

Do Not Miss

MASTERS *of* DECEPTION



Sponsor Prospectus



<https://nhisac.org/events/>

2017 SPRING SUMMIT

May 8 - 10
Walt Disney World
Swan and Dolphin Resort
Orlando, FL

From a sponsor...

“Just wanted to say that the (Fall Summit) show was excellent, and thank you so much for organizing it! Our team had a great time, really benefited from the quality of attendees and discussion. The Grand Rounds was the highest-praised part of the event. We’re looking forward to sponsoring NH-ISAC’s spring summit!”

We continue to amend our Summit Agenda to meet your recommendations:

“Try not to schedule the Summit to end on a Friday”

“Please don’t stick the exhibits in a side room...” Entire SUMMIT on one floor

“Could we end the day earlier to increase networking?”

“...more inclusive social events to facilitate networking...”

Networking and Relationship Building:

1. Monday Night Event: Dine around opportunities to enjoy good cheer with your leads.
2. Tuesday Night Event: Sunset Beach and Buffet Extravaganza event with beach volleyball, beach music, a deceptive obstacle course, swan boat races and a fabulous buffet feast!
3. Wednesday Night Event: Deception Dinner in Cairo - Indiana Jones Epic Spectacular. Leave your whip at home.
4. Over five hours of exhibit sessions (not including breakfast/lunch/off hours).
5. More time during program to relationship build, network and participate in interactive discussion sessions.

Content Committee - “Ensure Content Variety” - Your Chance to Shine:

1. More variety of topics and more healthcare related sessions.
2. A special exhibit area focused on deception technology and trends.
3. Medical Device Security Track - one of today’s hottest topics.
4. A mix of one-hour and half-hour sessions to keep audience and you fresh.

The NH-ISAC 2017 Spring Summit is going to provide you with the best networking and sharing opportunities possible.

This Summit is being held at a warm location adjacent to America's #1 Family theme park.

Need some motivation?

1. A large exhibit hall next to our main tent in Coffee House style seating for Exhibitors to network with attendees
2. Summit sessions and exhibits in one locale
3. Grand Rounds locations isolated in one easy to navigate area
4. Select your exhibit space location on April 7th

Read on to discover your unique sponsorship opportunities, which will help imprint your brand due to the high level of interactivity and networking possibilities.

Agenda *(Subject to change)*

Time	Monday, May 8			
12:00 PM – 1:00 PM	New Member/First Time Attendee Luncheon			
1:00 PM – 2:00 PM	Committee Meetings			
12:00 PM – 6:00 PM	Registration			
2:00 PM – 3:45 PM	Member Meetings			
4:00 PM – 5:00 PM	Grand Rounds	Grand Rounds	Grand Rounds	Grand Rounds
5:15 PM – 6:15 PM	Welcome Reception in Sponsor Hall			
6:30 PM – 9:00 PM	Attendee and Board s			
9:30 PM – 11:00 PM	Hospitality Suite			
Time	Tuesday, May 9			
7:00 AM – 8:00 AM	Breakfast			
8:00 AM – 8:30 AM	Opening Remarks			
8:30 AM – 9:15 AM	Keynote			
9:15 AM – 9:45 AM	General Session: Platinum			
9:45 AM – 10:15 AM	Networking Break in Sponsor Hall			
10:15 AM – 11:15 AM	Grand Rounds	Grand Rounds	Grand Rounds	Grand Rounds
11:15 AM – 11:30 AM	Transition Break			
	Track 1	Track 2	Track 3	Track 4
11:30 AM – 12:00 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
12:00 PM – 12:45 PM	Lunch			
12:45 PM – 1:15 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
1:15 PM – 1:30 PM	Transition Break			
1:30 PM – 2:00 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
2:00 PM – 2:15 PM	Transition Break			
2:15 PM – 3:15 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
3:15 PM – 3:45 PM	Networking Break in Sponsor Hall			
3:45 PM – 4:15 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
4:15 PM – 4:30 PM	Transition Break			
4:30 PM – 5:00 PM	General Session: Platinum			
6:00 PM – 9:00 PM	Special Event: Sunset Beach and Buffet Extravaganza			
9:00 PM – 11:00 PM	Hospitality Suite			

