuring the health and well-being of our attendees and staff at our events. We hope everyone will join us in a healthy event and help keep each other safe.

In addition to the venue’s protocols, we will follow all local public health agency guidelines which may include steps listed here.

- **Local Public Health Agency Guidelines**
- **High touch surfaces disinfected regularly for your safety**
- **Hand Sanitizer** will be available throughout the meeting spaces
- **Frequent Handwashing** to help limit spread of germs
- **Keep a safe Social Distance from each other**
QUICK FACTS
2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

FULL Conference attendance*
• Sponsors are encouraged to attend breakout sessions and all networking events

600+ Attendees
• The only community committed to security healthcare for the future at the American Summits!

100+ Attendees
• Security healthcare attendees that attended our Inaugural European Summit

3+ hours of dedicated exhibit time
• Includes the Welcome Reception to kick off the Summit

*Sponsors may not attend any event labeled “Members Only”

H-ISAC European Member Locations per Country

77% ATTENDEES SAY
SUMMIT ATTENDANCE is very relevant to their job

“This is by far the best ISAC summit. Great networking, great activities, great H-ISAC staff, great event staff, great location.”

“The networking opportunities were great! As a professional services provider to many of the firms in attendance it gave us a great chance to meet with our clients and put faces with names/voices!”

“I never realized there were so many other European healthcare analysts like me!”
2019 EUROPEAN SUMMIT ATTENDEE MIX

6% Government
50% Pharmaceutical/Bio
36% Medical Devices
5% HIT
3% Providers

4% C-Suite
32% Director
5% Engineer
40% Manager
10% Analyst
9% CISO
### Important Dates & Deadlines*

**2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 August</td>
<td>Attendee &amp; sponsor registration opens; Company logo and description due to <a href="mailto:summit@h-isac.org">summit@h-isac.org</a> upon Sponsor Registration</td>
</tr>
<tr>
<td>28 August</td>
<td>Platinum and Gold: Initial Speaker Presentations due for content committee review</td>
</tr>
<tr>
<td>4 September</td>
<td>Platinum sponsorship deposits due</td>
</tr>
<tr>
<td>28 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>4 September</td>
<td>Grand Rounds brief description (3-5 sentences) due to <a href="mailto:summit@h-isac.org">summit@h-isac.org</a></td>
</tr>
<tr>
<td>18 September</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>21 September</td>
<td>Full sponsor payment due (Non-payment will result in a forfeit of slot)</td>
</tr>
<tr>
<td>29 September</td>
<td>Hotel reservation cut-off date</td>
</tr>
<tr>
<td>2 October</td>
<td>Booth Selection call (in order) Navigator/Platinum/Gold/Silver</td>
</tr>
<tr>
<td>7 October</td>
<td>Final speaker presentations due (no changes to presentations will be accepted after this date)</td>
</tr>
<tr>
<td>7 October</td>
<td>Pre-Conference Opt-in Attendee list e-mailed to sponsors (attendee title and company only)</td>
</tr>
<tr>
<td>9 October</td>
<td>Booth Flyer Deadline</td>
</tr>
<tr>
<td>16 October</td>
<td>Online Sponsor Attendee Representative registration closes at 6:30 pm PST</td>
</tr>
<tr>
<td>20 - 22 October</td>
<td>Full Opt-In Attendee list distributed to sponsors at registration on-site (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</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 October</td>
<td>Exhibitor Set-up</td>
<td>12:00 – 16:00</td>
</tr>
<tr>
<td>21 October</td>
<td>Networking Break Morning</td>
<td></td>
</tr>
<tr>
<td>21 October</td>
<td>Networking Break Afternoon</td>
<td></td>
</tr>
<tr>
<td>22 October</td>
<td>Networking Break Morning</td>
<td></td>
</tr>
<tr>
<td>22 October</td>
<td>Networking Break Afternoon</td>
<td></td>
</tr>
<tr>
<td>22 October</td>
<td>Exhibitor Break-down</td>
<td></td>
</tr>
<tr>
<td>22 October</td>
<td>Following Afternoon Networking Break</td>
<td></td>
</tr>
</tbody>
</table>

*Dates and deadlines are subject to change*
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 the Sponsor Portal.

