

# SecureIT2006

Information  
TECHNOLOGY and Network Security

Introducing SecureIT 2006, the Fourth Annual Information Security Conference scheduled for March 21-24 in Anaheim, CA.

SecureIT 2006 promises to be our best conference yet. The SecureIT conference has grown significantly since our first event in April of 2003. SecureIT 2005 drew decision-makers from across the United States and from 9 other nations. The 2006 event has again received full support from the California State University's Chancellor's Office and will be hosted by California State University, San Bernardino. Additional sponsorship support from the California Community Colleges ensures broad interest in the event. Our venue for 2006 will be the Disneyland Hotel in beautiful Anaheim, CA.

This Information and Network Security Conference will provide information security professionals with the most up-to-date information, tools, trends, legislative information, products, services, and strategies for addressing information and network security issues. The conference will focus on key issues related to information and network security, with presentations provided by recognized experts and exhibits by some of the nation's leading organizations.

This event continues to grow and is fast becoming one of the premier events for IT and information security professionals. The continuing support of the California State University and a program development committee made up of nationally recognized leaders in the field help ensure that attendance will be even stronger for the third annual conference. As before, we will market the event to an international audience of decision makers in higher education and government. We hope to expand this audience this year with greater attention to IT professionals in the Community Colleges and K-12 Systems in the western states. Of course, we will also continue to target accounting and health care professions, attorneys, and other interested groups. Our direct mail promotional materials go out to over 12,000 addresses ensuring very broad exposure to IT decision makers around the country.

There are a broad range of sponsorship and vendor opportunities available. We are pleased to announce that we are able to hold the line on the costs of sponsorship. All sponsors will receive the following benefits:

## SPONSORSHIP LEVELS:

- **Exclusive Title Sponsor: (1 Only at this level) \$35,000**
  - Prime location in exhibit hall. Includes two 8 x 10 booth spaces that each have one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company name and logo on sponsor banner
  - 6 conference passes
  - 6 exhibit only passes
  - Opportunity to name a keynote speaker
  - 10 minute speaking opportunity during one of the plenary sessions
  - Opportunity to hang your banner in the conference main hall
  - Special recognition on all conference materials and on the conference website
  - Company recognition during networking and plenary sessions
  - Company brochures placed in conference bags
  
- **Diamond Sponsor: (3 Only at this level) \$15,000**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company name and logo on sponsor banner
  - 4 conference passes
  - 4 exhibit only passes
  - Opportunity to name a keynote speaker
  - Company recognition during networking events and plenary sessions
  - Company brochures placed in conference bags
  - Company name and logo listed in conference program
  - Company name and logo listed on conference website
  
- **Plenary Lunch Sponsor (2 Only at this level) \$12,000**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company name and logo on sponsor banner
  - 2 conference passes
  - 2 exhibit only passes
  - Opportunity to highlight your organization with a five minute introduction during the lunch
  - Your company representative to introduce keynote speaker
  - Company name and logo prominently displayed at the luncheon
  - Company brochures placed in conference bags
  - Company name and logo listed in conference program
  - Company name and logo listed on conference website

- **Closing Plenary Breakfast Sponsor (1 Only) \$12,000**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company name and logo on sponsor banner
  - 2 conference passes
  - 2 exhibit only passes
  - Opportunity to highlight your organization with a five minute introduction during the breakfast
  - Your company representative to introduce keynote speaker
  - Company name and logo prominently displayed at the breakfast
  - Company brochures placed in conference bags
  - Company name and logo listed in conference program
  - Company name and logo listed on conference website
  
- **Platinum Sponsor: (5 Only at this level) \$10,000**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company name and logo on sponsor banner
  - 2 conference passes
  - 4 exhibit only passes
  - Company recognition during networking events and plenary sessions
  - Company brochures placed in conference bags
  - Company name and logo listed in conference program
  - Company name and logo listed on conference website
  
- **Conference Bag Sponsor: (1 Only) \$7,500**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company name and logo on sponsor banner
  - Company name and/or logo printed on conference bags
  - 1 conference pass
  - 2 exhibit only pass
  - Company name and logo listed in conference program
  - Company name and logo listed on conference website
  
