



Secured in Paradise

HEALTH-ISAC HYBRID SPRING SUMMIT
MAY 18-20, 2021 • NAPLES, FLORIDA



SPONSOR
PROSPECTUS

SUMMIT EXPERIENCE

On-Site

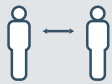
H-ISAC is committed to ensuring the health and well-being of our attendees and staff at our events. We hope everyone will join us in a healthy event and help keep each other safe.

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 [Florida Department of Health Services](#) current guidelines.



Masks to be worn in accordance with local guidelines.



Keep a safe social distance from each other



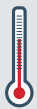
Frequent hand washing to help limit spread of germs



Hand sanitizer will be available throughout the meeting spaces



High touch surfaces disinfected regularly for your safety



Local public health agency guidelines will be followed

Virtual

The hybrid approach brings a unique experience for both attendees and sponsors alike. Instead of having 2-3 days to connect and network, you now have over a month to make your impression.

H-ISAC strongly recommends utilizing the entire virtual platform to build those relationships. Below are just a few ways to maximize your exposure and gain valuable leads and visits to your booth.



Utilize your virtual booth by posting graphics and videos to entice attendees in.



Have your booth ready by the platform launch date to allow early-bird attendees a chance to see what you offer



Send private messages to attendees to introduce yourself prior to scheduling a 1:1 private meeting



Chat with attendees during the networking breaks via the zoom link in your booth



Market your giveaways in your booth, public forum or on social media



Attend sessions and events to meet with attendees and continue the conversation in a private meeting

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QUICK FACTS

2020 Fall Virtual Platform Stats

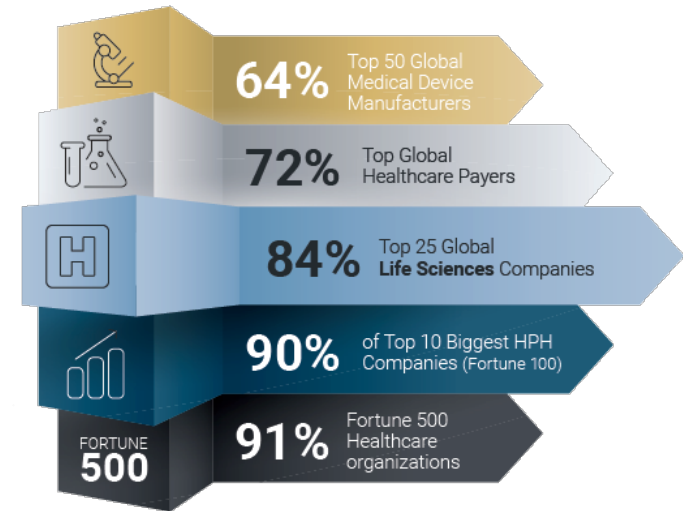
2,390+
booth visits

400+
attendees

670+
private messages

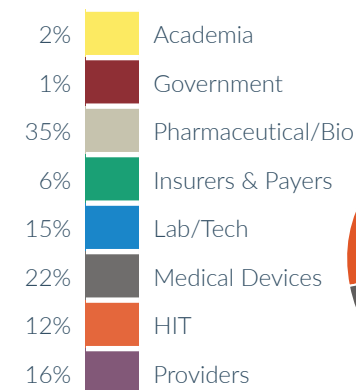
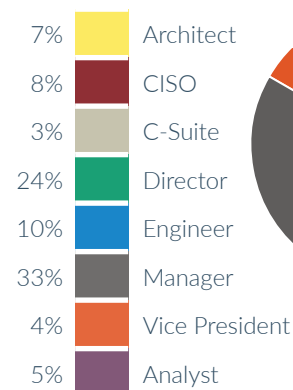
60,000+
platform page views

Who are our Members, you ask?



90% of Virtual attendees rated the virtual experience **EXCELLENT/GOOD**

2020 Fall Summit Attendee Mix



IMPORTANT DATES & DEADLINES*

THROUGHOUT MARCH AND APRIL

Sponsors will gain access to the platform once their sponsorship agreement is signed to begin building their virtual booth. Schedule a onboarding call at summit@h-isac.org to begin optimizing your sponsorship.