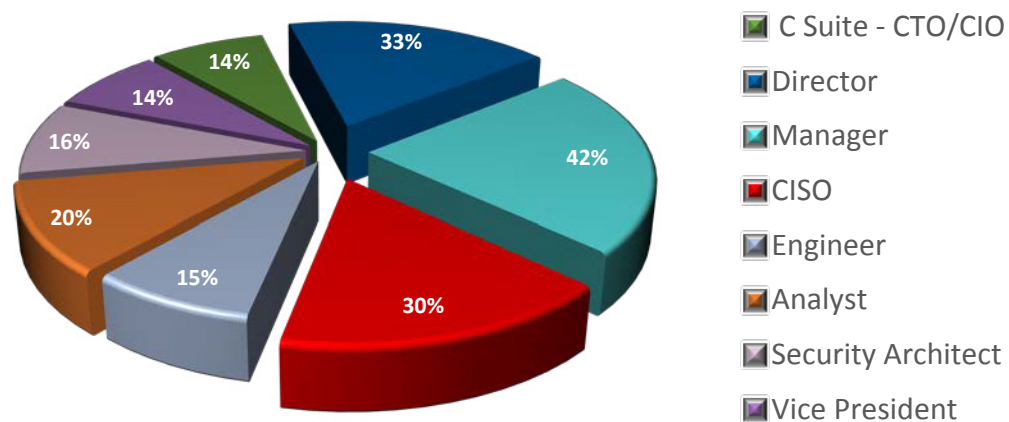
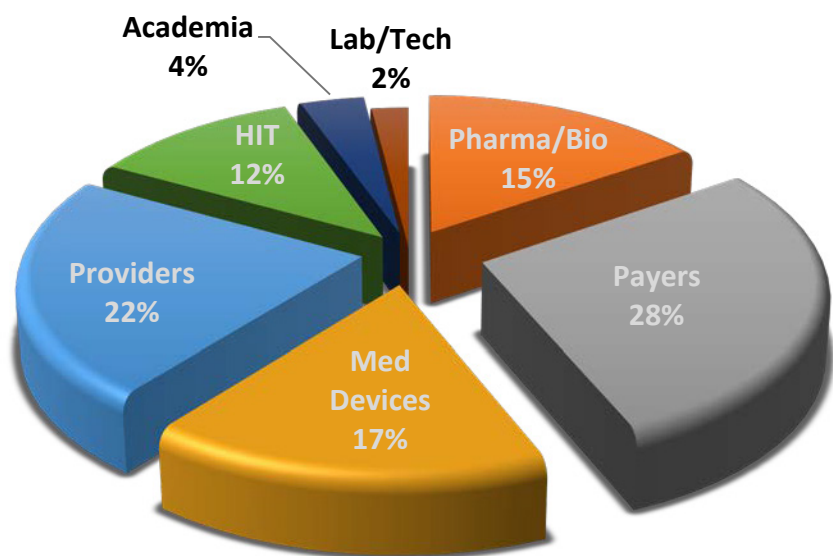
Agenda (Cont'd)

Time	Wednesday, May 10			
7:00 AM – 8:00 AM	Breakfast: Featuring Executive Women’s Forum - Panel Discussion			
8:00 AM – 8:15 AM	Opening Remarks			
8:15 AM – 8:45 AM	Keynote			
8:45 AM – 9:15 AM	General Session: Platinum			
9:15 AM – 9:45 AM	Networking Break in Sponsor Hall			
9:45 AM – 10:45 AM	Live List Server	Live List Server	Live List Server	Live List Server
10:45 AM – 11:00 AM	Transition Break			
11:00 AM – 12:00 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
12:00 PM – 1:00 PM	Lunch			
1:00 PM – 1:30 PM	General Session: Platinum			
1:30 PM – 2:00 PM	Grand Rounds	Grand Rounds	Grand Rounds	Grand Rounds
2:00 PM – 2:15 PM	Transition Break			
2:15 PM – 2:45 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
2:45 PM – 3:00 PM	Transition Break			
3:00 PM – 3:30 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
3:30 PM – 3:45 PM	Transition Break			
3:45 PM – 4:15 PM	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS	CONCURRENT SESSIONS
4:15 PM – 4:45 PM	Closing Remarks			
7:30 PM – 10:00 PM	Closing Dinner Show: Indiana Jones Epic Spectacular			

NH-ISAC 2017 Spring Summit Attendee Mix

NH-ISAC Sub-sector Attendee % Mix

Attendee by Function



* The information displayed above is based on opt-ins and may not reflect actual Fall Summit attendance.

