7th Annual
Southeastern Cyber Security Summit
June 3rd – 4th 2015

Sponsor & Exhibitor
Information Packet

Von Braun Center
South Hall

700 Monroe Street
Huntsville, AL 35801
Southeastern Cyber Security Summit℠

Summit Information
The North Alabama Chapter of the Information Systems Security Association (NAC-ISSA) and Cyber Huntsville would like to invite you to the 7th Annual Cyber Security Summit℠ held in Huntsville, Alabama at the VBC South Hall on June 3rd and 4th, 2015. Due to continued interest and excitement within our field, this year’s event will include a broad range of technical and management speakers and panels. During this event we anticipate:

- Over 900 Attendees
- Management and Technical Presentations and Panels
- A Slate of Industry Recognized Speakers
- Major Security Vendors

Attendees will benefit from a diverse offering of educational training sessions, technical and management presentations, and keynote presentations from world-class speakers. This summit is the year’s preeminent cyber security event in the Tennessee Valley and will be a great opportunity to network with your peers, showcase your solutions, and learn some new skills.

Summit attendees may earn Continuing Education Units (CEUs)/Continuing Professional Education (CPE) credits for attending the two-day conference. Credits will be awarded through The University of Alabama in Huntsville.

North Alabama Chapter – ISSA
The North Alabama Chapter of ISSA is a non-profit organization made up of over 200 information security professionals and practitioners in the Tennessee Valley. We provide education forums, publications, and professional networking opportunities which enhance the knowledge, skill and professional growth of its members and our local community. The North Alabama ISSA Chapter is affiliated with the international ISSA organization, conforms to its professional and organizational guidelines, and supports the ISSA Code of Ethics. Join NAC-ISSA and check out our website at http://northalabama.issa.org.

Cyber Huntsville
This year’s Summit is co-presented by Cyber Huntsville - the Cyber Center of Excellence of the Tennessee Valley Region - is a dynamic community of cyber security entrepreneurs, academia, federal agencies, investors, technologists and seasoned industry leaders. A member organization with 501(c)(6) corporation status, it is the medium of exchange among Government, academia, and industry where business, research, education and workforce create a fusion of diverse resources, forging experienced talent pools and a spirited critical mass of well-known and up and coming cyber gurus. Join Cyber Huntsville and be a part of a leading epicenter for cyber security and innovation! For more information on how to join Cyber Huntsville, please check our website at http://cyberhuntsvilleteennesseevalleyinitiative.org/.
Summit Agenda

The theme of this year’s Cyber Security Summit is “Cyber Training, Education, and Workforce Development for the Evolving Threat”. In support of this theme, the Cyber Summit will host technical, management, and academic tracks which will touch on a variety of federal and commercial topics. Featured speakers are posted on the Cyber Summit website (http://www.secybersummit.org).

Who Should Attend?

Everyone! Cyber security is everyone’s business in today’s fast paced IT-based society. This conference is geared for not only technical experts and network/system administrators, but also managers and senior C-level executives. Our slate of training, concurrent presentations, and exhibitor demonstrations will address issues critical to supporting cyber security at all levels in our increasingly interconnected world.

Why Be a Sponsor or Exhibitor?

- The Southeastern Cyber Security Summit℠ is the only one of its kind in the Tennessee Valley region.
- Direct access to over 750 potential customers and business partners.
- Brand awareness for company’s name in the Tennessee Valley region and surrounding area markets.
- Regional and national exposure to ISSA, Local and Federal government, Huntsville / Madison Chamber of Commerce, Nashville Technology Council, and more….
- Introduce your products and services to finance, health care, education, military and government professionals all in one conference!

Need more info?

Contact us today for detailed information or for additional information on sponsorships or exhibiting. Reservations for Exhibitor or Sponsor slots are made only via the Summit website.

- Additional Information: http://www.secybersummit.org

Summit Location

The Von Braun Center 700 Monroe Street, Huntsville, AL 35801

- VBC Information: http://www.vonbrauncenter.com
Opportunities for Exhibitors & Sponsorships
Exhibitor slots and sponsorship opportunities will be reserved through web registration that can be found on the Southeastern Cyber Security Summit website: http://www.secybersummit.org

Upon registration, a Cyber Summit Point of Contact (POC) will contact your company with an exhibitor packet outlining details, requirements for participation in promotional products (e.g. banners, Summit guide, and others listed below), and other exhibitor/sponsor information.

All booths include pipe & drape with the appropriate amount of tables and chairs listed under each exhibit level (below). Additional items beyond this may be ordered through the VBC (Craig Maples at 256-551-2241 or cmaples@vonbrauncenter.com).