MARCH						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

MARCH 5
CFP closes

MARCH 17
Notice of Acceptance

MARCH 29
Anchor/Platinum/Gold deposits due

MARCH 31
Initial presentations due

APRIL						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

APRIL 9
Handbook Ad due

APRIL 16
Full sponsor payment due

APRIL 26
Hotel reservation cut-off

APRIL 30
Virtual booth completion deadline

Final presentations due

MAY						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MAY 3
Virtual platform open to attendees:
Begin securing your leads.

MAY 18-20
Secured in Paradise Hybrid Spring Summit

Booth Hours

MAY 18**	12:00 – 4:00 pm	Exhibitor Set-up
MAY 19	10:00 – 10:30 am	Networking Break
	12:40 – 1:30 pm	Lunch Networking Break
	2:00 – 3:00 pm	Networking Break
MAY 20	10:00 – 10:30 am	Networking Break
	12:30 – 1:30 pm	Lunch Networking Break
	2:30 – 3:00 pm	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. You choose how you want to use them, virtually or in-person.

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

Set up a virtual booth via our on-line platform, Pathable. To view how your virtual booth can look, [click here](#).

Bonus! Anchor, Platinum and Gold sponsors can increase their visibility with an in-person booth as well as a virtual booth, if you choose.

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/secured-in-paradise-sponsor/>.

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.

SPONSORSHIP QUICK LOOK

DETAILS	ANCHOR	PLATINUM	GOLD	SILVER
Price	USD 50,000	USD 40,000	USD 30,000	USD 20,000
# Available (overall total)	2	4	15	15
# Passes	6	5	4	3
Physical Booth	✓	✓	✓	
Virtual Booth	✓	✓	✓	✓
Sponsor Speaking Session <i>Must be reviewed by H-ISAC Content Committee</i>	60 min Concurrent	40 min Concurrent	30 min On Demand	
Video Collateral	5	4	3	2
Downloadable Collateral	✓	✓	✓	✓
Live Booth Chat Rooms	✓	✓	✓	✓
1:1 Meeting Scheduler	✓	✓	✓	✓
Board Member Virtual Round Table	✓	✓		
Home Page Branding	✓	✓		
Pre-recorded ads/Commercials/Interviews <i>Maximum 3 minutes</i>	✓	✓		
Rotating Banner Ad			✓	
Mobile Ad	✓	✓		
Handbook Ad	Full Page	Half Page		
Security Alert Promo	✓	✓		
Game/Swag Points	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
Attendee Info (via Platform)	✓	✓	✓	✓

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

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CREATE YOUR OWN SPONSORSHIP

You are the experts at trade show sponsorships. What tricks do you have? What have you seen/done at other conferences that you would like to replicate here? Contact sales@h-isac.org to discuss options.

Examples:

- Magician entertainment during happy hour/networking break
- Sponsor the LED screen wall
- Sponsor a networking break "virtual game" (ie: Bingo, Trivia, etc); Virtual Grub Hub coupon
- Special "Alert" of your brand/logo, extra gamification points for attendees who go to your booth during your promo
- Swag/Merch in our store

Presentation Best Practices *Anchor/Platinum/Gold*

1. Use Storytelling: Stories are human beings' oldest form of communication. Myths and stories have been at the root of every culture since the beginning of recorded history. The reason for this is that stories allow us to experience things without actually experiencing them. One study found that standard presentations (i.e. rattling off features and benefits) only activate the language center of the brain. We hear, but we don't listen. However, many more parts of our brain are stimulated when we're told a story, including those that are active when experiencing a real event.¹³ When we use a story to sell, we help people experience the new world they'll create when they invest in our products and services. *"The Ultimate Guide to Trade Show Marketing." 2020. PDF file.*
2. Pre-Record but ensure speaker is available for live Q&A and throughout the summit to continue networking/engaging with attendees. **Anchor/Platinum only*
3. Use coaching tips/techniques (Headline Productions, Content Committee, etc.)

Topics of Interest

According to Member Feedback from Fall Summit

- MITRE ATT&CK
- Security Architecture
- Threat Modeling
- How to implement SBOM
- Overcoming Work from Home Security Challenges
- Security & Privacy Certifications: Which deliver the best ROI?
- EHR Changes to Support 21st Century Cures Act
- Telemedicine Trends and Technologies in 2021

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VIRTUAL BOOTH DETAILS

Exhibit Booths will be eligible to open 4 weeks before the live date of **May 3**. 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 inconvenient time...the flexibility is amazing. In-person sponsors can attend all meals, receptions and special events. Booths will remain open for one month. Instead of having 2-3 days to connect and network, you now have over a month to make your impression!