Sponsorship Call to Action

Let's work together to make the "Masters of Deception" Summit the best security conference to date!

May 8th - 10th: Our goal is to host our most serious and most collegial Summit yet. The atmosphere will be interactive, the content will be rich and the location will facilitate top notch networking events.

Must read "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 field attendees must also register for a name badge, as well as reserve needed hotel rooms and air or ground transportation. For more information, visit <https://nhisac.org/events/2017-spring-summit/>

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

No. Each sponsor slot has an attendee limit with their sponsorship. Only sponsors with 1 attendee pass can add 1 extra at the stated pass price.

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

Not this time. You will receive the exact remittance address for NH-ISAC upon confirmation of your sponsorship registration on the conference website. The address is also included on the Terms and Conditions page in this packet.

Hotel & Transportation Information

Walt Disney World Swan and Dolphin Resort

1500 Epcot Resorts Blvd.

Lake Buena Vista, FL 32830

Phone: 407-934-4000

Reservation: 888-828-8850

Web Reservation Link: <http://www.swandolphin.com/groupres/NHIS17/>

Single/Double Occupancy Room Rate: \$219.00 (plus state/local taxes & \$25 reduced resort fee)

Reservations must be made on or before the cut-off date of Friday, **April 14, 2017** to be eligible for the group rate. Mention the group name "NH-ISAC 2017 Spring Summit" to receive the negotiated conference room rate.

The Walt Disney World Swan and Dolphin Resort is located approximately 35 minutes from the Orlando International Airport.



Level Sponsorship Details & Pricing

Details	Platinum SOLD	Gold A/B SOLD	Grand Rounds SOLD	Silver SOLD	Full Pass
Price	\$35,000	\$25,000 (A) \$12,500 (B)	\$15,000	\$10,000	\$5,000
# available	4	2A / 10B	12	12	10
# of full conference passes	5	4A / 2B	3	2	1
30 minute general session slot	X	-	-	-	-
60 minute concurrent slot	-	Gold A / Gold B (30 minutes)	-	-	-
Exhibit space	X	X	X	X	-
Attendee lists	X	X	X	X	X
Handbook ad in conference on-site handout	1/2 page	1/4 page	-	-	-
Logo on signage and website	X	X	X	X	-
AV coverage	X	X	X	-	-
Limited board room access for private meetings	X	-	-	-	-

Platinum and Gold require an approved Call for Presentations. Platinum and Gold Call for Presentations is now open and ends January 30th. Sponsor sign-up for all other levels opens on February 14th.

Please note: 40 Exhibit tables will be available. One pod of exhibits will be dedicated to DECEPTION & ISOLATION technology.

Additional Sponsorship Details & Pricing

Sponsorship	Price	# Available
Tuesday Sunset Beach and Buffet Extravaganza SOLD	\$15,000	1
• Deceptive Obstacle Course SOLD	\$6,000	1
Wednesday Conference Closing Dinner Show	\$15,000	1
• Co-sponsored	\$7,500	2
Wi-Fi SOLD	\$20,000	1
Monday Welcome Reception SOLD	\$15,000	1
Indiana Jones Satchel/Backpack SOLD	\$10,000	1
Charging Station	\$10,000	1
Keynote Speaker Introduction SOLD	\$10,000	1
Monday Board Meeting Breakfast SOLD	\$10,000	1
Sunday Premium Disney Institute Event and Dine Around With Board Members* SOLD	\$20,000	1
Monday or Tuesday After Hours Hospitality Suite SOLD	\$7,500	2
Tuesday or Wednesday Lunch SOLD	\$6,000	2
Padfolio SOLD	\$6,000	1
Executive Women's Forum Breakfast SOLD	\$6,000	1

*Additional Restaurants will be identified if interest is higher than the allotted amount if sponsors.

Tuesday Beach Event

It's the NH-ISAC DECEPTION MASTERS.