Corporate Exhibitor Opportunities

Sold Out Diamond Exhibitor
Cost: $10,000
- 30 x 30 exhibitor booth (includes pipe & drape, 4 tables and 8 chairs)
- Full Conference registration for four (4) representatives (includes meals)
- Exhibits Only passes for eight (8) booth representatives (does not include conference registration; includes access to Platinum to Gold break room and box lunches)
- Four (4) parking passes
- Full page color ad in Summit program booklet
- Company logo displayed on individual entrance conference sign
- Company logo prominently displayed on conference website
- Offer to place company materials in conference tote bag
- Private break room for Diamond exhibitors and their guests
- Four (4) tickets to the reception at the US Space and Rocket Center

Platinum Exhibitor
Cost: $5,000
- 20 x 30 exhibitor booth (includes pipe & drape, 4 tables and 8 chairs)
- Full Conference registration for three (3) representatives (includes meals)
- Exhibits Only passes for six (6) booth representatives (does not include conference registration; includes access to Platinum to Gold break room and box lunches)
- Three (3) parking passes
- Half page color ad in Summit program booklet
- Company logo displayed on individual entrance conference sign
- Company logo prominently displayed on conference website
- Offer to place company materials in conference tote bag
- Access to a combined break room for Platinum to Gold Exhibitors
- Three (3) tickets to the reception at the US Space and Rocket Center
- One (1) ticket to the VIP reception event (invite only) at 5:30pm-6:30pm prior to the formal reception
Gold Exhibitor
Cost: $3,200
- 20 x 20 exhibitor booth (includes pipe & drape, 2 tables and 4 chairs)
- Full Conference registration for two (2) representatives (includes meals)
- Exhibits Only passes for four (4) booth representatives (does not include conference registration; includes access to Platinum to Gold break room and box lunches)
- Two (2) parking passes
- 1/3 page color ad in Summit program booklet
- Company logo displayed on entrance conference banner for Gold Exhibitors
- Company logo prominently displayed on conference website
- Offer to place company materials in conference tote bag
- Access to a combined break room for Platinum to Gold Exhibitors
- One (1) ticket to the reception at the US Space and Rocket Center
- One (1) ticket to the VIP reception event (invite only) at 5:30pm-6:30pm prior to the formal reception

Silver Exhibitor
Cost: $2,500
- 10 x 20 exhibitor booth (includes pipe & drape, 2 tables and 4 chairs)
- Full Conference registration for one (1) representatives (includes meals)
- Exhibits Only passes for three (3) booth representatives (does not include conference registration; includes box lunches)
- One (1) parking passes
- 1/4 page color ad in Summit program booklet
- Company logo displayed on entrance conference banner for Silver Exhibitors
- Company logo prominently displayed on conference website
- Offer to place company materials in conference tote bag
- One (1) ticket to the reception at the US Space and Rocket Center

Bronze Exhibitor
Cost: $1,500
- 10 x 10 exhibitor booth (includes pipe & drape, 1 tables and 2 chairs)
- Full Conference registration for one (1) representatives (includes meals)
- Exhibits Only passes for two (2) booth representatives (does not include conference registration; includes box lunches)
- 3x5' (business card size) color ad in Summit program booklet
- Company logo displayed on entrance conference banner for Bronze Exhibitors
- Company logo prominently displayed on conference website
Exhibitor
Cost: $1,000
• 10 x 10 exhibitor booth (includes pipe & drape, 1 tables and 2 chairs)
• Does not include conference registration
• Exhibits Only passes for one (1) booth representatives (does not include conference registration; includes box lunches)

Non-Profit and Associations
Cost: $250
• 10 x 10 exhibitor booth (includes pipe & drape, 1 tables and 2 chairs)
• Does not include conference registration
• Exhibits Only passes for one (1) booth representatives (does not include conference registration; includes box lunches)

Corporate Sponsorship Opportunities

Reception Sponsor
Sold Out
Slots Available: 4
Cost: $3,000
This year’s reception will be held off-site at the US Space and Rocket Center. This event will include a keynote speaker, refreshments and hors d’oeuvres, and presentation of awards by the National Security Agency (NSA).

• Full Conference registration for two (2) representatives (includes meals)
• ½ page color ad in Summit program booklet
• Company logo prominently displayed on conference website
• Verbal recognition during the Reception open and close
• Two (2) tickets to the reception at the US Space and Rocket Center

Lunch Sponsor
Slots Available: 2
Cost: $4,000 (each)
Lunch Sponsor will provide sit down lunch with a Keynote Speaker in South Hall

• Full Conference registration for two (2) representatives (includes meals)
• ½ page color ad in Summit program booklet
• Company logo prominently displayed on conference website
• Verbal recognition during the Lunch agenda
Track Sponsors
Slots Available: 3
Management (x1), Technical (x1), Academic (x1)
Cost: $1,500 (each)
- Verbal recognition during the presentation of the Summit agenda
- Full Conference registration for two (2) representatives (includes meals)
- Company logo displayed in the speaker room
- Recognition on conference website and in Summit program booklet

