

Connect With Your Target Audience

IT Audit, Assurance, Control, Governance, Risk and Security

2012 ISACA Sponsorship
and Media Opportunities



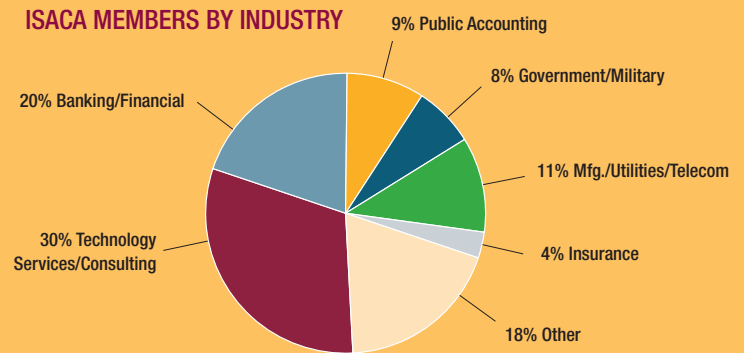
ISACA MEMBER DEMOGRAPHICS—OVER 95,000 MEMBERS

Members From More Than 160 Countries

- 44.5% US and Canada
- 25.7% Europe and Africa
- 22.5% Asia and Middle East
- 3.2% Australia and New Zealand
- 4.1% Central and South America

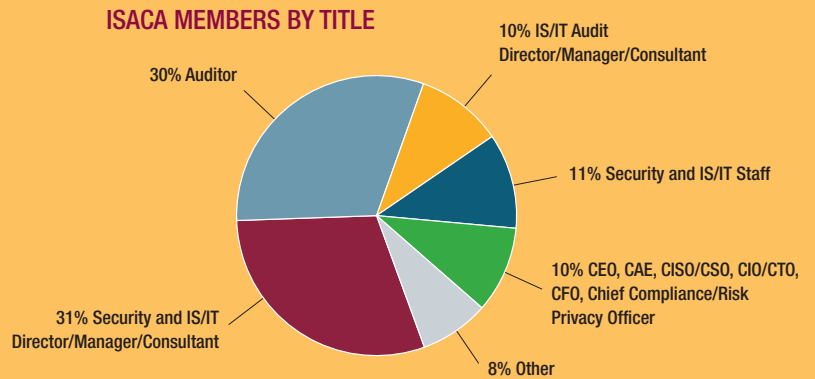
ISACA Members by Industry

- 30% Technology Services/Consulting
- 20% Banking/Financial
- 9% Public Accounting
- 8% Government/Military
- 11% Mfg./Utilities/Telecom
- 4% Insurance
- 18% Other



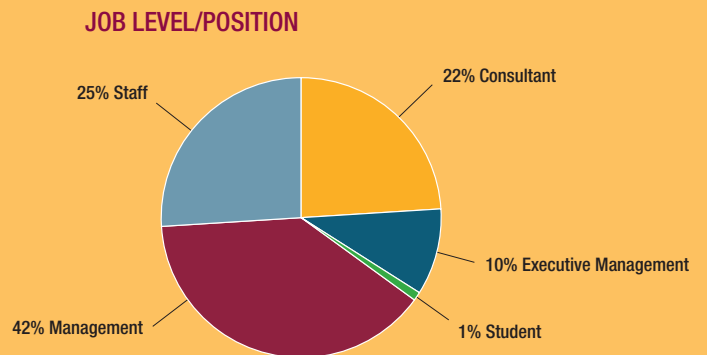
ISACA Members by Title

- 30% Auditor
- 31% Security and IS/IT Director/Manager/Consultant
- 10% IS/IT Audit Director/Manager/Consultant
- 11% Security and IS/IT Staff
- 10% CEO, CAE, CISO/CSO, CIO/CTO, CFO, Chief Compliance/Risk Privacy Officer
- 8% Other



