Connect With Your Target Audience

OVER 115,000 IS & IT CERTIFIED PROFESSIONALS

> Audit and Assurance
> Cybersecurity and Security
> Governance, Risk and Control
PARTNER WITH ISACA

Connect With Your Target Audience

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 and leader in the IS & IT industry.

Experience the power of partnership with ISACA. Sponsorship, exhibiting and advertising 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 in the IS & IT professions.

Partnering with ISACA means:

• Engagement with leaders in IS & IT audit, assurance, cybersecurity, governance, risk and control
• Access to IS & IT decision-makers worldwide — More than 75% of ISACA members participate in the purchasing decisions of their enterprise
• Positioning your organization as a leader with a globally respected organization
• Advancing your business success and helping to drive trust in and value from information systems

ABOUT ISACA

As a nonprofit, global membership association for IS & IT professionals, ISACA (isaca.org) is a leading provider of knowledge, certifications, community, advocacy and education on information technology (IT) and information systems (IS) audit, assurance, cybersecurity, governance, risk and control. ISACA leads the world in ensuring trust in, and value from, information systems.

With more than 115,000 constituents worldwide, ISACA is recognized globally as a respected and preferred resource for IS & IT professionals. For 45 years and through more than 200 chapters, ISACA continues to provide its members with industry-leading credentials, knowledge, education, professional networking, and a host of other benefits.

ISACA provides industry leading certifications

ISACA provides COBIT® 5 for the IS & IT world community

COBIT 5 is the leading business framework for the governance and management of enterprise IT. COBIT 5 provides globally accepted principles, practices, analytical tools and models to help IT professionals and enterprise leaders fulfill their IT governance and management responsibilities.

ISACA provides leading Cybersecurity knowledge and guidance

In enterprise IT, there is a single point where everything that matters in information, technology and business converges: Cybersecurity Nexus (CSX), a new security knowledge platform and professional program offered by ISACA.

FOR MORE INFORMATION

Learn more about how you can connect with your target audience. Contact us at +1.847.660.5717 or sponsorship@isaca.org or visit us at www.isaca.org/sponsor.
WHO WE ARE

ISACA Member Demographics
OVER 115,000 IS & IT CERTIFIED PROFESSIONALS

Members From More Than 180 Countries

- 45% US and Canada
- 26% Europe & Africa
- 21% Asia and Middle East
- 4% Central & South America
- 3% Australia and New Zealand

ISACA Members by Industry

- 31% Technology Services/Consulting
- 21% Banking/Financial
- 11% Manufacturing/Telecom/Mining/Utilities
- 9% Other
- 8% Government/Military
- 7% Public Accounting
- 4% Insurance
- 4% Education
- 3% Health Care/Medical/Pharmaceutical
- 2% Retail/Wholesale/Distribution
ISACA members by job level/position

- **Professional Staff**: 30%
- **Management**: 58%
- **Executive Management**: 12%

ISACA Members by title

- 33% Security, Risk and IS/IT Director/Manager/Consultant
- 18% Security and IS/IT Staff
- 12% CEO, CISO/CSO, CIO/CTO, CAE, CFO, Partner, Chief Compliance/Risk/Privacy Officer, VP/EVP
- 12% Auditor
- 11% IS & IT Audit Director/Manager/Consultant
- 7% IS/IT Senior Auditor
- 7% Other

ISACA members by years in information technology and organization size

- 7% 3 years or less
- 12% 4-6 years
- 12% 7-9 years
- 53% 13+ years
- 15% 10-12 years
- 1% Unspecified
- 5% Not applicable

- 10% Fewer than 50 employees
- 6% 50-149 employees
- 9% 150-449 employees
- 12% 500-1,449 employees
- 15% 1,500-4,999 employees
- 9% 5,000-9,999 employees
- 4% 10,000-14,999 employees
- 31% 15,000 or more employees

80% of ISACA members have more than 7 years of experience in information technology.
Global Events & Sponsorship Opportunities

Conference Sponsorship and Exhibition

ISACA offers many unique interactive channels to connect you with your target audience. Our dynamic conferences and virtual educational events help position your organization at the forefront of the industry. All ISACA Events feature the latest advances in the IT & IS profession. The delegates who attend our 2015 events are eager to engage and utilize emerging products and services. Let us help you connect with your target market, deliver new leads and position your organization as an industry leader. For detailed information on specific events, please visit www.isaca.org/2015Events.

