Sponsorship Prospectus

Connect with Your Target Audience

GRC CONFERENCE 2021 - VIRTUAL AND DENVER, CO
Attendees:
Target Audience: 500 Virtual and 250 In-Person IS and IT Professionals

Current Professional Field
- 24% Audit
- 33% Compliance/Privacy
- 11% Security
- 8% IT
- 25% Other

Organization Size
- 41% >5,000 Employees
- 29% 500–5,000 Employees
- 20% <500–5,000 Employees
- 10% N/A
- 4% Other

Top Industries
- 27% Financial / Banking
- 18% Technology Services/Consulting
- 11% Government/Military
- 9% Insurance
- 4% Healthcare/Medical
9–11 August 2021
Hybrid Event

The IIA and ISACA and are pleased to once again collaborate to bring you the 2021 Governance, Risk, and Control (GRC) Hybrid Conference. Join governance, risk, and control professionals at the event that draws together the best and brightest minds to embrace challenges, forge solutions, and define the future of global GRC.

www.theiia.org/grc | www.isaca.org/grc

Conference Schedule MDT

Monday, 9 August | 7:00 AM–6:30 PM
Tuesday, 10 August | 7:30 AM–5:30 PM
Wednesday, 11 August | 7:30 AM–11:15 AM

Tracks

Track 1 - Compliance, Control, Governance
Track 2 - Risk
Track 3 - Tech Trends and Cyber
Track 4 - Leadership & Career Development

Sponsored Sessions*

Knowledge Sessions
Monday, 9 August - 3 Sessions
Tuesday, 10 August - 3 Sessions

Innovation Sessions
Monday, 9 August - 5 Sessions
Tuesday, 10 August - 5 Sessions
Wednesday, 11 August - 1 Session

*ALL sponsored sessions will be virtual only

www.isaca.org/grc | www.theiia.org | sponsorship@isaca.org | sponsorships@theiia.org
### Sponsorship Packages

#### 2021 SPONSORSHIP PRICING:

<table>
<thead>
<tr>
<th>PREMIUM SPONSOR BENEFITS:</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>PRE-CONFERENCE LEAD DATA</td>
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<td>(Name, company, email, professional role, industry, and company size)</td>
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<td>POST-CONFERENCE LEAD DATA</td>
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<tr>
<td>Conference Registrations</td>
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<td>SPEAKING SESSION: Knowledge Session – Thought leadership educational session (25 minute session with 5 minute Q/A)</td>
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<td>SPEAKING SESSION: Innovation Sessions – Demo session with highlight of services (20 minute session)</td>
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<td>INTRADO VIRTUAL SPONSORED BOOTH</td>
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<td>Access to booth builder to upload information. Capabilities include: sponsor name, booth background image and logo with redirects to sponsor’s website. Also included: about us section, marque message, video or welcome image, 10 tab function and unlimited booth staff to maintain chat functions.</td>
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<td>HIGHLIGHT ITEM: Keynote Sponsor &amp; Video Advertisement. Mention in opening remarks, on marketing materials, on website and on platform</td>
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<td>HIGHLIGHT ITEM: Keynote Sponsor (Day 2 or Day 3). Logo on marketing materials, on website and on platform</td>
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<td>HIGHLIGHT ITEM: Rotating Virtual Banner Ad (quantities limited)</td>
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<td>Logo displayed level on pre-event emails</td>
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#### SUPPORTING SPONSOR BENEFITS:

| POST CONFERENCE LEAD DATA  | 1 Conference Registration |
| (Name, company, email, address, professional role, company size, and industry) |   |
| INTRADO VIRTUAL SPONSORED BOOTH | Logo on event website |
| Access to booth builder to upload information. Capabilities include: sponsor name, booth background image and logo with redirects to sponsor’s website. Also included: about us section, marque message, video or welcome image, 10 tab function and unlimited booth staff to maintain chat functions. | Logo on marketing slides |
| HIGHLIGHT ITEM: Registration Kiosk or Welcome Reception | Logo and sponsorship level displayed on-site |
| HIGHLIGHT ITEM: Registration Kiosk, Welcome Reception Sponsor, Mobile App or Floor Cling Sponsor |   |
| HIGHLIGHT ITEM: F&B Meal Boxes, Hand Sanitizer Station Sponsor or Mask Sponsor |   |
| HIGHLIGHT ITEM: Breakfast Sponsor or Hand Sanitizer Sponsor |   |
| HIGHLIGHT ITEM: Refreshment Break Sponsor or Wraps for Snacks |   |
| OPTIONAL EXHIBITOR KIOSK: Virtual managed monitor to connect with in-person attendees |   |
| ON-SITE MARKETING BENEFITS: Logo displayed |   |

#### IN-PERSON BENEFITS: (Included Complimentary)

| HIGHLIGHTED ITEM: Registration Kiosk or Welcome Reception |   |
| HIGHLIGHT ITEM: Registration Kiosk, Welcome Reception Sponsor, Mobile App or Floor Cling Sponsor |   |
| HIGHLIGHT ITEM: F&B Meal Boxes, Hand Sanitizer Station Sponsor or Mask Sponsor |   |
| HIGHLIGHT ITEM: Breakfast Sponsor or Hand Sanitizer Sponsor |   |
| HIGHLIGHT ITEM: Refreshment Break Sponsor or Wraps for Snacks |   |
| OPTIONAL EXHIBITOR KIOSK: Virtual managed monitor to connect with in-person attendees |   |
| ON-SITE MARKETING BENEFITS: Logo displayed |   |

#### A LA CARTE SPONSORSHIP ITEMS:

| CONCURRENT SESSION SPONSOR: Virtual Only, session sponsor with listing on agenda page, banner during session time and 30 second - 1 minute commercial that plays before session airs. (limited quantities available) |   |

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www.isaca.org/grc  |  www.theiia.org  |  sponsorship@isaca.org  |  sponsorships@theiia.org
Sample Intrado Event Photos

Theatre Example

Chat Lounge Example

Lobby Example

Agenda List View Example

Exhibit Hall Example

Video Session Example

Booth & Giveaway Example

(Screen shots taken from GAM 2021 and are an example only. Look and feel will be slightly different for this event)
ISACA Sponsorship Contacts

Carl Ewing
Account Manager
+1.847.660.5550
cewing@isaca.org

Richard Lockman
Sponsorship Consultant
+1.847.660.5565
rlockman@isaca.org

Alexandra Scotoni
Strategic Account Manager
+1.847.660.5582
ascotoni@isaca.org

The IIA Sponsorship Contacts

Jessica Cartwright
Partner Engagement & Relationship Development Manager
jessica.cartwright@theiia.org

Katherine Ellis
Partner Engagement & Relationship Development Manager
katherine.ellis@theiia.org

Jeff Rhodes
+1.410.584.1916
Jeff.rhodes@mci-group.com

Jonathan McGraw
+1.410.584.1943
Jonathan.mcgraw@mci-group.com