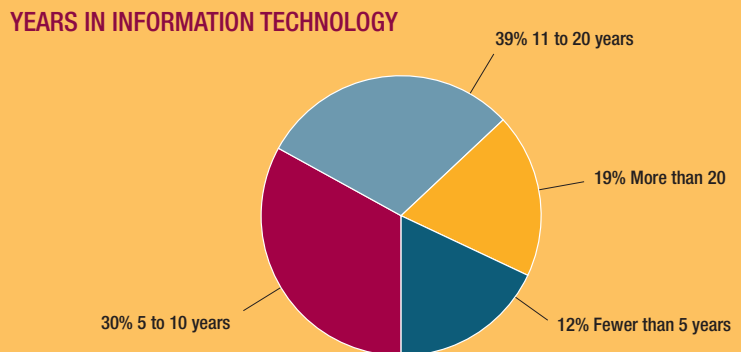
Job Level/Position

- 42% Management
- 25% Staff
- 22% Consultant
- 10% Executive Management
- 1% Student



Years in Information Technology

- 30% 5 to 10 years
- 39% 11 to 20 years
- 19% More than 20
- 12% Fewer than 5 years



THE POWER OF PARTNERSHIP

Partnering with ISACA® means more than making the right contacts; it means being an insider. It means being connected to the right people with the right level of influence, and it means you are allied with a globally respected organization that makes a difference.

Experience the power of partnership with ISACA. Sponsorship, advertising and exhibiting packages are designed to provide a solid platform to help you stand out and make an impact. Our programs allow you to achieve your marketing goals and deliver a maximum return on your investment. We have developed convenient and customizable packages to help your organization meet its objectives and reach your target market of influencers in the information systems profession.

Partnering with ISACA means:

- Exposure to the leaders in IT audit, assurance, security, governance and risk
- Access to the very individuals that influence IT and IS purchasing decisions—75% of members participate in the purchasing decisions of their enterprise
- Affiliating with an internationally respected organization
- Advancing your business success and helping to drive trust in and value from information systems worldwide



Over 75% of our members participate in the purchasing decisions of their enterprise.

ABOUT ISACA

As a nonprofit, global membership association for IT and IS professionals, ISACA is committed to providing its diverse constituency of more than 95,000 worldwide with the tools they need to achieve individual and organizational success, resulting in greater trust in, and value from, information systems.

Through the more than 190 chapters established in over 160 countries, ISACA provides its members with education, resource sharing, advocacy, professional networking, and a host of other benefits on a local level. ISACA is recognized as a highly respected and sought-after resource for professional education and development, and offers educational events that meet the needs of all IT professionals.

By supporting our members and sponsoring the ISACA programs, it's easy to see how you will quickly gain exposure to the leaders in your targeted markets. Your message will be seen and heard by those most serious in IT audit, assurance, security, governance and risk worldwide.

For more about ISACA visit www.isaca.org.

GLOBAL OPPORTUNITIES

Educational Event Sponsorship and Exhibition

ISACA offers several unique interactive channels to help organizations stay in front of their current clients while connecting with new audiences. Our dynamic conferences and virtual educational events help organizations bridge the gap between their communication strategy and business results. All ISACA Events feature the latest advances in the IT & IS profession. The decision-making and influencing delegates who attend our conferences and virtual educational events are eager to collaborate & learn about emerging products and services. Let us help you access your target market, deliver new leads and differentiate from the competition. For more detailed information on specific event visit www.isaca.org/2012Events.