2015 North America CACS
Computer Audit, Control & Security Conference
16-18 March | Hyatt Regency Orlando, Orlando, Florida, USA
EXHIBIT TIMES
16 March | 7:00am–7:00pm (Networking Reception 5:00–7:00pm)
17 March | 7:30am–4:00pm (Special Event 6:00-8:00pm)
CALL FOR PAPERS 1 June - 29 August 2014
MEGATREND SESSION DEADLINE 16 January

CSX 2015 North America Conference
Cybersecurity Nexus (CSX) Conference
19–21 October | Washington Marriott Wardman Park, Washington, D.C., USA
EXHIBIT TIMES
19 October | 7:00am–7:00pm (Networking Reception 5:00–7:00pm)
20 October | 7:30am–4:00pm
CALL FOR PAPERS 7 January – 2 April 2015
MEGATREND SESSION DEADLINE 20 August 2015

2015 Governance, Risk and Control Conference
An ISACA and IIA Collaboration
16–18 August | Arizona Biltmore, Phoenix, Arizona, USA

2015 Euro CACS/ISRM
Computer Audit, Control & Security Conference
Information Security and Risk Management Conference
09-11 November | Tivoli Hotel and Congress Center, Copenhagen, Denmark
EXHIBIT TIMES
09 November | 07.00–19.00 (Networking Reception 17.00–19.00)
10 November | 07.30–16.00 (Special event to follow)
CALL FOR PAPERS 07 January – 30 March 2015
MEGATREND SESSION DEADLINE 17 August 2015

2015 Latin America CACS/ISRM
21-22 September | Hilton Mexico City Reforma, Mexico City, Mexico
EXHIBIT TIMES
21 September | 07.00–19.00 (Networking Reception 17.00–19.00)
22 September | 07.30–16.00 (Special Event 18.30-21.30)
CALL FOR PAPERS 07 January - 09 February 2015
MEGATREND SESSION DEADLINE 29 June 2015

2015 COBIT Conferences
14-15 March | Hyatt Regency Orlando, Orlando, Florida, USA
07-08 November | Tivoli Hotel and Congress Center, Copenhagen, Denmark

FOR MORE INFORMATION
Contact us at +1.847.660.5717 or sponsorship@isaca.org or visit us at www.isaca.org/sponsor.
ISACA Conference Sponsorship Opportunities

Connect with your target audience. ISACA Sponsorship opportunities position your organization as an industry leader, provide a high level of engagement with qualified IS and IT professionals, allow you to differentiate yourself from the competition and deliver maximum ROI by connecting you directly with your target market.

SUPPORTING SPONSOR BENEFITS (EXHIBITOR)

- Exhibit booth or stand in Expo Hall
- Company logo & description in conference mobile application and listing in pocket guide
- Post-conference attendee email list
- Logo on ISACA website with recognition as sponsor
- 3 Expo Hall Passes

<table>
<thead>
<tr>
<th>PREMIUM SPONSOR BENEFITS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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</thead>
<tbody>
<tr>
<td>Premium positioning of exhibit booth(s) in Expo Hall including Supporting Sponsor benefits ($5,000 value per booth)</td>
<td>2</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Complementary full conference registrations ($1,795 value per reg.)</td>
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<td>2</td>
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<tr>
<td>PLATINUM: Highlighted sponsor for one of the following items: Keynote, internet WIFI, mobile application or name badge/lanyard</td>
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<td>PLATINUM: Recognition at keynote session with opportunity to distribute promotional materials and introduce keynote speaker</td>
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<tr>
<td>SPEAKING SESSION: Hosted Lunch &amp; Learn to targeted decision makers with thought leadership based presentation ($10,000 value)</td>
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<tr>
<td>SPEAKING SESSION: Megatrend Session - Thought leadership/educational session in regular conference track</td>
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<tr>
<td>SPEAKING SESSION: Spotlight Educational Session - Thought leadership/educational session with highlight of services ($5,000 value)</td>
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<td>GOLD: Highlighted sponsor for one of the following: welcome reception, special event, tote bag, registration area signage or opportunity to distribute promotional items</td>
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<td>SILVER: Highlighted sponsor for one of the following: Lunch, conference track session signage, mobile charging station or opportunity to distribute promotional items</td>
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<td>BRONZE: Highlighted sponsor for one of the following: Breakfast, daily refreshment break or opportunity to distribute promotional items</td>
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<tr>
<td>Company logo in conference pocket guide</td>
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<tr>
<td>Logo and sponsorship level prominently displayed onsite throughout the conference venue</td>
<td>●</td>
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<tr>
<td>Pre-conference attendee email list and post-conference list with full contact info</td>
<td>●</td>
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<tr>
<td>Logo and company description prominently displayed on ISACA web site and logo in pre-event promotional materials</td>
<td>●</td>
<td>●</td>
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<tr>
<td>VIP access to attendee receptions and networking events</td>
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<td>●</td>
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<tr>
<td>Premium positioning in conference mobile application</td>
<td>●</td>
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<tr>
<td>Full page insert distributed to attendees or on display at conference ($2,000 value)</td>
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</tbody>
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In addition to the tiered sponsorship packages, individual items are available for sponsorship. ISACA will work with you to create a custom sponsorship solution to meet your goals.

