Sponsorship Prospectus
Connect with Your Target Audience
Attendees:
Target Audience: 700+ Technology Professionals

Current Professional Field:
- 31% Audit
- 15% Compliance/Privacy
- 16% IT
- 7% Security
- 30% Other

Years of Experience:
- 60% 13 Years or More
- 24% 1–9 Years
- 13% 10–12 Years
- 3% N/A

Organization Size:
- 47% >5,000 Employees
- 32% 500–5,000 Employees
- 17% <500–5,000 Employees
- 4% N/A

Top Industries:
- 25% Financial / Banking
- 14% Technology Services/Consulting
- 12% Government/Military
- 7% Insurance
- 7% Manufacturing/Engineering

(Stats taken from GRC Conference 2021)
22–24 August 2022
Virtual & Orlando, FL

Since 2013, the IIA and ISACA have partnered to bring together governance, risk and control experts from across the globe with the common mission of sharing knowledge, insights and resources with the IS/IT community to provide a more inclusive and supportive environment for professionals of all experience levels. As a sponsor, you can be part of that mission and enjoy convenient and customizable packages that help you achieve marketing goals and maximize your return on investment.

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

Conference Schedule

Monday, 22 August 2022
Tuesday, 23 August 2022
Wednesday, 24 August 2022

Visit www.theiia.org or www.isaca.org/grc to get the latest conference updates, reserve your spot, or find out more about how you can become a sponsor.

Sponsored Sessions*

**Sponsored Track Sessions**
50-minute educational sessions and part of the main conference programming. Eight total available. NASBA CPE eligible (No product demos. Available only to Diamond, Platinum and Gold sponsors).

Monday, 22 August
Tuesday, 23 August

**Knowledge Sessions**
30-minute thought leadership sessions. Six total available. ISACA CPE eligible (No product demos, Available only to Silver sponsors)

Monday, 22 August
Tuesday, 23 August

**Innovation Sessions**
20-minute product demos. Eight total available. No CPE eligibility (Available only to Bronze sponsors)

Monday, 22 August
Tuesday, 23 August

*All sponsored sessions will be presented live to the in-person audience only.
## Sponsorship Packages

**PREMIUM SPONSOR BENEFITS:**

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Full Conference Registrations</td>
<td>Six</td>
<td>Five</td>
<td>Four</td>
<td>Three</td>
<td>Two</td>
</tr>
<tr>
<td>PRE-CONFERENCE LEAD DATA (name, company, email, professional role, industry and company size)</td>
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<tr>
<td>POST-CONFERENCE LEAD DATA (name, company, email, phone (if provided), address, professional role, industry and company size)</td>
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<tr>
<td>SPEAKING SESSION: Sponsored Track Session (STS) - 50-minute educational session</td>
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<tr>
<td>SPEAKING SESSION: Knowledge Session (KS) - 30-minute thought leadership session</td>
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<tr>
<td>SPEAKING SESSION: Innovation Session (INNO) - 20-minute product demo with highlight of services</td>
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</tr>
<tr>
<td>ON24 VIRTUAL SPONSORED BOOTH</td>
<td>Six PDFs</td>
<td>Five PDFs</td>
<td>Four PDFs</td>
<td>Three PDFs</td>
<td>Two PDFs</td>
</tr>
<tr>
<td>Access to booth builder to upload information. Capabilities include: sponsor name, booth background image with logo that redirects to sponsor’s website. Also included: video area, resources section, promotions section, group chat, contact us section and unlimited staff to maintain chat functions.</td>
<td>Three Page Moderators</td>
<td>Three Page Moderators</td>
<td>Three Page Moderators</td>
<td>Two Page Moderators</td>
<td>Two Page Moderators</td>
</tr>
<tr>
<td>IN-PERSON EXHIBIT SPACE</td>
<td>Diamond, Platinum 10x20*</td>
<td>Gold and below 10x10**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Additional 10x10 space for max of 20x20</td>
<td>**Each additional 10x10 space is $5,000</td>
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<td></td>
</tr>
<tr>
<td>Logo with corresponding level displayed on event website</td>
<td>Logo and sponsorship level displayed on marketing slides</td>
<td>Logo displayed level on pre-event emails</td>
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<td></td>
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</tbody>
</table>

**SUPPORTING SPONSOR BENEFITS:**

<table>
<thead>
<tr>
<th></th>
<th>One complimentary full conference registration</th>
<th>Logo on event website</th>
<th>Logo on marketing slides</th>
<th>IN-PERSON EXHIBIT SPACE 10x10**</th>
</tr>
</thead>
<tbody>
<tr>
<td>POST CONFERENCE LEAD DATA (Name, company, email, address, professional role, company size, and industry)</td>
<td>(Included Complimentary, Your Choice of One - Based on Availability)</td>
<td>One complimentary full conference registration</td>
<td>Logo on event website</td>
<td>Logo on marketing slides</td>
</tr>
<tr>
<td>ON24 VIRTUAL SPONSORED BOOTH Capabilities include: sponsor logo which redirects to sponsor’s website, contact us, one PDF resource, slide or video section and ability to have a giveaway section</td>
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**IN-PERSON BENEFITS:**

<table>
<thead>
<tr>
<th>sponsor level</th>
<th>keynote sponsor plus video advertisement, welcome reception</th>
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</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td></td>
</tr>
<tr>
<td>PLATINUM</td>
<td>keynote, registration kiosk, welcome reception sponsor, mobile app</td>
</tr>
<tr>
<td>GOLD</td>
<td>attendee experience, conference bag, gamification, hand sanitizing station, lanyard, lunch, WiFi</td>
</tr>
<tr>
<td>SILVER</td>
<td>breakfast/coffee &amp; tea, mobile application, mobile charging station (3), notebook</td>
</tr>
<tr>
<td>BRONZE</td>
<td>conference pen, floor clings (3), individual hand sanitizers, reusable water bottle, social media, refreshment break (3–4)</td>
</tr>
</tbody>
</table>

**ON-SITE MARKETING BENEFITS:**

<table>
<thead>
<tr>
<th>sponsor level</th>
<th>Logo displayed</th>
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</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td></td>
</tr>
<tr>
<td>PLATINUM</td>
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<td>SILVER</td>
<td></td>
</tr>
<tr>
<td>BRONZE</td>
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Contact your representative today to discuss on-site branding opportunities.

www.theiia.org | www.isaca.org/grc | sponsorships@theiia.org | sponsorship@isaca.org
Sample ON24 Event Photos

Virtual Exhibit Hall Example

Virtual Exhibit Booth Example

Keynote Example

Knowledge Session Example

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