

SECURING OUR

EVER-CHANGING

WORLD



## Sponsorship Opportunities

May 10 & 11, 2022

Mystic Lake  
Event Center

Hosted by UMSA

[Secure360.org/Secure360-Twin-Cities](https://Secure360.org/Secure360-Twin-Cities)

## Who, When, Where ... and Why

Secure360 will be returning to you live and in-person for 2022! Save the date for this all-encompassing experience that will bring industry professionals at all levels back together for collaboration, education and new perspectives. As industries continue to mature and develop, we have a responsibility to keep up and keep our world secure. We must ask ourselves to identify the changes we're seeing and define our responsibility. Everyone has a unique role in a world that continues to change – what is yours?

### Audience 1000+

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.

### Networking

Show off the latest and greatest in your products and services.

### Advertising

Opportunities for all sponsors.

## Sponsorship 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 trade-show hall times
- Lunch and refreshments
- Advertising opportunities
- Demo stage opportunities
- Social media mentions leading up to the event

## Exhibit Booth Rules and Regulations

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

One logo placement and One company profile will be allowed per sponsorship registration.

Separate daily booth staff only passes will be issued for Tuesday and Wednesday per sponsorship level. Full conference badges are required to attend educational sessions and are not included in the booth staff passes.

## SECURE360 TWIN CITIES 2022 SPONSORSHIP OPPORTUNITIES

	Crystal \$40,000	Diamond \$30,000	Platinum \$20,000	Gold \$16,000	Silver \$10,000
Available Sponsorships	1	1	3	5	12
Exhibit Space at Secure360	Premier Space Outside TS hall (10x20)	Premier Space Outside TS hall (10x20)	Premier Space Outside TS hall (10x20)	Endcap Space In TS Hall (10x20)	Standard Space (8x10)
Booth Staff	4	4	4	4	3
Guest Passes	10	8	6	4	2
Logo w/link to Website	Included	Included	Included	Included	Included
Onsite Event Graphics	Included	Included	Included	Included	Option to purchase
SM Mentions per month thru Event	6	5	4	3	2
1 Hour Speaking Spot	3	2	1	1	X
1 Guest Blog Post	Included	Included	Included	Included	X
Lead Retrieval	Included	Included	Included	Included	Option to Purchase
20-minute Demo Stage	Included	Included	Included	SOLD OUT	SOLD OUT
Logo on pre-event Emails	Included	Included	Included	X	X
Newsletter Feature (1)	Included	Included	Included	X	X
30 sec. Video eBlast	3	2	1	X	X
Choice of Logo on Swag Item(s)	name badges + reception + swag item	wifi + charging station	choice of branded item	X	X
Tuesday Post-event Reception	Listed as host/ 25 drink tickets	20 drink tickets	15 drink tickets	Option to Purchase - 10 tickets	Option to Purchase - 10 tickets
Attendee Opt-in List	Included	Included	Included	Included	Included
Mobile App Push Notification	Included	Included	Included	Option to Purchase	Option to Purchase
Hotel Room Drop	Included	Option to Purchase	Option to Purchase	Option to Purchase	Option to Purchase



## SECURE360 TWIN CITIES 2022 SPONSORSHIP OPPORTUNITIES

	Bronze \$6,500	Exhibitor \$3,500
Available Sponsorships	35	15
Exhibit Space at Secure360	Standard Space (8x10)	Exhibitor table
Booth Staff	2	2
Guest Passes	X	X
Logo w/link to Website	Listing with Link (no logo)	Listing (no logo or link)
Onsite Event Graphics	Option to purchase	Option to Purchase
SM Mentions per month thru Event	1	X
1 Hour Speaking Spot	X	X
1 Guest Blog Post	X	X
Lead Retrieval	Option to Purchase	Option to Purchase
20-minute Demo Stage	SOLD OUT	X
Logo on pre-event Emails	X	X
Newsletter Feature (1)	X	X
30 sec. Video eBlast	X	X
Choice of Logo on Swag Item(s)	X	X
Tuesday Post-event Reception	Option to Purchase - 10 tickets	Option to Purchase - 10 tickets
Attendee Opt-in List	Included	Included
Mobile App Push Notification	Option to Purchase	Option to Purchase
Hotel Room Drop	Option to Purchase	Option to Purchase

## OPTIONAL ITEMS FOR PURCHASE

Onsite Event Graphics	Tenting Seat/Table Host: \$250
	Glass Panel Wrap: \$750
	Escalator Wrap: \$5000
	Ice Cream Social: \$5000
	Floor Decal: \$500 Large \$200 Small
	Ceiling Banner: \$350
Lead Retrieval	\$350.00
Tuesday Post-event Reception	\$100.00
Mobile App Push Notification	\$500.00

### Sponsorship Questions

Contact Christopher Kohn at [ckohn@fusionlp.org](mailto:ckohn@fusionlp.org) or  
952.885.7602

## Secure Your Sponsorship

Interested in sponsoring Secure360 Twin Cities in 2022? We would love to have you! Just follow these five easy steps:

### 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 [secure360.org/secure360-twin-cities](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. If you need an invoice, please contact Marie Strawser at [director@umsa-security.org](mailto:director@umsa-security.org).

### Step 3

Register for your Tuesday and Wednesday booth staff passes. Upon receipt of your sponsorship registration, you will receive a follow-up email from our team with more information on how to do so.

### Step 4

Send your high-resolution logo files and company description per your sponsorship level (.eps, .jpg or PDF format) by April 1, 2022 to: [support@fusionlp.org](mailto:support@fusionlp.org). NOTE: The earlier you send these materials, the more exposure you will receive prior to the conference!

### Step 5

Whitelist the [umsa-security.org](https://umsa-security.org) domain. Specifically the emails listed on the right, as you will be getting important communication throughout the year. And mark May 10 & 11, 2022 on your calendar. It's going to be a great event!

## 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.

### Sponsorship

Christopher Kohn  
[ckohn@fusionlp.org](mailto:ckohn@fusionlp.org)

### UMSA Contacts

Marie Strawser  
UMSA Managing Director  
[director@umsa-security.org](mailto:director@umsa-security.org)

### More Questions?

You can find more information online at [secure360.org](https://secure360.org).

# SECURE360

## conference

[secure360.org](https://secure360.org)

#Sec360

### UMSA Members

ASIS Minnesota  
BCPA  
CSA

ISACA-MN  
ISSA-MN  
InfaGard Minnesota  
ISC<sup>2</sup>-MN

MN State IT Center of Excellence  
OWASP  
WiCyS-MN