2015 SPONSORSHIP PRICING

<table>
<thead>
<tr>
<th>CONFERENCE</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>SUPPORTING</th>
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<tr>
<td>2015 North America CACS</td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
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<tr>
<td>2015 Latin America CACS/ISRM</td>
<td>$15,000</td>
<td>$12,000</td>
<td>$10,000</td>
<td>$7,000</td>
<td>$3,500</td>
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<tr>
<td>CSX 2015 North America Conference</td>
<td>$25,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
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<tr>
<td>2015 Euro CACS/ISRM</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$11,500</td>
<td>$8,000</td>
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<tr>
<td>2015 North America COBIT Conference</td>
<td>$10,000</td>
<td>$5,000</td>
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<tr>
<td>2015 Euro COBIT Conference</td>
<td>$7,000</td>
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<tr>
<td>2015 Governance, Risk and Control</td>
<td>Refer to Event Sponsorship Kit for information. Contact us at +1.847.660.5717 or <a href="mailto:sponsorship@isaca.org">sponsorship@isaca.org</a> for available sponsorship opportunities.</td>
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</table>
Virtual Educational Events

ISACA’s dynamic and inclusive educational events are where new technology and practical application converge. Your name and brand will reach over 115,000 professionals worldwide, as we invite all of our members to these unique virtual events. By partnering with ISACA you will be positioning your organization as a thought leader in conjunction with our standards and initiatives. Ask about our customized packages and bundles to fit your budget and meet your marketing goals.

Webinar Series

ISACA’s webinar program is a series of 60 minute live webinars that provide a platform for industry experts to present on a range of topics surrounding today’s most challenging IS & IT issues. Webinars are an efficient and effective way to promote brand recognition and generate targeted leads. For more information visit www.isaca.org/2015webinars.

ISACA Spotlight Series
• Thought leadership topic led by sponsored speaker(s)

ISACA Professional Guidance Series
• Thought leadership topic led by ISACA with possible qualified sponsored speaker
• Global with targeted webinar series available for EMEA and Latin America markets

ISACA CSX Series (Cybersecurity)
• Cybersecurity thought leadership topic led by ISACA or qualified sponsored speaker

ISACA Leadership Development Series
• Leadership skill development topic led by ISACA speaker with possible qualified sponsored speaker

Sponsored knowledge and research opportunities include:

• White Papers • Surveys • Publications • Joint Research Initiatives

SPONSORED KNOWLEDGE & RESEARCH

Development of Globally Accepted Research

Enterprises around the world are adopting and using ISACA’s research deliverables. Developed to adhere to regulations, build efficiencies and improve the value of information systems. We provide the relevant tools to promote growth, innovation and trust. Our belief in the strength of our industry experts helps drive personal and organizational success. ISACA publishes globally recognized best practices, frameworks as well as a wide range of thought-leading research and value-added guidance relating to IT governance, information security and IT audit and assurance. Through this comprehensive guidance and research, ISACA defines the roles of information systems governance, security, audit and assurance professionals worldwide.

FOR MORE INFORMATION

For more information about ISACA sponsored research please contact us at +1.847.660.5717 or sponsorship@isaca.org.
Media Opportunities: Connect With Your Target Audience

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 IS & IT professionals.

**PRINT**

**ISACA Journal**
The ISACA® Journal is ISACA’s official publication. Few publications enable you to precisely target your market and enable such incredible ROI like the Journal. The primary audience of this award-winning publication is IS & IT professionals worldwide—those very individuals you want to reach.

**IN ADDITION, YOU CAN:**
- **Geo-target** | target specific demographic groups or regions with Journal inserts or targeted run-of-site digital banners
- **Bonus Exposure** | 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 and E-Mail**
Your targeted message or offer can be delivered electronically to more than 100,000 ISACA constituents using a variety of ISACA electronic publications and messages. Opportunities include:
- @ISACA e-mail | Bi-weekly ISACA membership newsletter e-mail
- @AGlance e-mail | Bi-weekly, marketing and event announcement e-mail
- Journal e-mail | Monthly Journal article announcements
- Cobit Focus e-mail | COBIT article announcements

**Web**
- 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.

**CONNECT TODAY**

**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!

89% Rate the Journal as a strong source of providing information for their job success

60% Have learned about a new product or service from reading ISACA Journal

**FOR MORE INFORMATION**
For details on media opportunities and to receive the 2015 Media Kit, contact media@isaca.org.
THANK YOU

ISACA thanks the following sponsors for their generous support:

Deloitte, KPMG, EY, WhiteHat Security, pwc, Microsoft, protiviti, ca, IBM, Oracle, Intel, Vormetric, McAfee, Symantec, HP, Modulo, Courion, RSA, Qualys, thawte, Centrify, ERP Maestro, acl, Dell, infogix, TeamMate AM, Blue Coat, Boldon James, CaseWare IDEA INC, Capella University, MetricStream, Cyber-Ark, EVault, fishnet SECURITY, BeyondTrust, Macer, Black Duck, Vanguard, Global Suite, MorganFranklin Consulting, Vanguard Integrity Professionals, Cybersecurity Experts, PowerTech, Saudi Aramco, SureCloud, TURKCELL, IntelliSecure, WYNYARD.