Join the fun and chase the title of DECEPTION MASTERS

1. Warm up with the Corn Hole range.
2. Move to the Beach Volleyball net. Be nice don't spike..or at least look first.
3. If you prefer a nautical activity why not enter the SWAN BOAT races...
4. Now you are ready to challenge yourself and your colleagues!
5. Deception Obstacle Course!

Whether you are BLUE team or RED team.... you will have fun with your teammates and colleagues seeking the DECEPTION MASTERS TITLE!

Add on great background music, warm breezes and a scrumptious buffet — you and your team will have a blast.

Sponsors of such events tend to be remembered for a long time by attendees...



Deception
Obstacle
Course



Music

Indiana Jones Epic Spectacular



Additional Sponsorship Details & Pricing

Sponsorship	Price	# Available
Monday Dine-Around* SOLD	\$6,000	3
NH-ISAC Spouse & Partner Program: Keys to the Magical Kingdom - 3 hours behind the scenes tour of Disney including lunch and transportation	\$5,000	1
Tuesday and/or Wednesday Networking Break	\$5,000	3 2
Handbook Insert	\$4,000	2
Lanyard SOLD	\$5,000	1
Full Page Handbook Ad	\$6,000	3
Room Drop (Under Door or Door Hanger)	\$3,000	3
Half Page Handbook Ad	\$4,000	5

*Additional Restaurants will be identified if interest is higher than the allotted amount if sponsors.

Platinum Sponsorship

- 5 full conference passes maximum (includes speaker)
- One 30 minute general session speaking slot
- Exhibit space (electrical and 6' x 30" table included)
- Logo/description on conference signage and website
- AV coverage
- Limited board room access to host meetings (based on availability)
- Half page ad in handbook (specs: 7.5 in. (w) x 4.75 in. (h); 2C, 4C or B&W, at advertiser's discretion; must be 300 dpi, CMYK and must be in PDF format. Send to nhisac@prodevmeetings.com by March 31st)
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

\$35,000

SOLD

All Platinum Sponsors will pay a \$10,000 deposit (non-refundable) no later than February 20th. Credit card payment is acceptable.

Platinum and Gold Call for Presentation is now open and ends January 30th. Sponsor sign-up for all other levels opens on February 14th.

The Summit content is closely curated by the NH-ISAC conference planning team. Vendors participating in a panel or in a general session are required to submit the full presentation material for review by the Conference Planning team. Specific feedback will be provided regarding adjustments to ensure the content meets the NH-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 Sponsorship

- 4A / 2B full conference passes maximum (includes speaker)
- One 60 minute (A) or 30 minute (B) concurrent session speaking slot
- Exhibit space (electrical and 6' x 30" table included)
- Logo/description on conference signage and website
- AV coverage
- Quarter page ad in handbook (specs: 3.75 in. (W) x 4.75 in. (H); 2C, 4C or B&W, at advertiser's discretion; must be 300 dpi, CMYK and must be in PDF format. Send to nhisac@prodevmeetings.com by March 31st)
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

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 discussion which include NH-ISAC members are given high reviews.

Platinum and Gold Call for Presentations is now open and ends January 30th. Sponsor sign-up for all other levels opens on February 14th.

The Summit content is closely curated by the NH-ISAC conference planning team. Vendors participating in a panel or in a general session are required to submit the full presentation material for review by the Conference Planning team. Specific feedback will be provided regarding adjustments to ensure the content meets the NH-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

- **\$25,000**
- **SOLD**

Gold B

- **\$12,500**
- **SOLD**



Grand Rounds Sponsorship

- A fresh audience rotates through every 15 minutes.
- 3 full conference passes maximum
- Exhibit space (electrical and 6' x 30" table included)
- Logo/description on conference signage and website
- AV coverage
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Grand Round suites have cushy chairs, puffy couches, dining room table, bar and snacks to keep you keen. Warm, intimate not classroom or convention style at all. Interact - don't pitch - discover your audience's needs and "What keeps them up at night"...then offer your perspective and create leads for post Summit followup. All in a warm cozy environment with cool beverages and timely snacks.

"Just wanted to say that the (Fall Summit) show was excellent, and thank you so much for organizing it! Our team had a great time, really benefited from the quality of attendees and discussion. The Grand Rounds was the highest-praised part of the event. We're looking forward to sponsoring NH-ISAC's spring summit!"