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 page in this packet.
Landgoed Duin & Kruidberg
Duin en Kruidbergerweg 60
2071 LE Santpoort-Noord, Netherlands
T. +31 (0)23 – 512 18 00

Reservations
Reservation Link: https://www.duin-kruidberg.nl/en/hotel/rooms
Single/Double Occupancy Room Rate: € 170+ per room/night
Group Code: H-ISAC20
To be eligible for the group rate, reservations must be made before Tuesday, 29 September or until the room block is sold out.
## LEVEL SPONSORSHIP QUICK LOOK

**2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit**

<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><strong>Price</strong></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>
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<tr>
<td><strong># available (overall total)</strong></td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td><strong># of full conference passes</strong></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
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<tr>
<td>General session slot</td>
<td>X</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>(30 minutes)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakout session slot</td>
<td>–</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>–</td>
</tr>
<tr>
<td>(60 min.)</td>
<td></td>
<td></td>
<td>(30 min.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(25 min. x2**)</td>
<td></td>
<td></td>
<td></td>
<td></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</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>–</td>
</tr>
<tr>
<td>(full page)</td>
<td></td>
<td>(1/2 page)</td>
<td>(1/4 page)</td>
<td>(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 **18 May - 29 June**. Notification of Paper Acceptance is **20 July**. Sponsors must commit to the speaking sponsorship by **24 July**.

** Grand Rounds are 25 minutes and occur two times during a 1-hour time slot. See page 14 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)
PLATINUM DETAILS

2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

PLATINUM
USD 40,000
2 available

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, 2 chairs, wifi, and a 1.6 x 0.8m table included; all signs and promotional material cannot exceed the width of the table)
- Logo/description on conference signage and website
- Full-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 4 September)
- 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 22 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 9 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, Gold A and Gold B sponsors require an accepted Call for Presentations in order to register. Call for Presentations opens 18 May – 29 June. Notification of Paper acceptance is 20 July. Once notified of an accepted presentation, Sponsors have 1 week to commit.

- All Platinum, Gold A and Gold B Sponsors are required to pay a non-refundable deposit of USD 10,000 due on 4 September; credit card payment is encouraged
- Full sponsorship payment is due by 21 September
- All presentations must be on the H-ISAC Summit template
- Initial Presentations are due on 28 August so that the content committee may review them and provide feedback
- Final Presentation which includes content committee feedback must be received by 7 October

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 Summit 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 A DETAILS
2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

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, 2 chairs, wifi, and a 1.6 x 0.8m table included; all signs and promotional material cannot exceed the width of the table)
- Logo/description on conference signage and website
- Half-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 4 September)
- 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 22 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 9 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, Gold A and Gold B sponsors require an accepted Call for Presentations in order to register. Call for Presentations opens 18 May – 29 June. Notification of Paper acceptance is 20 July. Once notified of an accepted presentation, Sponsors have 1 week to commit.

- All Platinum, Gold A and Gold B Sponsors are required to pay a non-refundable deposit of USD 10,000 due on 4 September; credit card payment is encouraged
- Full sponsorship payment is due by 21 September
- All presentations must be on the H-ISAC Summit template
- Initial Presentations are due on 28 August so that the content committee may review them and provide feedback
- Final Presentation which includes content committee feedback must be received by 7 October

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 Summit 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

2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

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, 2 chairs, wifi, and a 1.6 x 0.8m table included; all signs and promotional material cannot exceed the width of the table)
- Logo/description on conference signage and website
- Quarter-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 4 September)
- 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 22 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 9 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, Gold A and Gold B sponsors require an accepted Call for Presentations in order to register. Call for Presentations opens 18 May – 29 June. Notification of Paper acceptance is 20 July. Once notified of an accepted presentation, Sponsors have 1 week to commit.

- All Platinum, Gold A and Gold B Sponsors are required to pay a non-refundable deposit of USD 10,000 due on 4 September; credit card payment is encouraged
- Full sponsorship payment is due by 21 September
- All presentations must be on the H-ISAC Summit template
- Initial Presentations are due on 28 August so that the content committee may review them and provide feedback
- Final Presentation which includes content committee feedback must be received by 7 October

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 Summit 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
2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

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, 2 chairs, wifi, and a 1.6 x 0.8m table included; all signs and promotional material cannot exceed the width of the table)
- Logo/description on conference signage and H-ISAC website
- Quarter-page ad in handbook (see Ad Specifications; send to summit@h-isac.org by 4 September)
- 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 21 September
- Brief description of Grand Rounds presentation in handbook (send to summit@h-isac.org by 04 September; 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 22 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 9 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

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

- 2 full conference passes
- Exhibit space (electrical, 2 chairs, wifi, and a 1.6 x 0.8m table included; all signs and promotional material cannot exceed the width of the table)
- 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 21 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 22 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by 9 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
<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
<th># Available</th>
<th># Passes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WiFi</td>
<td>USD 20,000</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Wednesday Special Event</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>
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<tr>
<td>Handbook Ad (Full/Half-Page)</td>
<td>USD 4,000/ USD 2,000</td>
<td>2/4</td>
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</tr>
<tr>
<td>Seat Drop OR Attendee Bag Insert</td>
<td>USD 3,000</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>
**WiFi**

Exclusive, high visibility provider of Summit Wi-Fi in meeting space. Network will be sponsor company name and password protected. This is a 3-day branding opportunity.