Anchor, Platinum, and Gold Sponsors have the option 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 our virtual platform, [Pathable](#).

VIRTUAL BOOTH BEST PRACTICES

Pre-show Appointments

- Most attendees enter an event with 75% of the booths they want to visit already chosen. To maximize your effectiveness, you should be on their list before the event starts. Boost trade show lead counts by 33%. "The Ultimate Guide to Trade Show Marketing." 2020. PDF file.

Direct message attendees

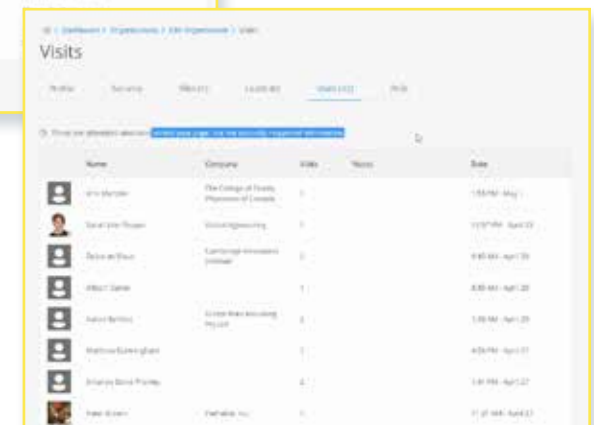
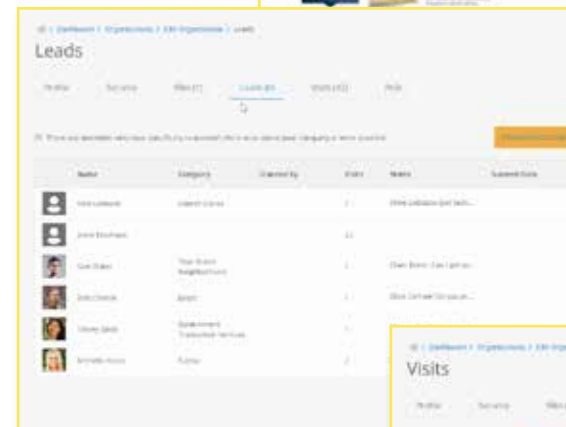
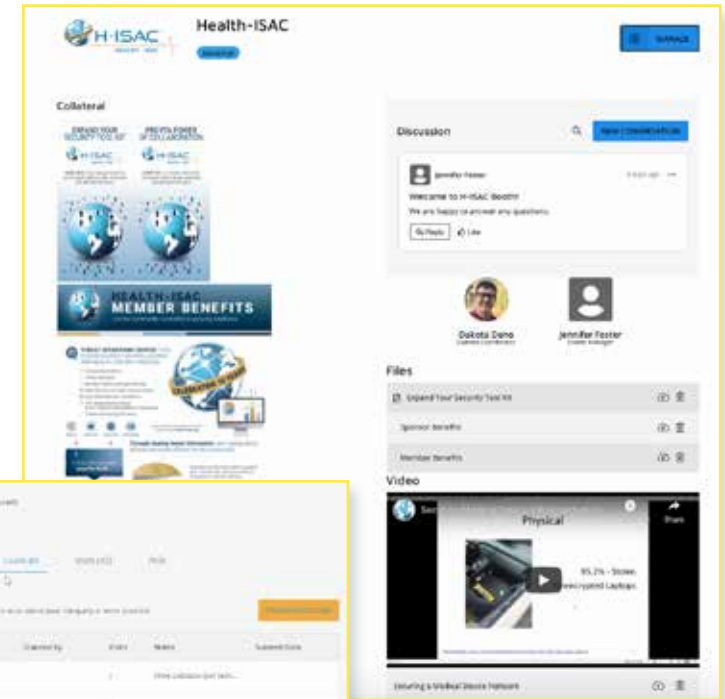
- Engage and Network with attendees pre, during, and post-summit.

Stand-Out Booth

- Make your booth engaging, exciting and different. Attendees will only spend 5-7 mins at any booth. Make sure they remember yours.

Follow-Up

- Ensure timely, personalized and **relevant** follow-up to win more deals.



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 **March 29**. All sponsor full payments are due **April 16**. 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. "Spring 2021 Hybrid Summit"
3. Conference Registration ID

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 an Anchor, 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, **May 18-20**, 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 [the Sponsorship Quick Look page](#). 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. 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.

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.

TERMS AND CONDITIONS

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.