

*An Exclusive Leadership Forum
for Business and Information
Technology Professionals*



ISACA's World Congress
INSIGHTS 2012

Sponsorship Opportunities

25-27 June 2012

Palace Hotel, San Francisco, CA

www.isaca.org

BE SEEN. BE HEARD.

BE SUCCESSFUL WITH YOUR ISACA SPONSORSHIP.

In today's business environment, maximizing the value of your sponsorship dollars is crucial to your organization's continued success. At ISACA's INSIGHTS 2012, your sponsorship will deliver unparalleled access to today's decision-makers while positioning your organization among the industry's thought leaders in the IT and business community. INSIGHTS 2012 is ISACA's premier senior-level event, uniting hundreds of top technology professionals and key leaders from around the world to showcase cutting edge research, discuss emerging IT trends and network with the best of the best. This is your opportunity to solidify your organization's status among the elite.

SPONSORSHIP PACKAGES THAT MEET YOUR NEEDS

At ISACA, we designed these sponsorship opportunities specifically for you. With customizable components and flexible pricing options, you can achieve your specific business goals and distinguish your organization. ISACA's Insights 2012 sponsorship packages offer high-level visibility to an invaluable and influential audience.



25-27 June 2012 | Palace Hotel, San Francisco, CA



SPONSORSHIP PACKAGES THAT DELIVER RESULTS.

At INSIGHTS 2012, you can:

- 1) Make your organization stand out on the map as an industry thought leader.
- 2) Position yourself in front of key decision-makers.
- 3) Design your sponsorship to align with your big-picture business objectives.
- 4) Put your organization at the podium with guaranteed speaking opportunities.
- 5) Increase your marketing power with exposure across diverse channels before, during and after the conference.
- 6) Take advantage of exclusive co-branding efforts with ISACA.

SPONSORSHIP PACKAGES THAT INTRODUCE YOU TO EVERYONE.

At INSIGHTS 2012, put your organization face-to-face with global IT leaders including:

- C-Level Executives
 - Chief Innovation Officers
 - Chief IT Officers
 - Senior Vice Presidents
 - VP/Directors and Team Leaders
- within a range of professional communities including finance, healthcare, technology, pharmaceuticals and more

25-27 June 2012 | Palace Hotel, San Francisco, CA

www.isaca.org



INVEST IN OPPORTUNITY AT ISACA'S INSIGHTS 2012

GLOBAL TRENDSETTER / The ultimate impact

As a Global Trendsetter, your organization will distinguish itself through this exclusive sponsorship category with high-level exposure throughout general sessions and conference collateral. From introducing keynote speakers to premier presentation marketing positioning, this package delivers unique, valuable opportunities.

MONDAY	
LEADERSHIP CHALLENGES SESSION	\$25,000
Recognition in pre-conference collateral	
Introduce speaker on stage	
Logo on screen prior to presentation	
Ability to distribute promotional material	
5 Insights registrations for sponsor or client use	
Showcase session in the "Hub"	
Invitation to Sunday night VIP reception	
Hosted recorded Showcase Session on www.isaca.org/INSIGHTS	
Additional advertising opportunities	

TUESDAY	
GOVERNMENT/INDUSTRY LUNCHEON SESSION	\$25,000
Recognition in pre-conference collateral	
Host Luncheon	
Recognition from the stage	
Logo on screen	
Ability to distribute promotional material	
5 Insights registrations for sponsor or client use	
Showcase session in the "Hub"	
Hosted recorded Showcase Session on www.isaca.org/INSIGHTS	
Invitation to Sunday night VIP reception	
Additional advertising opportunities	

MONDAY	
ELEVATING BUSINESS THROUGH TECHNOLOGY LUNCH	\$10,000 each*
C-Level Panel Participation	
Recognition in pre-conference collateral	
Co-host Luncheon	
Logo on screens	
Ability to distribute promotional material	
Invitation to Sunday night VIP reception	
Additional advertising opportunities	
* 5 maximum	

