HEALTH-ISAC 2020
HYBRID FALL SUMMIT

Sharing at the Oasis

PHOENIX, ARIZONA
DEC 1 - DEC 3, 2020

SPONSOR PROSPECTUS
WHO WE ARE & SUMMIT GOALS

2020 has been a unique year none of us could have planned. In-person thought-leadership-sharing is the hallmark of the H-ISAC community. However, reality dictates the need to offer our members, as well as you, our appreciated sponsors, the opportunity for engagement under the umbrella of safe social distancing. We are offering you myriad of options for virtual participation in the Hybrid Fall Summit.

Build Relationships Through Networking

- **Tuesday Night:** Dine around opportunities to enjoy a good meal in a relaxed atmosphere with your leads
- **Wednesday Night:** Oasis Water Park On-Site In-Person Event
- **Thursday Night:** Rustler’s Rooste Off-Site In-Person Event
- Unlimited exhibit booth exposure and greater than before lead generation.
- More time during program to build relationships, network and participate in interactive discussion sessions and events.
- Chat rooms to meet with attendees
- 1:1 meetings with Calendar option to schedule
- Virtual booth/page to showcase your innovations

H-ISAC's Hybrid Fall Summit provides you with the best lead generation opportunity in healthcare.

Need some motivation?

- Sponsor representatives are eligible to attend all sessions to gain insight into today's industry topics.
- No messing around with lead gen scanners. The virtual platform will track and capture every booth visit and request form you receive.
- H-ISAC strongly recommends in-person sponsor representatives attend all Summit meals, receptions and special events in order to maximize networking opportunities.
- No booth placement - no slow traffic issues with a virtual booth. Every exhibit booth is well equipped to generate leads for you.
- Many opportunities sell out quickly...don’t delay!

Diversity & Inclusion

- H-ISAC has ongoing efforts to address diversity, inclusion and representation. We encourage our sponsors to join us in addressing systemic racism and become part of the social justice solution. Read more at [https://h-isac.org/statement-on-social-justice/](https://h-isac.org/statement-on-social-justice/)
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.

All attendees are encouraged to review the Arizona Department of Health Services current guidelines.

**ON-SITE SAFETY PROTOCOLS**

- Masks to be worn in accordance with local guidelines.
- Keep a safe social distance from each other.
- Frequent hand washing to help limit spread of germs.
- High touch surfaces disinfected regularly for your safety.
- Hand sanitizer will be available throughout the meeting spaces.
- Local public health agency guidelines will be followed.
QUICK FACTS

FULL CONFERENCE ATTENDANCE
- Sponsors are encouraged to attend breakout sessions and all networking events
- Virtual and in-person sponsors are welcome to all events and sessions except member only sessions
- Plus, all content will be available on-demand. That’s 3x the content typically available with the in-person format.

600+ ATTENDEES
- The only community committed to security healthcare for the future!
- Let’s be real, COVID-19 travel bans are in effect and will continue for a while for some corporations. Not all though. We expect a smaller but robust turnout of members on-site.
- On the flip side, we expect virtual attendance to be 2-3x more.

3+ HOURS OF DEDICATED EXHIBIT TIME
- Includes the Welcome Reception to kick off the Summit
- This is an awesome opportunity to create your best booth, but also realize the booth and your investment will live beyond the Summit. There will be unlimited opportunities for booth visits, and we are offering On-demand downloading before, during and after the Summit. All visits are digitally captured and aggregated - this will be a lead gen fiesta!

Attendance grew 93% over the last 5 years!

Our Partnership with the Health-ISAC has supported the majority of our success within the healthcare industry. We have been able to work with and support fantastic organizations, both large and small. Their members are knowledgeable, engaged, and eager to hear the latest insights to help effectively secure critical data. We see tremendous value in our partnership.

- Flashpoint
**SHARING AT THE OASIS**

**IMPORTANT DATES & DEADLINES***

**SEPTEMBER**

**ALL MONTH**
Sponsors will gain access to the platform once their sponsorship agreement is signed to begin building their virtual booth. Weekly Sponsor Onboarding calls as follows:
- Monday - Platinum & Anchor calls
- Tuesday - Gold Calls
- Wednesday - Silver Calls
- Thursday - Bronze Calls

**SEPTEMBER 17**
Platinum and Gold: Initial Speaker Presentations due for content committee review

**SEPTEMBER 23**
Attendee & sponsor registration opens; Company logo and description due to summit@h-isac.org upon Sponsor Registration.

