



STUDENT 360

secure your future

January 31, 2020

Sponsorship Opportunities

Target Northern Campus

sponsored by 

The next generation of security professionals

As part of UMSA's continued mission to unite and educate security professionals at all levels, we bring you Student360. This unique student-focused event provides you with the opportunity to give back to the community and help nurture the next generation of risk and security professionals.

Who

Student360 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.

When

Friday, January 31, 2020
8:00 a.m. - 4:00 p.m.

Where

Target Northern Campus
7000 Target Pkwy N
Brooklyn Park, MN 55445

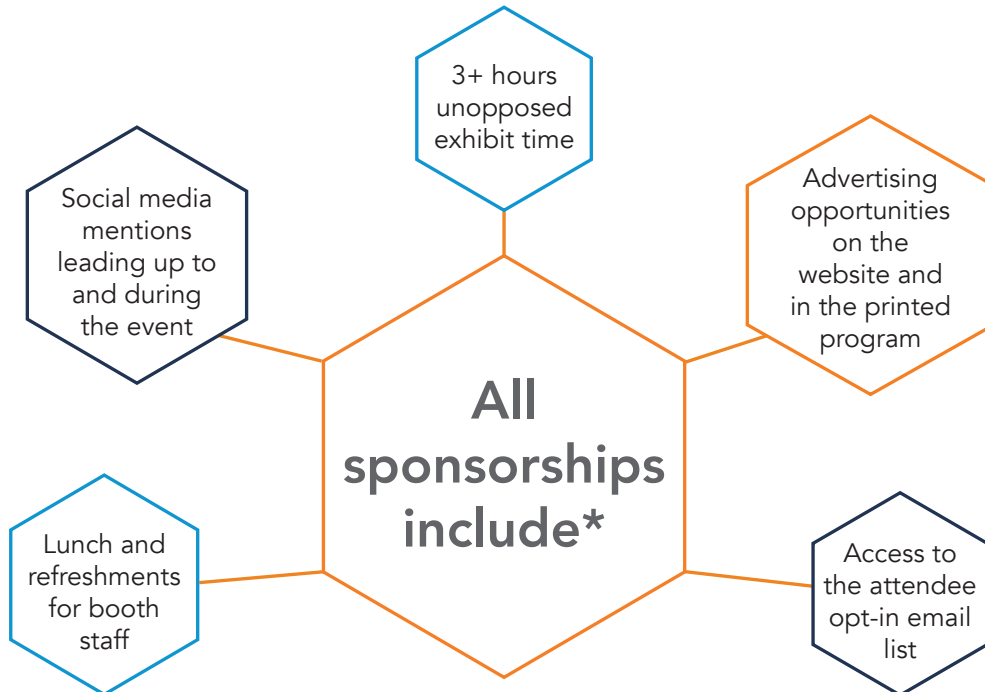
Why

This 1-day event focuses on education, technical demos, recruitment and support of students entering a variety of security professions. Student360 attracts college students (and those professionals making a career change) from the Midwest enrolled in cybersecurity, risk management and/or business continuity degree programs.



Sponsor benefits

Join us for face-to-face relationship building with up-and-coming prospects. Reach those you want to work for you—the students ready, willing and excited to learn about and work in this industry.



*Excludes exhibitors

Optional items to purchase—per sponsorship level:

- Ad in printed program
 - Full: \$500
 - Half: \$250
 - Quarter: \$125
- Session speaking spot
 - 45 min: \$750

Schools

Students from many area schools attend Student360 each year including those from:

- Anoka Ramsey Community College
- Augsburg University
- Bethel University
- Capella University
- Century College
- Concordia University, St. Paul
- Inver Hills Community College
- Lake Superior College
- MCTC
- Metropolitan State University
- Minnesota State University, Mankato
- Prime Digital Academy
- Rasmussen College
- Ridgewater College
- Rochester Community and Technical College
- St. Cloud State University
- St. Thomas University
- U of M Twin Cities
- UW Eau Claire
- UW Stout
- Winona State