Breakfast Sponsor
Slots Available: 2
Cost: $1,500 (each)
Continental breakfast including assorted pastries, coffee and juice
- Full Conference registration for one (1) representatives (includes meals)
- ¼ page color ad in Summit program booklet
- Company logo prominently displayed on conference website
- Verbal recognition during the Breakfast

Mid-Morning and Afternoon Break Sponsors
Slots Available: 4
Cost: $1,000 (each)
Coffee, water, drinks, and snacks during break times
- Company logo prominently displayed on conference website
- Verbal recognition during the Break

Wireless Internet Sponsors
Slots Available: 1
Cost: $1,500
Wireless Internet to cover South Hall
- Full Conference registration for one (1) representatives (includes meals)
- ¼ page color ad in Summit program booklet
- Recognition on conference website and in Summit program booklet
- Verbal recognition during the presentation of the Summit agenda
Corporate Tote Sponsor
Slots Available: 1
Cost: $1,000 + Tote Bags

Sponsor must provide one (1) conference tote bag per conference attendee

- Approximately 900 tote bags plus $1,000 sponsorship fee
- Recognition on conference website and in Summit program booklet
- Verbal recognition during the presentation of the Summit agenda

Corporate Lanyard Sponsor
Slots Available: 1
Cost: $500 + Lanyards

Sponsor must provide one (1) lanyard per Summit attendee

- Approximately 900 lanyards plus $500 sponsorship fee
- Recognition on conference website and in Summit program booklet
- Verbal recognition during the presentation of the Summit agenda

Program Booklet Sponsor
Slots Available: 1
Cost: $2,500 + Cost of Design & Printing

- Approximately 900 programs plus $2,500 sponsorship fee
- Program sponsor logo on front page and rear covers of Summit program
- Verbal recognition during the presentation of the Summit agenda
- Recognition on conference website and in Summit program booklet

Concession Stand Sponsor
Slots Available: 2
Cost: $750

- Company logo and sponsorship recognition displayed at Concession Stand
- Verbal recognition during the presentation of the Summit agenda
- Recognition on conference website and in Summit program booklet

Water Sponsor
Slots Available: 2
Cost: $750 + Cost of Water (Purchased from VBC)

- Company logo and sponsorship recognition displayed at cooler
- Verbal recognition during the presentation of the Summit agenda
- Recognition on conference website and in Summit program booklet
Additional Notes:

- All exhibitors and sponsors will receive a Cyber Huntsville Welcome Packet that includes key timelines, exhibitor or sponsor requirements (e.g. logos sizes and format for promotional material), and general information to support each of the exhibitors and sponsors in reaching your customer audience.

- Cyber Huntsville Exhibitor and Sponsorship Committee will contact participating Exhibitors in the April-May timeframe to select booth preference. Booth location assignments will be based on date time stamp of the exhibit/sponsorship purchase. Preferences are filled on first come first serve based on registration date and time from the website [http://www.secybersummit.org](http://www.secybersummit.org).

- Exhibit area will be located in South Hall 1. Exhibit area is open for set up on 2 June 14 from 8 am until 6pm. All exhibits must be removed by midnight on 4 June 14.

- Exhibit booth spaces will be separated by pipe and drape, and include tables, chairs, and waste basket as per the exhibit package chosen above.

- Exhibitors receive box lunches only for the number of exhibitor passes included with the package level (e.g. Platinum receives 3 Exhibit Only passes therefore receives 3 free box lunches). Extra box lunches or meals may be purchased through the website. Summit personnel will hand out meal tickets for the number of registered lunches per exhibitor during registration and exhibitor check-in on the 2nd and 3rd of June.

- Exhibit extras such as electrical power and outlets, booth cloths, area carpet or rugs, additional set up support, banners, and other items or services not listed above may be purchased through the VBC (Craig Maples at 256-551-2241 or cmaples@vonbrauncenter.com) and are not provided by the Summit.

- Wireless internet will be available throughout the exhibit Hall. Exhibitors may choose to have optional LAN drop in their booth at additional cost if they require streaming video or large file downloading.

- All break food & beverages will be served in the exhibit area and lunch will be served in a partitioned portion of South Hall 2. Time is allocated in agenda for attendees to visit exhibitors.

- A reception will be held at the US Space and Rocket Center. See details on the Summit website.

- If you have a door prize you would like to give away, the Summit provides a time during the afternoon break and at the end of the day to do so. If you would like to announce the name of the winner at the Summit designated time, please contact one of the Exhibit/Sponsor Committee members during the Summit. They will have a location on the exhibit floor to support exhibitors throughout the Summit.

Additional Information - Please visit [http://www.secybersummit.org](http://www.secybersummit.org) for updated information concerning all 2015 Southeastern Cyber Summit activities.