WEDNESDAY	
TOMORROW'S HEADLINES: FUTURE TRENDS IN GLOBAL BUSINESS	\$25,000
Recognition in pre-conference collateral	
Introduce speaker on stage	
Logo on screen prior to presentation	
Ability to distribute promotional material	
5 Insights registrations for sponsor or client use	
Showcase session in the "Hub"	
Invitation to Sunday night VIP reception	
Hosted recorded Showcase Session on www.isaca.org/INSIGHTS	
Additional advertising opportunities	

INVEST IN OPPORTUNITY AT ISACA'S INSIGHTS 2012

INSIGHTS HUB / A truly unique experience

The Insights 2012 Hub is a breakthrough sponsorship opportunity unlike any other. The Hub is a place for attendees to share thoughts and network at any point throughout the day. Included among the benefits for the Insights 2012 Hub sponsor are: a hosted private lounge area, naming rights for the Hub, five free conference registrations for the sponsor or the sponsor's guests and the ability to offer wifi services to any attendees in the Hub area. Participants will enjoy a wide variety of activities at the Hub including music, games and more!

Those present at Insights won't be able to walk around the room without seeing your brand showcased in unique and thought-provoking ways. Contact us today to make your enterprise's name synonymous with thought leadership at Insights 2012!



Palace Hotel, San Francisco

MONDAY/TUESDAY	
INSIGHTS 2012 HUB	\$50,000
Logo prominently displayed on plasma screen tower	Presentation in Showcase Session
Logo on barista's/bartender aprons and napkins	Trailer showcasing your brand in studio
Logo on theater screens when not in use	Private lounge area for sponsor
5 Insights registrations for sponsor or client use	Private naming rights for the hub
Plasma screens showcasing your video	Internet wifi sponsorship



INVEST IN OPPORTUNITY AT ISACA'S INSIGHTS 2012

KNOWLEDGE LEADERS / Lead the way

As a Knowledge Leader, your organization will showcase its forward-thinking qualities throughout session programming. From introducing sessions to guaranteed speaking opportunities at the industry-wide breakfast, this sponsorship package puts you at the head of the class.

SUNDAY AFTERNOON	
ISSUES SESSION	\$7,500
Introduce session	
Pre/during/post event recognition	
Logo on screen/signage	
Logo on INSIGHTS Hot Issues White Paper available for download from ISACA website	

TUESDAY AFTERNOON	
SHOWCASE SESSION	\$2,500 each*
Sponsor-directed educational session	
Pre/during/post event recognition	
Logo on screen/signage	
*4+ available	

WEDNESDAY	
TRENDS BREAKFAST	\$25,000
5 Insights registrations for sponsor or client use	
Recognition from stage	
Logo on screen	
Recognition in pre conference material	
Guaranteed speaking slot in Showcase Session	

SUNDAY – WEDNESDAY	
AUDIENCE POLLING TECHNOLOGY	\$10,000
Pre/during/post event recognition	
Logo on screen during polling	
Logo on post conference highlights on ISACA website	



25-27 June 2012 | Palace Hotel, San Francisco, CA

INVEST IN OPPORTUNITY AT ISACA'S INSIGHTS 2012

CREATIVE COLLABORATORS / Put networking to work

As a Creative Collaborator, your organization will be the talk of INSIGHTS 2012 social gatherings. From oversized displays of your company logo on reception signage to prime promotional giveaway opportunities, this sponsorship package creates an enhanced level of engagement between attendees and your organization.

SUNDAY EVENING
ALL ATTENDEE WELCOME RECEPTION \$20,000
Signage at event
Recognition from stage
5 Insights registrations for sponsor or client use
Promotional gift item to all attendees
Gobo/logo in room
Additional advertising opportunities

TUESDAY	
NETWORKING RECEPTION	\$25,000
Signage at event	
Recognition from stage	
5 Insights registrations for sponsor or client use	
Promotional gift item to all attendees	
Gobo/logo in room	
Additional advertising opportunities	



25-27 June 2012 | Palace Hotel, San Francisco, CA

ISACA's World Congress
INSIGHTS 2012



3701 Algonquin Road, Suite 1010
Rolling Meadows, Illinois 60008 USA
Phone: 847-660-5729
Email: sponsorship@isaca.org
www.isaca.org



25-27 June 2012 | Palace Hotel, San Francisco, CA

www.isaca.org