**OCTOBER**

**ALL MONTH**
Sponsors will gain access to the platform once their sponsorship agreement is signed to begin building their virtual booth. Weekly Sponsor Onboarding calls as follows:
- Monday - Platinum & Anchor calls
- Tuesday - Gold Calls
- Wednesday - Silver Calls
- Thursday - Bronze Calls

**OCTOBER 12**
Anchor, Platinum, and Gold sponsorship deposits due

**OCTOBER 23**
Virtual booth completion deadline

*Dates and deadlines are subject to change

H-ISAC 2020 Hybrid Fall Summit | December 1-3 | Phoenix, AZ

#hisacSummit | 7
Sharing at the Oasis

IMPORTANT DATES & DEADLINES*

**NOVEMBER 2**  
Full sponsor payment due (Non-payment will result in a forfeit of slot)

**NOVEMBER 4**  
Virtual platform launches to attendees

**NOVEMBER 7**  
Hotel reservation cut-off date

**NOVEMBER 9**  
Final speaker presentations due (no changes to presentations will be accepted after this date)

**DECEMBER 1-3**  
Full Opt-in attendee information available via the Pathable platform.

**DECEMBER 5-31**  
Full Opt-In Attendee list distributed to sponsors

**NOVEMBER 17**  
Pre-Conference Opt-in Attendee list e-mailed to sponsors (title and company only)

**NOVEMBER 24**  
Online Sponsor Attendee Representative registration closes at 6:30 pm PST

BOOTH HOURS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DECEMBER 1</strong>**</td>
<td>12:00 – 4:00 pm</td>
<td>Exhibitor Set-up</td>
</tr>
<tr>
<td><strong>DECEMBER 2</strong></td>
<td>10:00 – 10:30 am</td>
<td>Networking Break</td>
</tr>
<tr>
<td></td>
<td>1:45 – 2:15 pm</td>
<td>Networking Break</td>
</tr>
<tr>
<td><strong>DECEMBER 3</strong></td>
<td>11:00 – 11:30 am</td>
<td>Networking Break</td>
</tr>
<tr>
<td></td>
<td>2:40 – 3:10 pm</td>
<td>Networking Break</td>
</tr>
</tbody>
</table>
|             |                       | Exhibitor break-down following Afternoon Networking Break

* Dates and deadlines are subject to change  
** In-person exhibit booths only  
*** Do not break down booth prior to afternoon networking break; Sponsors should plan travel accordingly to break down in person booth after the last networking break and are encouraged to stay for the Thursday evening special event to continue networking.
HYBRID SUMMIT FREQUENTLY ASKED QUESTIONS

Why are the fees the same for in person and virtual?

We anticipate 2-3 times more attendees in this hybrid format, which is a significant branding exposure for you, especially during this social distance period.

We strategically chose Pathable as our virtual platform. Why? It tracks every digital click that is considered a lead for you. That was important for us. There were cheaper, yet flashier platforms, but with no lead gen tracking. You will have more exposure and qualified leads with this hybrid summit than from our previous Summits.

I'm paying more for Anchor or Platinum. What exposure do we get with the Board of Directors?

Great question. With an Anchor and Platinum sponsorship you are eligible to host a virtual Round Table with a select group of Board Members. You choose the topic and moderate the discussion. We’ll work out the logistics. Great opportunity to gather valuable market research and maybe land a contract in the process!

Can we get extra passes because we are Virtual?

All passes are assigned by the level of sponsorship you choose regardless of in-person or virtual. Your choose how you want to use them, virtually or in-person.

What does my exhibit booth look like at a hybrid Summit?

Bonus! Double exposure for you, if you choose. You can set up a booth in-person and a virtual booth via our on-line platform, Pathable. To view how your virtual booth can look, please click here.

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 https://h-isac.org/summits/fall-summit-2020-sponsor-portal/.

Since I am an Anchor, 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.

Can I 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.

Do we 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.
Arizona Grand Resort & Spa
8000 South Arizona Grand Parkway
Phoenix, AZ 85044
(877) 800-4888

**Reservations**
Phone: 877-800-4888
Web: [https://reservations.arizonagrandresort.com/T10245?groupId=2804527#/GuestsandRooms](https://reservations.arizonagrandresort.com/T10245?groupId=2804527#/GuestsandRooms)

Single/Double Occupancy Room Rate: USD 189 (plus state/local taxes)

To be eligible for the group rate, reservations must be made online or via phone on or before the cut-off date of **Saturday, November 7, 2020**, or until the room block is sold out. If reservations are made via phone, make sure to mention the group name "2020 H-ISAC Fall Summit."

The Arizona Grand Resort & Spa is located approximately 7 miles from the Phoenix Sky Harbor International Airport.
## SPONSORSHIP QUICK LOOK

