

SECURE360 

SPONSORSHIP OPPORTUNITIES



**POWER
OF
POSSIBILITIES**



MAY 14-15, 2019 | MYSTIC LAKE CENTER
PRIOR LAKE, MN | SECURE360.ORG

POWER OF POSSIBILITIES

Each and every day, our world continues to change. Now is the time to take inventory of the unique skills found in your company and the industries in which we work. The security realm is made up of a variety of talents and expertise. Opportunities to make a difference are quickly revealing themselves. It's time to take charge and define our responsibility. There is power in numbers and potential with our combined skill sets. What will we do with it?

SPONSOR BENEFITS

Face-to-face relationship building and networking to show off the latest and greatest in your products and services. Reach the right people—the decision makers and product users in a range of industries. Sponsors receive **unopposed exhibit hall times, lunch and refreshments, advertising opportunities, social media mentions** leading up to the event, **demo stage opportunities** and access to the **attendee opt-in email list**.

**AUDIENCE
1500+**

Security professionals, decision makers and C-suite executives from around the Midwest.



**8+
HOURS**

of unopposed exhibit hall time with attendees over the course of the 2-day event.

WHO, WHEN, WHERE...AND WHY

Secure360 Twin Cities is hosted by UMSA (Upper Midwest Security Alliance), a nonprofit alliance of security and risk-related organizations that serves business, government and education professionals in the upper Midwest. This 2-day conference attracts C-level executives, directors and mid-level managers in areas of cybersecurity, risk management and information security with a focus on learning, networking and building vendor relationships.

Note: Our new location for 2019 is at Mystic Lake Center in Prior Lake, MN.

WHY SPONSOR?

Secure360 Twin Cities attracts more than 1,5000 security and risk management professionals including CSOs, executive and mid-level managers, directors and technology personnel, as well as professionals from the industry represented organizations such as:

Ameriprise
Best Buy
Country Financial
Delta Airlines

Graco
HCMC
Medtronic
Optum

Target
TCF Bank
United Health Group
Xcel Energy

**UMSA
MEMBERS**

ASIS Minnesota
BCPA
ISACA-MN
ISSA-MN

InfraGard Minnesota
ISC²-MN
MN State IT Center of Excellence
OWASP

#Sec360

#Sec360

SPONSOR PACKAGES, HIGHLIGHTS

AND OPPORTUNITIES

	Diamond \$40,000	WiFi \$25,000	Platinum \$20,000	Gold \$15,000	Charging Station \$10,000	Silver \$8,000	Bronze \$6,500	Copper \$3,500
Available Sponsorships	1	1	4	8	2	12	15	40
Exhibit space at Secure360	Premier space	Premier space	Premier space	Standard space	Standard space	Standard space	Standard space	Standard space
Daily booth staff passes	8/day	6/day	6/day	4/day	4/day	2/day	2/day	2/day
Logo with link to vendor website	Included	Included	Included	Included	Included	Included	Included	Listing with link (no logo)
Company description in printed program	200 words	175 words	150 words	100 words	75 words	50 words	25 words	Listing - no description
Ad in Secure360 printed program	Full Page Ad	Full Page Ad	Full Page Ad	Half Page Ad	Half Page Ad	Quarter Page Ad	— Option to purchase —	
Social media mentions per month through May 2019	5	4	3	2				
1-hour speaking spot	Included	Included	Included	Included				
20-minute demo stage	Included	Included	Included	— Option to purchase —				
Lead retrieval scanner	Included	Included	Included	— Option to purchase —				
1 guest blog post	Included	Included	Included					
Logo placement on pre-event emails	Included	Included	Included					
Choice of logo on swag items given to attendees	Name badges	— Choice of bag, pens, Post-Its, program, journal wrap —						
Tuesday post-event reception	Listed as host/ 25 drink tickets	15 drink tickets	10 drink tickets					
Mobile app banner ad	Included	— Option to purchase —						
Hotel room bag drop	— Option to purchase —							

EXHIBIT BOOTH RULES AND REGULATIONS



Only **one company** may be represented in each booth space (you must purchase additional booths for additional organizations to be represented). **No booth sharing will be allowed.**



Only **one advertisement, one logo** placement and **one company profile** will be allowed per booth space.



Conference badges are required to attend all conference events. Booth staff will be issued separate daily passes for **Tuesday and Wednesday**. Additional conference passes may be purchased for a discounted rate.

2019 AD OPPORTUNITIES

The 2019 Secure360 printed program is approximately 70 pages. Based on sponsorship level, you'll have the opportunity to display a full-page, half-page or quarter-page ad in the program, or the option to purchase.



Full-page (color)

Option to purchase: \$1,000



Half-page (color)

Option to purchase: \$500



Quarter-page (color)

Option to purchase: \$250

Please note: The final date to get your organization's logo and advertisement to Secure360 in order to guarantee placement in the conference program and printed signage is **April 19, 2019**. Please send high-resolution logos to: Hannah Severson, marketing@umsa-security.org

#Sec360

NEXT STEPS

Interested in sponsoring Secure360 Twin Cities (or another Secure360 event) in 2019? We would love to have you! Here's our step-by-step guide for securing your sponsorship this year.

STEP 1

Choose your sponsorship level. If it is one with limited availability, reach out to the key contacts on the back page to make sure the spot is still available.

STEP 2

Register for your sponsorship at <https://secure360.org/secure360-twin-cities/>. You will also be given the option to purchase a lead scanner, demo stage time, etc. **Payment options** will include **check** or **credit card**. Please reach out to Sophia Attema (sophia@alleecreative.com) if you need an invoice sent for PO purposes.

STEP 3

Upon receipt of your sponsorship registration, you will receive a follow-up email from Sophia Attema. This email will provide you with additional information on how to **register for your Tuesday and Wednesday booth staff passes**.

STEP 4

Send your high-resolution logo files, ads and company description per your sponsorship level (.eps, .jpg or PDF format) by **April 19, 2019** to: marketing@umsa-security.org. NOTE: The earlier you send these materials, the more visibility you will receive prior to the conference!

STEP 5

Make sure the email domains listed on the following page are on your "safe list." You will be getting communication throughout the year from those addresses. And mark **May 14-15, 2019** on your calendar. It's going to be a great event!

ADD-ON OPPORTUNITIES



Demo stage add-on:
\$1,500 | Limited Availability



Lead retrieval add-on:
\$350 | No limit



Hotel room bag drop
\$700 | Minimum deposit



Printed ad in program:
Varies in price | 1 per sponsor



Mobile app banner ad:
\$1,000 | Limited Availability

KEY CONTACTS

The Secure360 Conference has dedicated event management and marketing staff on hand Monday through Friday, year-round. Below are the key contacts that are available to answer any questions you may have regarding sponsorship packages.

EVENT AND MARKETING MANAGEMENT | ALLEE CREATIVE

Nicole Stephany | Conference director
nicole@alleecreative.com

Sophia Attema | Sponsorships
sophia@alleecreative.com

Hannah Severson | Speaker opportunities
hannah@alleecreative.com

Hannah Severson | Marketing
ashtyn@alleecreative.com

UMSA BOARD CONTACTS

Marie Strawser | UMSA managing director
director@umsa-security.org

Val Mooney | Conference chair
valerie.mooney@usbank.com

MORE QUESTIONS?

You can find more information online including all of the 2019 UMSA-sponsored events. You may also call the general event line at: (763) 208.1384. Please specify which event you are calling about when contacting the main line.



SECURE360 

www.Secure360.org #Sec360