From a happy Fall Summit sponsor who experienced an ROI...

\$15,000

SOLD



Silver Sponsorship

- 2 full conference passes maximum
- Exhibit space (electrical and 6' x 30" table included)
- Logo/description on conference signage and website
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

\$10,000

SOLD

Full Pass Sponsorship

- 1 full conference pass maximum (only sponsors with 1 attendee pass as part of their sponsorship can add 1 extra Full Pass; sponsors with 2 or more passes are not eligible for Full Passes; any attempt to manipulate passes for additional sponsor attendees could result in a penalty of organization exclusion from future NHISAC Summits.)
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

\$5,000

10 available

Additional Sponsorships

~~Tuesday Sunset Beach and Buffet Extravaganza – \$15,000~~ **SOLD**
~~(Deceptive Obstacle Course at \$6,000)~~ **SOLD**

This is a great opportunity to be the social hit of the Summit! Sponsor our popular Sunset Beach event. We'll have food and drink, DJ, volleyball and games, fun giveaways for attendees, and so much more!



- Company name and description on conference website
- Company name on applicable signage and conference materials
- Includes two full conference passes
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

The average temperature this time of year is 88 degrees. If the Sunshine state decides to get rainy, we have a backup venue indoors so we can remain dry.

Wednesday Conference Closing Dinner Show - \$15,000 (or shared between co-sponsors at \$7,500/each)

Indiana Jones Epic Spectacular

Indiana Jones enters the ruins of a temple, dodging spears and blow darts as he seeks the golden idol. A dangerous series of life-threatening surprises are liable to doom our hero, but soon Indy has the treasure in his grasp.



In a flash, the set parts to reveal a street event in a Cairo bazaar. In the center of it all, a feast fit for a sultan awaits, right in the middle of the stage! All guests are invited to leave their seats from Scene I, and walk down on to the stage to be seated for dinner! As you dine on the stage, a DJ and Belly Dancer entertain you. With the conclusion of the lavish and elegant banquet scene, there's one more shot to capture: the grand finale!

Additional Sponsorships

Wi-Fi – \$20,000 **SOLD**

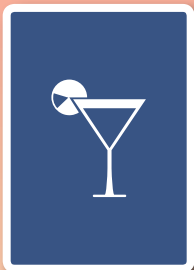
Exclusive, high visibility provider of Summit Wi-Fi in meeting space. Network will be sponsor company name and password protected. This is a 3 day branding opportunity.



- Given heavy data demands, this has become a very pricey element no matter where we hold our Summits
- Company name will be featured as the Wi-Fi PASSWORD for all 3 days including the Board of Directors meeting
- Includes recognition in handbook, onsite signage, general session table signage
- Company name and description on conference website
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Monday Welcome Reception – \$15,000 **SOLD**

NH-ISAC will cover the food and non-alcoholic beverage cost of this reception. Sponsor encouraged to personalize the event with giveaways, additional F&B, and decor.



- Sponsor pays sponsorship fee plus cost of additional (beer & wine) beverage and/or décor
- Company name and description on conference website
- Company name on applicable signage and conference materials
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Additional Sponsorships

TIMBUK2 Messenger Bag – ~~\$10,000~~ **SOLD**

Keep them guessing. When Deception and discretion is required, because modern channels of communication were unavailable hand messengers tended to use the universal over the shoulder messenger bag.



- Logo featured on deception satchel/backpack (cost of bags are included in sponsorship fee)
- Company name and description on conference website
- Company name on applicable signage and conference materials
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Charging Station – \$10,000

Gain great exposure for your company while attendees recharge their mobile devices, tablets, and more!



- 1 mobile device charging station in the exhibitor hall & 1 in the general session hall for the duration of the conference
- Company name and description on conference website
- Company name on applicable signage and conference materials
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Additional Sponsorships

~~Keynote Speaker Introduction~~ – \$10,000 **SOLD**

Unique opportunity to have visibility in front of the entire Summit. Demonstrate commitment to the healthcare sectors by introducing your company and its mission, tying it all into the Summit keynote speaker.