<table>
<thead>
<tr>
<th>Details</th>
<th>Anchor</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
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<td>USD 40,000</td>
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<tr>
<td># Available (overall total)</td>
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<td>15</td>
<td>15</td>
<td>10</td>
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<tr>
<td># Passes</td>
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<td>✓</td>
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<tr>
<td>Sponsor Breakout Session (On-Demand)</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>
*must be reviewed by H-ISAC Content Committee
| Video Collateral              | 5       | 4        | 3      | 2       | 1       |
| Downloadable Collateral       | ✓       | ✓        | ✓      | ✓       | ✓       |
| Live Booth Chat Rooms         | ✓       | ✓        | ✓      | ✓       | ✓       |
| 1:1 Meeting Scheduler         | ✓       | ✓        | ✓      | ✓       | ✓       |
| Board Member Virtual Round Table | ✓ | ✓ | ✓ | ✓ | ✓ |
| On Screen Branding            | ✓       | ✓        | ✓      | ✓       | ✓       |
| Livestream Emcee Interview    | ✓       | ✓        | ✓      | ✓       | ✓       |
| Rotating Banner Ad            |         |          | ✓      |         |         |
| Mobile Ad                     | ✓       | ✓        | ✓      |         |         |
| Oasis Alert Promo             | ✓       | ✓        | ✓      | ✓       | ✓       |
| Game/Swag Points              | ✓       | ✓        | ✓      | ✓       | ✓       |
| Logo on Website               | ✓       | ✓        | ✓      | ✓       | ✓       |
| Attendee Info (via Platform)  | ✓       | ✓        | ✓      | ✓       | ✓       |

*for details on the sponsorship levels, please email sales@h-isac.org.*
## SPONSORSHIP QUICK LOOK

<table>
<thead>
<tr>
<th>Price</th>
<th>Available</th>
<th>Passes</th>
<th>Customizable</th>
<th>Logo</th>
<th>1:1 Meeting Scheduler</th>
<th>Attendee List</th>
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<th>Virtual</th>
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<tbody>
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<td>Wi-Fi</td>
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<tr>
<td>Oasis Alert Special Promo Add-On *Gold, Silver, &amp; Bronze Sponsors</td>
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<td>Network Break Video</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>H-ISAC - TIC Tac TOC - Squares</td>
<td>USD 10,000</td>
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<td>2</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Happy Hour (T, W, Th)</td>
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<td>1</td>
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<td>✓</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Oasis Bazaar Merchandise *Min $100 value</td>
<td>USD 5,000</td>
<td>5</td>
<td>1</td>
<td>✓</td>
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<td>✓</td>
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<tr>
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<td>1</td>
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<tr>
<td>Desert Mule Recipe/Cocktail</td>
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<td>1</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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H-ISAC 2020 Hybrid Fall Summit | December 1-3 | Phoenix, AZ
Sharing at the Oasis

VIRTUAL BOOTH DETAILS

Exhibit Booths will be eligible to open 4 week before the live date of November 4. This will give you the opportunity to test the virtual booth logistics technicality as well as with your sales people and hopefully pick up a few extra leads prior to the actual event.

Your investment will be paid back in many ways. You can schedule your reps to be ready for 1:1 chats. You can respond to a request for a chat if someone happens to knock at an inappropriate time...the flexibility is amazing. In person sponsors can attend all meals, receptions and special events.

Exhibiting sponsors have the option for both a virtual booth and a complimentary on-site booth. Please contact the Summit team for additional details at summit@h-isac.org.

Learn more about Pathable.
TERMS AND CONDITIONS

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 Health-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. Anchor, Platinum, and Gold USD 10,000 deposits are due by October 12. All sponsor full payments are due November 2. 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. “Fall 2020 Summit: Sharing at the Oasis” Conference Registration ID
3. Make checks payable to:
   - H-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.

Speaking Sponsorships
Any presentation involving an H-ISAC Member and a Vendor is considered a "Sponsorship" and must be submitted during the CFP Process as an Anchor, Platinum, or Gold Sponsorship. Once approved, Vendor must register as a Platinum or Gold Sponsor. Please note, if a Member invites a vendor to speak as part of their presentation, this rule still applies.

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, Dec. 1-3, 2020, 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.

Sponsor Representative Passes
H-ISAC has a 1:4 sponsor to attendee ratio. H-ISAC will adhere to the number of passes listed on page 11. 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.

Event Code of Conduct
Code of Conduct: H-ISAC is committed to providing a safe, productive, and welcoming environment for all meeting participants whether attending virtual or in-person. 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. 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.

If you experience harassment, or witness any incidents of unacceptable behavior, H-ISAC asks that you inform an H-ISAC staff member or H-ISAC Human Resource Department at HR@h-isac.org so that we may take the appropriate action.
Unacceptable Behavior is defined as:

- Harassment, intimidation, or discrimination in any form.
- Verbal abuse of any attendee, speaker, volunteer, exhibitor, H-ISAC staff member, service provider, or other meeting guest. Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, H-ISAC staff member, service provider, or other meeting guest.
- Proper attire is business casual. Presenters are expected to wear appropriate clothing to include (Business casual dress: collared shirt, pants and dress) and be well groomed in a respectful manner.
- Disruption of presentations during sessions, in the exhibit hall, on-line or at other events organized by H-ISAC. All participants must comply with the instructions of the moderator and any H-ISAC event staff.
- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. H-ISAC reserves the right to remove such messages and potentially ban sources of those solicitations.
- Participants should not photograph, copy or take screen shots presentations, Q&A or any chat room activity that takes place in the event.

H-ISAC reserves
H-ISAC reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior. H-ISAC reserves the right to prohibit attendance at any future meeting, virtually or in person.

Contact: summit@h-isac.org.