- **Opening Reception Sponsor: (1 Only) \$7,500**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company name and logo prominently displayed at the reception
  - Opportunity to introduce your organization in a five minute presentation during the reception
  - Company name and logo on sponsor banner
  - 1 conference pass
  - 2 exhibit only passes
  - Company brochures placed in conference bags
  - Company name and logo listed in conference program

- Company name and logo listed on conference website
- **Lanyard Sponsor: (1 Only) \$5,500**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Your company name and logo on sponsor banner
  - 1 conference pass
  - 2 exhibit only pass
  - Your company name or logo on name badge lanyards
  - Company name and logo listed in conference program
  - Company name and logo listed on conference website
- **Gold Sponsor: \$5,000**
  - Prime location in exhibit hall. Includes one 8 x 10 booth with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Your company name and logo on sponsor banner
  - 1 conference pass
  - 2 exhibit only passes
  - Company name and logo listed in conference program
  - Company name and logo listed on conference website
- **Exhibitor Only \$1,800**
  - 8 x 10 booth in exhibit hall with one table and two chairs (with pipe and drape)
  - Booth identification sign
  - Company, contact, and booth number listed in program for high visibility
  - High traffic location co-located with the breaks, raffles/prize giveaway, and opening night reception
  - Access to electrical outlet and Internet hook-up
  - Aisle cleaning and general event security
  - 2 exhibit only passes

Note: For additional *Exhibit Only passes*, there is a charge of \$65.00 to cover the food costs that exhibitors are entitled to during the breaks.

If you would like to know more about specific opportunities please call Susan Summers at (909) 537-3986 or contact her via email at [summers@csusb.edu](mailto:summers@csusb.edu)

To assist you in making a decision, we have included some basic information regarding the event below. Please review this information and give us a call to discuss the sponsorship opportunities.

### **SecureIT 2006 Event Information**

**1. Attendees & Demographics.** This event is national in scope. Our target audience covers two primary market segments. First we target decision makers in the Information and Network Technology departments of colleges and universities across the United States. Our research indicates that these individuals are typically senior managers or executives who control large IT budgets. To reach these individuals we use direct mail,

targeted advertising in relevant academic and association journals and publications, and association marketing provided by some of our partner organizations. We expect that our promotional materials will reach at least 15,000 individuals directly, and many thousands more through the journal and publication advertisements.

Second, we market this event broadly to California K-12, healthcare, and business organizations. Our state focused marketing includes email, advertisements in focused news outlets, and association marketing through regional partners. We may also use radio as a mass marketing vehicle beginning in February and March 2006. We will be using e-mail strategies to target business in the state with 100 or more employees (based on Dunn & Bradstreet listings). Statistics for this market are difficult to specify because so much of this effort will be supported by regional partners. We can say with confidence that we expect this marketing effort will reach at least 50,000 organizations in the state through one method or another.

**2. Attendance:** We anticipate that at least 300, and up to 500 people will attend, and that they will represent the national audience fairly broadly. Still, it is likely that a significant number will be from the West Coast.

**3. Exhibit Hall:** Our exhibit space for this event is larger than last year. We have space for up to 50 vendors in 8x10 booths. Because we are limiting the total number of vendors, those vendors who do participate are more likely to get the attention of a larger segment of the total audience. We have also structured the program so that there are significant times set aside for attendees to visit the exhibit hall and we have planned activities in the exhibit area to draw our attendees and such events as the opening reception, daily continental breakfasts, and breaks scheduled throughout the event will be held in there. One major change is that we have extended the break time to 30 minutes (instead of 15 minutes) to give the participants more time to spend in the exhibit hall. We will have scheduled drawings at a specific booth numerous times a day; require all participants to visit each booth if they want to be eligible for a drawing, and do a business card or raffle ticket drawing for prizes at some of the main meals each day.

**4. Speaking opportunities.** We do have a number of speaker opportunities set aside for sponsors and vendors. For premier sponsors (Title, Diamond, and Platinum levels) we offer the opportunity to nominate a keynote or plenary session speaker. As a sponsor you will have the opportunity to recommend a speaker for a concurrent session. We can also accommodate "panel" opportunities where the sponsor would be able to put together an entire panel or provide a participant for a panel discussion. All speaking opportunities are available on a first come first served basis and must be approved by the program committee before they are confirmed.