- 5 minute introduction (approved by conference planning team)
- Company name and description on conference website
- Company name on applicable signage and conference materials
- Logo on screen during introduction
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

~~Monday Board Meeting Breakfast~~ – \$10,000 **SOLD**

Have a strategic need to reach out to the NH-ISAC Board of Directors? Great opportunity to elicit perspectives on a new solution, specific question, or opinions on current market segments that would be of value to your organization. Not the place to sell your new vapor ware upgrade. NH-ISAC will cover food and beverage.

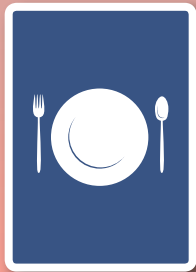


- 15 minute presentation or interactive discussion with board members
- Company name and description on conference website
- Company name on applicable signage and conference materials
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Additional Sponsorships

~~Sunday Premium Disney Institute Event and Dine Around With Board Members – \$20,000~~ **SOLD**

Treat the Board of Directors to a taste of Disney! This is an opportunity to create an intimate networking event and build critical relationships. Details of event and dine around options will be available upon commitment.



Agenda

AM - Disney Institute
Presentation
Lunch
PM Business Behind the
Magic

- Leadership
- Epcot Cast Services
- Main Street USA
- The Utilidor System

Sponsored Dinner

- Company name on applicable signage, printed conference materials, and website
- Dinners will take place on Sunday night between 6:30 pm – 9:00 pm
- Sponsor pays sponsorship fee plus all costs associated with food, beverage, transportation, special décor, etc.
- Includes two full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

~~Monday or Tuesday After Hours Hospitality Suite Open to All Attendees – \$7,500~~ **SOLD**

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

- Company name and description on conference website
- Company name on applicable signage and conference materials
- Any additional décor or food and beverage are at cost to sponsor
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)



Additional Sponsorships

Tuesday or Wednesday Lunch – \$6,000 **SOLD**

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

- Company name and description on conference website
- Company name on applicable signage and conference materials
- Table signage
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)



Additional Sponsorships

NH-ISAC Spouse & Partner Program: Keys to the Magical Kingdom - \$5,000

3 hours behind the scenes tour of Disney including lunch and transportation.



- Sponsor will be featured on landing page with individual icon
- Company name and description on conference website
- Company name on applicable signage and conference materials
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Padfolio – ~~\$6,000~~ **SOLD**

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

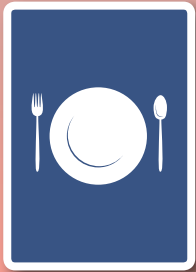


- Logo featured on conference padfolio
- Company name and description on conference website
- Company name on applicable signage and conference materials
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Additional Sponsorships

Monday Dine Around - \$6,000 **SOLD**

Treat attendees to a taste of Orlando! This is an opportunity to create an intimate networking event and build critical relationships with multiple conference attendees after the scheduled Summit welcome reception. Details for dine around options will be available upon commitment.

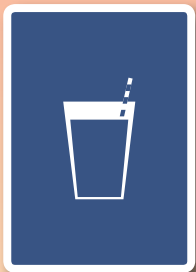


- Company name on applicable signage, printed conference materials, and website
- Dinners must take place only on Monday night, between 6:30PM - 9:00PM
- Sponsor pays sponsorship fee plus all costs associated with food, beverage, transportation, special décor, etc.
- Sponsor is responsible for making reservations with the selected restaurant
- Location is at discretion of the sponsor: see last page of this packet for area recommendations
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

If you would like NH-ISAC to market your dinner to attendees prior to the conference, complete the following form by **March 31st**: <https://form.jotform.com/prodevmeetings/nhisacspring17dinearound>

Tuesday or Wednesday Networking Break - \$5,000

You are invited to personalize the break with giveaways on the break tables and décor. NH-ISAC will cover the food and beverage cost.



- Company name and description on conference website
- Company name on applicable signage and conference materials
- Break table signage and giveaways
- Includes one full conference pass
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Additional Sponsorships

Handbook Insert – \$4,000

Have your customized insert included in the Summit handbook distributed to all attendees.