- Company name will be featured as the Wi-Fi PASSWORD for all 3 days
- 3 full conference passes
- Exhibit space (electrical, 2 chairs, wifi, and a 1.6 x 0.8m table included; all signs and promotional material cannot exceed the width of the table)
- Logo/description on conference signage and H-ISAC website
- Quarter-page ad in handbook (see [Ad Specifications](#); send to [summit@h-isac.org](mailto:summit@h-isac.org) by **4 September**)
- 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 **21 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 22 under the Quarter-Page Ad size. (see [Ad Specifications](#); send to [summit@h-isac.org](mailto:summit@h-isac.org) by **9 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

USD 20,000
**ADDITIONAL SPONSORSHIP DETAILS**

**Wednesday Special Event**

Join us Wednesday evening for a special event.

- 2 full conference passes
- Exhibit space (electrical, 2 chairs, wifi, and a 1.6 x 0.8m table included; all signs and promotional material cannot exceed the width of the table)
- 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 **21 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 22 under the Quarter-Page Ad size. (see Ad Specifications; send to summit@h-isac.org by **9 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 **21 September**

**USD 17,500**

**USD 12,500**

* 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
2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

After Hours Hospitality Suite (W)  
Have your company’s logo featured in the Hospitality Suite. Beer and house wine provided; food and beverage additional charge to sponsor.

- 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 21 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 21 September

USD 7,500

* Sponsor pays sponsorship fee plus cost of décor, and can add a food or beverage of your choice for an upgraded fee. We invite you to add your own corporate branding and/or decorating ideas.
ADDITIONAL SPONSORSHIP DETAILS

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 21 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 21 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.
Dine Around (Tu)

Treat attendees to a taste of the Netherlands! 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 this form by 18 September.**

- Company name on applicable signage, printed conference materials, and H-ISAC website
- Dinners must take place only on Tuesday night, between 1830 – 2100
- 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 **21 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 **21 September**
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 4 September)
- 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 21 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 21 September

USD 4,000/USD 2,000

USD 3,000
AD SPECIFICATIONS
2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

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

Send all ads to summit@h-isac.org no later than 04 September

Quarter-Page Ad
8.5 x 12.85 cm

Full-Page Ad
18 x 26.7 cm

Half-Page Ad
18 x 12.85 cm

Text Safe Area
7.5 x 11.85 cm

Text Safe Area
17 x 11.85 cm

Text Safe Area
17 x 25.7 cm
TERMS AND CONDITIONS
2020 Health-ISAC European Summit | 20 - 22 October | #hisacSummit

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 4 September. All sponsor full payments are due 21 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: Make all checks payable to:
1. Organization & Contact Name
2. European Summit 20
3. Conference Registration ID
   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, 20-22 October, may also result in the penalty of possible expulsion from future H-ISAC Summits in perpetuity.

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.

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.

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 10-16. Any attempt to manipulate passes for additional sponsor attendees could result in a penalty of organization exclusion from future H-ISAC Summits.

Note: Platinum and Gold Sponsors, your speakers are part of this pass count and are NOT additional. Please plan accordingly.

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.

Cancellations
Cancellations are strongly discouraged due to the impact on Summit programming. Agenda is set very early once speakers and sponsors are confirmed which then leads to printing of onsite collateral. In order to be considered for a refund of sponsorship fees, sponsors must submit in writing their intent to cancel their sponsorship to summit@h-isac.org. The H-ISAC Summit Team will review the notice and make a determination.

H-ISAC will process a full refund, less an administrative fee of $1,000 when the approved written cancellation is received 45 days prior to the first day of the event. An approved request for a refund received on or after the 44th day will receive a 50% refund less an administrative fee of $1,000. No refunds will be allowed on or after the 21st day prior to the first day of the event.

In the event H-ISAC must cancel the summit due to unforeseen circumstances, H-ISAC will refund the sponsorship fees that have been received. H-ISAC does not assume responsibility for any additional costs, charges, or expenses; to include, but not limited to, costs for travel and lodging.

In the event H-ISAC must cancel the summit due to unforeseen circumstances, H-ISAC will refund the sponsorship fees that have been received. H-ISAC does not assume responsibility for any additional costs, charges, or expenses; to include, but not limited to, costs for travel and lodging.