

## Sponsor Guidance for Summit Presentations & Participation

Congratulations! You have been selected to prepare a presentation for one of H-ISAC's Summits as a sponsor of the event.

Vendors are a critical component of the security ecosystem; without vendors, healthcare organizations cannot defend against the adversary. Vendors are invited to participate in the summits to support the sharing of solutions to the sector's challenges. H-ISAC members are happy that you are willing to contribute to the education of all members to improve industry resiliency.

H-ISAC is based on a community of trust. Summits are a critical part of building the trust relationships that fuel the success of H-ISAC. As such, the organization has very specific guidelines for engagement in order to preserve the dynamic of the member summits.

The content in this guide may appear to be very different from what is often done at CISO forums and large conferences and that is intentional. As a sponsor, you will have many more interactions with decision makers in a comfortable setting than you will at other events. Your clients will facilitate the introduction to other members who may be prospective clients

The purpose of this guide is to help you maximize your sponsorship investment, contribute to the high quality of content for summits, promote a positive image for your company as a sponsor with members, and reinforce the principles by which H-ISAC operates the summits.



### TIP!

Vendors are participating in the H-ISAC Summits as solution partners. Sales will come through building trust relationships where your organization is seen as being dedicated to addressing the challenges to healthcare security and supporting the sector.

## Summit & Presentation Approach Overview

Key H-ISAC Summit approaches that ensure a positive member experience, which increases the number of members attending each Summit.


- H-ISAC Summits are not like other industry forums and events for CISOs and their leaders.
  - The Summits are not trade shows.
  - The Summits are focused on fostering a trust ecosystem among healthcare organizations.
  - Most attendees have a solid knowledge of cyber security.
  - Summit presentations are designed primarily for education on challenges, control options, and technology solutions to improve enterprise resiliency.
- Sponsor attendance at Summits is limited, preserving a ratio of four member attendees to every one vendor attendee.
  - Since H-ISAC limits the number of sponsors, they have more sponsors willing to participate than there are sponsor opportunities for each Summit.
- Summit Chairs lead a Content Committee to select the presentation content and have the authority to reject presentation material that does not comply with H-ISAC criteria for selection – *regardless of the sponsorship level and commitment*.
  - Once you have submitted your initial content, you will be assigned a content committee guide/mentor who will review to confirm compliance.
  - If there are questions on your presentation, a content committee guide will reach out to you directly with questions, or suggested changes to enhance your presentation's impact. Please be responsive.
  - You may receive an invitation for an **OPTIONAL** (but highly encouraged) conference call where you will be offered the opportunity to ask questions of the content committee guide, as well as receive some

planning guidance that will help you put your best foot forward with your respective audiences. This will be the only conference call where this information is shared.

- To allow sufficient time for review, all presentation deadlines must be met. Failure to adhere to deadlines for abstracts and final presentations will put your presentation at risk for replacement or cancellation without sponsorship refund.
- Since review is a required step, last minute changes in presentation content are not accepted.

## Techniques to be an effective presenter at an H-ISAC Summit

1. **Use the perspective of the practitioner.** Presentation delivery should be from the perspective of a security practitioner (this typically means someone who has actual responsibility for protecting digital assets or previous experience doing so). Find a presenter with this perspective or ask a client to co-present with you\*. This will help ensure the content is relatable to the audience.
  - a. **Use a statement of the problem** with empirical data support a trend that is unfavorable for enterprise resiliency.
  - b. **Describe the design of a control** (may be unconventional or may be a more effective and efficient way of applying a conventional control) and the architecture supporting it.
  - c. **Discuss how it works**, the process for implementation, and lessons learned.
  - d. **Define the expected results** and the best way to measure the results (e.g. key performance indicators).
  - e. **Highlight a member’s experience** with the implementation of this control or set of controls – *but only with their permission.*
2. **Make the content unique to the audience.** There is no shortage of cybersecurity conferences. Members attend H-ISAC Summits to get healthcare specific solutions. Create fresh content that speaks to the healthcare sector specifically. Don’t reuse content your organization already has that focuses on a broad audience.
3. **Tell a story and use graphics rather than using bullet points.** Tell the practitioner story and use the presentation material to reinforce the story with additive detail and facts. The audience won’t remember bullet points, but they will remember an impactful story.
4. **Consider co-presenting with a member customer\*.** Partnering up between a practitioner and a client is a compelling model that creates a “halo” effect for a sponsor organization. This subtlety has been proven successful time and time again by sponsors with knowledge and experience with ISACs.
  - a. Do not expect member endorsement of specific products or vendor solutions. Many members are not able to endorse products due to company values and policies. However, they all are able to share practices to help others improve resiliency.



**TIP!**

Successful H-ISAC presentations outline a specific problem, how it was solved, and lessons learned.

## Important Rules

1. **Sales pitches are not allowed.** Hard sales tactics are not welcome at the H-ISAC Summits.
  - a. As mentioned above, vendors are invited to participate in the Summits as solution partners. While Health-ISAC recognizes vendors are for-profit organizations, the sales will come from establishing trust relationships with H-ISAC members. This presentation is a unique opportunity to demonstrate that your organization focuses on solving actual problems healthcare organizations face and that your priority is to help solve these problems vs. simply land sales.
  - b. CISOs attend the H-ISAC Summits in order to learn something new. The H-ISAC communicates broadly to its membership that the vendors are there in a unique way, to share solutions.
2. **Branded content is not allowed.** Presentations may not contain company logos, taglines, information on investors, market share numbers, testimonials, etc. If your company requires use of branding, then reconsider

your approach to the presentation. Instead of being the presenter, have a member client of yours be the primary presenter, with you co-presenting\*.

3. **Sales and marketing professionals may not present.** In order to avoid marketing pitches, presentations may not be made by sales and marketing professionals, or by any other professionals not able to speak first hand to how your organization has addressed member needs.
4. **Do not cite specific examples without permission.** You are encouraged to use real life examples in your presentations, particularly highlighting challenges and solutions within the healthcare sector. However, do not use content specific to any organization without their express permission.
5. **Negotiating with the H-ISAC may only be conducted with authorized employees of the company.** Whether it is regarding a Summit or any other pursuit, please be clear that interest or input by anyone other than authorized employees does not constitute negotiation or approval. This includes H-ISAC Board Members; Board Members are not employees of Health-ISAC and do not have the authority to contractually bind the organization.

\*Presentations made with a sponsor and a member co-presenter are considered sponsor presentations and not member presentations.

## Summary

Protocol at ISAC Summits is clear- enjoy the positive environment, take advantage of the many opportunities to interact with members and demonstrate a willingness to share information to help promote industry resiliency.

This document was developed to give Sponsors specific guidance to make them more successful in meeting their objectives as a sponsor. The techniques and practices identified come from decades of experience as security practitioners that attend all ISAC summits, learning from other members and from sponsor firms. Sponsors are an important ingredient in the success of a summit and play a vital role in encouraging information sharing. Following the guidance laid out in this document will enhance the experience for a Sponsor and improve the positive business results from the investment as a Sponsor.



### TIP!

**Make sure these guidelines are communicated to all employees of your company that will attend the Summit.**