Insights 2012 | 25-27 June

Palace Hotel, San Francisco, CA, USA

An exclusive forum for global business and information technology leaders



2012 North America Computer Audit, Control and Security | 7-10 May

Loews Royal Pacific Hotel at Universal Orlando ®, Orlando, FL, USA

Exhibit Times: 8 May 2012 7:30am-6:30pm (reception 5:00pm-6:30pm)

9 May 2012 7:30am-1:30pm

Call for papers: 5 July 2011-3 August 2011



2012 Euro CACS / ISRM | 10-12 September

Hilton Munich Park Hotel, Munich, Germany

Exhibit Times: 10 September 2012 07.30-18.30 (reception 17.00-18.30)

11 September 2012 07.30-15.45

Call for Papers: 14 October-28 November 2011



2012 Latin America CACS / ISRM | 1-3 October

Hotel Cosmos 100 Bogotá, Colombia

Exhibit Times: 1 October 2012 07.30-18.30 (reception 17.00-18.30)

2 October 2012 07.30-15.45

Call for Papers: 2 November-7 December 2011



2012 North America ISRM / ITGRC | 14-16 November

The Mirage, Las Vegas, NV, USA

Exhibit Times: 14 November 2012 07:30am-6:30pm (reception 5:00pm-6:30pm)

15 November 2012 7:30am-3:45pm

Call for Papers: 31 October-14 December 2011



2012 Asia Pacific CACS

For updated conference information go to:

www.isaca.org/2012Events

2012 Virtual Events

Webinar Series

www.isaca.org/2012webinars

- 2nd and 4th Thursday of each month
- Each webinar is a sole sponsorship opportunity

Virtual Conferences

More Virtual Conferences to come, check www.isaca.org/2012virtual for details.

- 22 March 2012
Risk Management
- 13 December 2012
Cloud Computing

Contact

www.isaca.org/sponsor
sponsorship@isaca.org

1.847.660.5717

Tiered sponsorship opportunities available for all events



2012 ISACA CONFERENCE SPONSORSHIP OPPORTUNITIES

Power of Audience. ISACA sponsorship opportunities position your organization as an industry leader, provide access to qualified prospects and allow you to differentiate yourself from the competition.

Contact
www.isaca.org/sponsor
sponsorship@isaca.org
 1.847.660.5717

ALL SPONSOR LEVELS RECEIVE

- Premium exhibit selection (based on sponsorship level)
- Company description and logo in conference program guide acknowledging company's sponsorship level
- Logo and sponsorship level prominently displayed onsite throughout conference venue
- Pre- and post-conference attendee lists
- Logo prominently displayed on ISACA web site and in pre-event promotional materials
- Access to attendee networking events
- Inclusion in mobile application

Additional benefits available:

PLATINUM	<ul style="list-style-type: none"> ■ 2 exhibit booths or tabletops in Solution Center* ■ 3 complimentary full conference registrations (for sponsor or client use) ■ Recognition at keynote session with opportunity to display promotional video, distribute promotional materials and introduce keynote speaker ■ Full page color ad in conference program guide ■ Hosted Lunch & Learn or Spotlight Educational Session** ■ Logo placement/recognition on specific items (items vary by event) ■ Highlighted sponsor for one of the following items: internet WIFI or mobile application
GOLD	<ul style="list-style-type: none"> ■ 2 exhibit booths or tabletops in Solution Center* ■ 2 complimentary full conference registrations (for sponsor or client use) ■ Full page color ad in conference program guide ■ Spotlight Educational Session** ■ Distribution of promotional materials to all attendees ■ Highlighted sponsor for one of the following items: welcome reception, Lunch & Learn session, name badge and lanyards, kick board at registration area or choice of other promotional items
SILVER	<ul style="list-style-type: none"> ■ 1 exhibit booth or tabletop in Solution Center* ■ 1 complimentary full conference registration (for sponsor or client use) ■ Full page color ad in conference program guide ■ Spotlight Educational Session** ■ Display of promotional material at registration desk ■ Highlighted sponsor for one of the following items: lunch, conference program guide, concurrent session signage or choice of other promotional items
BRONZE	<ul style="list-style-type: none"> ■ 1 exhibit booth or tabletop in Solution Center* ■ Half page color ad in program guide ■ Optional Spotlight Educational Session** ■ Display of promotional material at registration desk ■ Highlighted sponsor for one of the following items: breakfast, daily refreshment break or choice of other promotional items

In addition to the tiered sponsorship packages, individual items are available for sponsorship. ISACA will work with you to create a custom bundle to ensure your organization meets its sponsorship goals. Contact the ISACA sponsorship team today for more information about the competitive options available to you.

