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
- 25% Other
- 11% Security
- 8% IT
- 33% Compliance/Privacy

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*
## Sponsorship Packages

### 2021 SPONSORSHIP PRICING:

<table>
<thead>
<tr>
<th>2021 SPONSORSHIP PRICING</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>PREMIUM SPONSOR BENEFITS:</td>
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<tr>
<td>PRE-CONFERENCE LEAD DATA</td>
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<tr>
<td>POST-CONFERENCE LEAD DATA</td>
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<tr>
<td>Conference Registrations</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>SPEAKING SESSION: Knowledge Session – Thought leadership educational session (25 minute session with 5 minute Q/A)</td>
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<tr>
<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>HIGHLIGHT ITEM: Keynote Sponsor &amp; Video Advertisement. Mention in opening remarks, on marketing materials, on website and on platform</td>
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<tr>
<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>INTRADO VIRTUAL SPONSORED BOOTH</td>
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<tr>
<td>HIGHLIGHT ITEM: F&amp;B Meal Boxes, Hand Sanitizer Station Sponsor or Mask Sponsor</td>
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<td>HIGHLIGHT ITEM: Breakfast Sponsor or Hand Sanitizer Sponsor</td>
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<td>HIGHLIGHT ITEM: Refreshment Break Sponsor or Wraps for Snacks</td>
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<td>OPTIONAL EXHIBITOR KIOSK: Virtual managed monitor to connect with in-person attendees</td>
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<td>ON-SITE MARKETING BENEFITS:</td>
<td>Logo displayed</td>
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### SUPPORTING SPONSOR BENEFITS:

<table>
<thead>
<tr>
<th>SUPPORTING SPONSOR BENEFITS</th>
<th>1 Conference Registration</th>
<th>Logo on event web site</th>
<th>Logo on marketing slides</th>
<th>Logo and sponsorship level displayed on-site</th>
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<tbody>
<tr>
<td>POST CONFERENCE LEAD DATA</td>
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<tr>
<td>INTRADO VIRTUAL SPONSORED BOOTH</td>
<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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### IN-PERSON BENEFITS: (Included Complimentary)

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<tr>
<th>IN-PERSON BENEFITS</th>
<th>Registration Kiosk or Welcome Reception</th>
<th>Registration Kiosk, Welcome Reception Sponsor, Mobile App or Floor Cling Sponsor</th>
<th>F&amp;B Meal Boxes, Hand Sanitizer Station Sponsor or Mask Sponsor</th>
<th>Breakfast Sponsor or Hand Sanitizer Sponsor</th>
<th>Refreshment Break Sponsor or Wraps for Snacks</th>
<th>Virtual managed monitor to connect with in-person attendees</th>
<th>Logo displayed</th>
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<tbody>
<tr>
<td>HIGHLIGHTED ITEM</td>
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### 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

Video Session Example

Exhibit Hall 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)
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