Degrees

Student360 attendees are enrolled in a variety of programs, including:

- Administration
- CCNA security
- Computer forensics
- Computer information technology
- Computer network engineering
- Computer networking and communications
- Computer science
- Computer support and network
- Cybersecurity and information assurance
- Cybersecurity and information security
- Data science
- Digital forensics
- Full stack software development
- Information and communication Technology
- Information assurance
- Information technology
- Software engineering



Sponsor packages, highlights and opportunities

Title

Title sponsor | \$10,000 | 1 available

As the title sponsor, your company logo and website link will be featured on the Student360 event website. This sponsorship also includes exhibit hall space, a 45-minute speaking spot, one-on-one interviews, full-page ad and company description in the Student360 printed program, logo on name badges and event signage, logo placement on promotional communications, social media mentions leading up to the event and one guest blog post opportunity.

Session

Session sponsor | \$2,000 | 4 available

As the session sponsor, your company logo and website link will be featured on the Student360 event website. This sponsorship also includes exhibit hall space, a 45-minute speaking spot, one-on-one interviews, half-page ad and company description in the Student360 printed program, logo placement on signage and promotional communications, social media mentions leading up to the event and one guest blog post opportunity.

Recruitment

Recruitment sponsor | \$1,000 | 4 available

As a recruitment sponsor, your company name and website link will be featured on the Student360 event website. This sponsorship also includes exhibit hall space, one-on-one interviews, quarter-page ad and company listing in the Student360 printed program, logo on event signage and social media mentions leading up to the event. A recruitment sponsor has the option to purchase a 45-minute speaking spot.

Exhibitor

Exhibitor | \$750 | 10 available

As an exhibitor, your company logo will be listed on the Student360 event website and exhibit hall space. A exhibitor sponsor has the option to purchase ad space in the Student360 printed program.

Sponsorship opportunities

	Title \$10,000	Session \$2,000	Recruitment \$1,000	Exhibitor \$750
Available sponsorships	1	4	4	10
Logo w/link to company website	Included	Included	Listing w/link	Listing w/link
Exhibit space	8-foot table top	8-foot table top	8-foot table top	8-foot table top
Booth staff	5	3	2	2
Company description in printed program	100 words	75 words	25 words	Listing—no description
Ad in Student360 printed program	Full-page ad	Half-page ad	Quarter-page ad	Option to purchase
Social media mentions per month through January 2020	5	3	2	
Student interviews	Included (10)	Included (10)	Included (5)	
Session speaking spot (45 min)	Included	Included	Option to purchase	
Logo placement	Name badges	On-site signage		
1 guest blog post opportunity	Included	Included		
Logo on pre-event communications	Included			

Next steps

Interested in sponsoring Student360 (or another UMSA-sponsored event) this year? We would love to have you! Here's our step-by-step guide for securing your sponsorship.

1

Choose your sponsorship level. If it is one with limited availability, it may be helpful to reach out to key contacts listed below to make sure your desired spot is still available.

2

Register for your sponsorship online at www.secure360.org. Payment options will include check or credit card. Please reach out if you need an invoice sent for PO requests.

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.

4

Make sure the email domains listed on the following pages are on your "safe list." You will be getting communication throughout the year from those addresses. Finally, mark **January 31, 2020** on your calendar! It's going to be a great event and we cannot wait to see you there.

Key contacts

Conference director

Nicole Stephany
nicole@alleecreative.com

Marketing coordinator

Hannah Severson
hannah@alleecreative.com

Sponsor coordinator

Sophia Attema
sophia@alleecreative.com

UMSA managing director

Marie Strawser
director@umsa-security.org

Conference chair

Mike Johnson
mpj@umn.edu



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Secure360.org/Student360

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All sponsorship registrations receive a 48-hour grace period to cancel without penalty. UMSA reserves the right to cancel the event at any time. Should this occur, sponsors will be given written notice and a full refund if the event is canceled by UMSA.