- Just as you may have in your Saturday Morning Newspaper... if you still receive the paper version
- This is a stand out piece intended to have someone thumb to it before any other pages are turned. It gives you stand alone attention and media dominance. Great opportunity to tell your story, brand your organization or suggest a meeting place for a reception or hospitality suite
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Lanyard – ~~\$5,000~~ **SOLD**

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 conference website
- Company name on applicable signage and conference materials
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Additional Sponsorships

Full Page Handbook Ad - \$6,000

Have a full page ad included in the Summit handbook distributed to all attendees.



- Full page ad in conference handbook (artwork provided by sponsor)
- Ad Specs: 7.5 in. (width) x 9.5 in. (height); 2C, 4C or B&W, at advertiser's discretion; must be 300 dpi, CMYK and must be in PDF format
- Company name on applicable signage, onsite conference materials and website
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Room Drop or Door Knockers - \$3,000

Get great exposure by creating a custom room drop. Must be able to slide item under door or fee doubles.



- Company name and description on conference website
- Company name on applicable signage and conference materials
- Sponsor is responsible for cost of actual room drops (must be generic/not personalized) and \$3.00 per drop hotel administrative fee
- Artwork must be approved by NH-ISAC; send to nhisac@prodevmeetings.com
- Sponsor must ship room drops to the hotel for distribution
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Additional Sponsorships

Half Page Handbook Ad - \$4,000

Have a half page ad included in the Summit handbook distributed to all attendees.



- Half page ad in conference handbook (artwork provided by sponsor). (Ad Specs: 7.5 in. (width) x 4.75 in. (height); 2C, 4C or B&W, at advertiser's discretion; must be 300 dpi, CMYK and must be in PDF format)
- Company name on applicable signage, onsite conference materials and website
- Opt-in attendee lists (title and company only emailed 2 weeks prior to event; on-site paper copy also includes attendee name)

Terms & Conditions

Terms and Conditions

Completion of registration serves as an agreement between NH-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 \$10,000 deposits are due by February 20th. All sponsor full payments are due April 7th. Failure to meet the listed deadlines may result in revoked sponsorship.

All checks must include:

Organization & Contact Name
"NH-ISAC 2017 Spring Summit"
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 Carol Andrews: candrews@nhisac.org.

Sponsor Events

Any sponsor event outside of those listed in the vendor prospectus must be approved in advance by NH-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 published on site agenda will result in the penalty of possible expulsion from future NH-ISAC Summits in perpetuity.

Code of Conduct

NH-ISAC does not tolerate harassment in any form. Event participants violating this policy may be expelled without a refund from this and future events at the discretion of the NH-ISAC. Any violation of this policy should be brought to the attention of conference staff 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

Only sponsors with 1 attendee pass as part of their sponsorship can add 1 extra Full Pass. Sponsors with 2 or more passes as part of their sponsorship are not eligible for additional conference passes. Any attempt to manipulate passes for additional sponsor attendees could result in a penalty of organization exclusion from future NH-ISAC Summits.