2012 Tiered Sponsor Pricing

Event	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
2012 North America CACS 7-10 May	\$30,000	\$20,000	\$15,000	\$10,000	\$3,500 (booth)
2012 Euro CACS / ISRM 10-12 September	\$25,000	\$15,000	\$11,000	\$7,500	\$3,000
2012 Latin America CACS / ISRM 1-3 October	\$25,000	\$15,000	\$11,000	\$7,500	\$2,500
2012 North America ISRM / ITGRC 14-16 November	\$25,000	\$17,500	\$13,000	\$7,500	\$3,000 (booth)
2012 Asia Pacific CACS Date TBD	Please contact us for available sponsorship opportunities.				
Insights 2012 25-27 June	Please contact us at 847.660.5717 or sponsorship@isaca.org for available sponsorship opportunities.				

*ISACA Solution Centers provide an opportunity for conference attendees to interact with industry thought leaders and partners to learn more about the latest products and services available to solve their needs.

**Spotlight Educational Sessions are filled on a tiered first-come, first-served basis and are based on availability.

All items are based on availability and may not be offered at all events. Prices are subject to applicable VAT or IVA. Prices reflect minimum cost to achieve tiered sponsorship plus any applicable taxes. All pricing is quoted in US dollars effective 1 November 2011.

Media Opportunities: Reach Your Target Market

Advertising with ISACA gives your marketing an edge. It allows you to pinpoint and reach your market. ISACA offers a variety of opportunities, both print and electronic, to reinforce your message and promote brand awareness to a global audience of influencers.

Print—*ISACA Journal*

The *ISACA® Journal* is ISACA's official publication. Few publications enable you to precisely target your market like the *Journal*. The primary audience of this award-winning publication is IT and IS professionals worldwide—those very individuals you want to reach. In addition, you can:

- Reach and target subscription-holding university and corporate libraries and other professionals.
- Receive bonus exposure at major conferences, seminars and events around the world.
- Extend your reach—your advertisement is included in both the print and digital editions of the *Journal* at no additional cost.

Electronic—E-Newsletters, E-Mail and Web

Your company information and logo can be delivered electronically to more than 80,000 ISACA constituents using a variety of ISACA electronic publications and messages. Opportunities include:

- **@ISACA**, the biweekly membership newsletter of ISACA
- **@AGlance**, a biweekly, quick-hit reminder e-mail
- **Journal & JournalOnline Announcement E-mail**, monthly Journal article announcements
- **ISACA.org Web Banner Advertising**

Strategically placed ads on the ISACA website are a cost-effective way to reach this desirable demographic, highly targeted to your industry.

- 67% of readers have learned about a new product or service from reading *ISACA Journal*
- 67% of *Journal* readers report passing along issues for others to read
- 91% of readers rate the *Journal* as a strong source of providing information for their job success

“The amount of leads we received from our ISACA HTML e-mail sponsorship far exceeded our expectations. Our first sponsorship resulted in over 300 leads.”

— Brent Hensley, Senior Marketing Manager,
Lead Generation, Aldon

For details on media opportunities and to receive the 2012 Media Kit, contact media@isaca.org.

PACKAGES AND BUNDLES

ISACA provides an assortment of ways for you to reach your target audience. Customized packages are available to fit your budget and marketing goals. Our team will work with you to better understand your needs and customize a bundle that will maximize your marketing dollars. Connect with your target audience today!

For more information, contact the ISACA Sponsorship Team at sponsorship@isaca.org or 1.847.660.5717.





"We've partnered with ISACA for many years. As leaders in the IT audit education market they provide great products and services to their members (which include me). With fabulous facilities for conferences, we value the opportunity to meet and chat with our clients and make new friends. Keep up the good work!"

— Donald E Sparks, CISA, CIA, ARM, Vice President Industry Relations, Audimation Services, Inc.



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