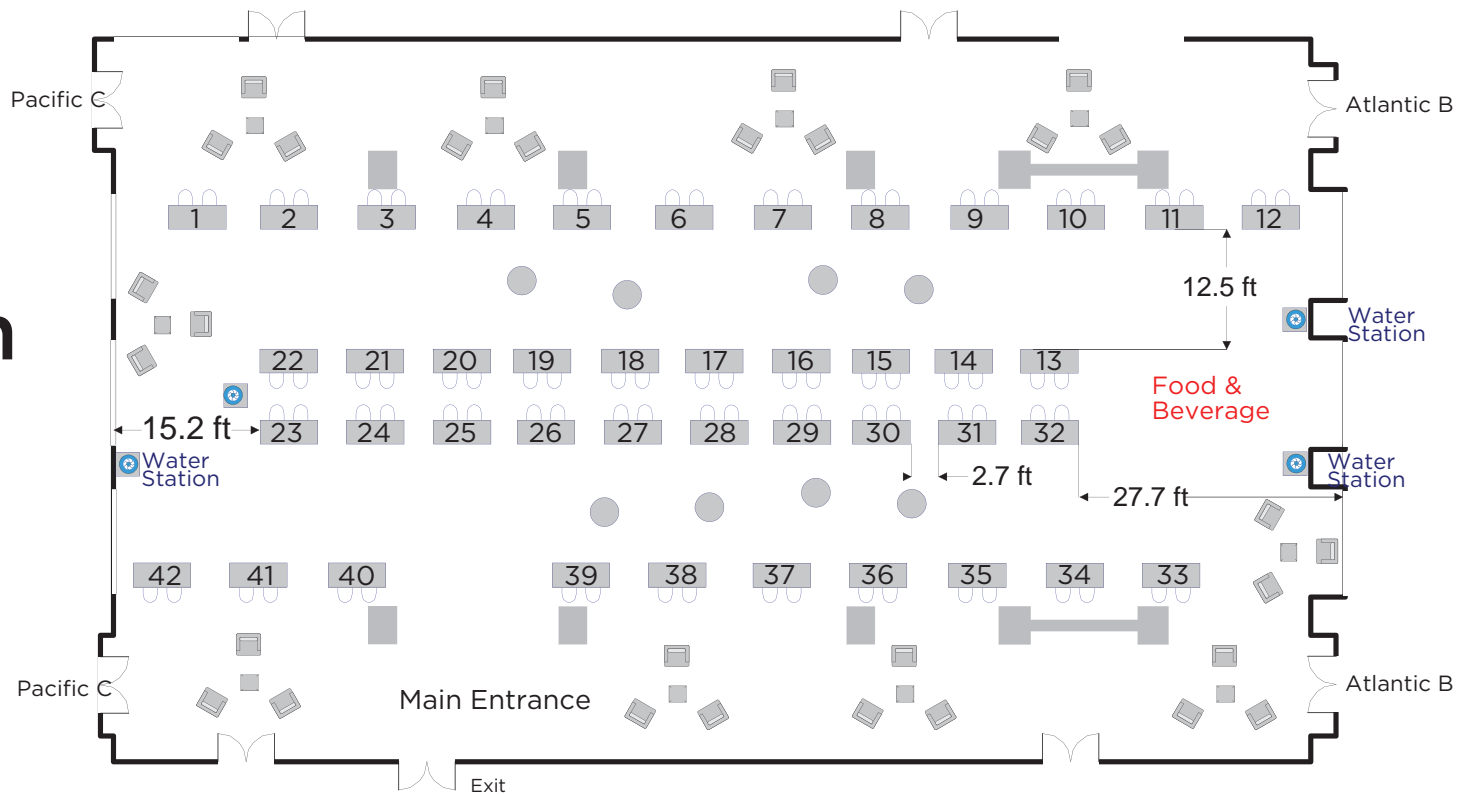
Cancellations

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 nhisac@prodevmeetings.com.

Attendee Restrictions

Attendance is restricted to Healthcare supply chain and services firms, relevant academic and public sector entities, as well as relevant stakeholder representative associations (e.g, AHIP, CHIME, AMA, AHA, ACRO, PhRMA). Non-Sponsoring companies seeking to sell a product of interest or members of the media are not allowed. NH-ISAC reserves the right to cancel and/or refund any admission that does not meet our criteria. Contact: nhisac@nhisac.org.

Exhibitor Hall Booth Layout



- | | | | |
|------------------------------|---------------------------|-------------------------|----------------------------|
| 1. Anomali | 12. Adlumin, Inc | 23. Deloitte | 34. Veriphyr |
| 2. ThinAir | 13. Blue Cedar | 24. EY | 35. Perch Security |
| 3. Menlo Security | 14. Veracode, Inc. | 25. Netskope | 36. Security Risk Advisors |
| 4. Acalvio | 15. Bitglass | 26. Attivo Networks | 37. Preempt |
| 5. DigiCert | 16. Global Cyber Alliance | 27. IBM | 38. Skycure |
| 6. Mimecast | 17. OASIS | 28. Risk Recon | 39. Coalfire |
| 7. Resilient, an IBM Company | 18. Okta | 29. Securonix | 40. Prevalent |
| 8. Synopsys | 19. Symantec | 30. Booz Allen Hamilton | 41. NH-ISAC/CyberFit |
| 9. Fireglass | 20. Weblife | 31. Flashpoint | 42. SecureWorks |
| 10. Agari | 21. TrapX Security | 32. Cisco | |
| 11. Digital Shadows | 22. Security Scorecard | 33. Gurukul | |