Sponsorship Prospectus

Connect with Your Target Audience

NOW INCLUDING CMMI PROGRAMMING!
ISACA North America Conference, ISACA’s premier conference, is the world’s leading conference for IT audit, security, GRC and risk professionals to stay on top of the trends and opportunities of the dynamic technology industry. For more information please visit the sponsorship tab at www.isaca.org/northamerica

Conference Schedule

Conference Times
Tuesday, 4 May | 10:00 AM–5:30 PM
Wednesday, 5 May | 10:00 AM–5:30 PM
Thursday, 6 May | 10:00 AM–5:15 PM

Networking Opportunities
(All attendees invited)
4–6 May | Details to come.

Sponsored Speaking Sessions
Tuesday, 4 May–Thursday 6, May

Industry Trends & Insights (15 Available)
Knowledge Session (12 Available)
Product Showcase (5 Available)

Program
• IT Governance and COBIT
• IT Audit
• Security/Cybersecurity
• Risk
• Privacy
• Emerging Technologies
• Leadership Development & Career Management
• Industry Trends & Insights
• CMMI

Keynote Speakers

Opening Keynote:
Sebastian Terry
Author and Founder of 100 Things Philanthropic Movement

Wednesday Keynote:
Leroy Chiao
Astronaut

Closing Keynote:
Michelle Poler
Founder of Hello Fears, a social movement inspiring over 50 million people worldwide to choose growth over comfort

Now Introducing CMMI Programming:
CMMI-based improvement programs drive capability and performance within organizations. Sessions on this topic will cover innovative approaches to achieving quality, establishing a culture of continuous improvement, measuring performance gains and return on investment, reducing cost or defects, and more. See what measurable benefits are achieved through CMMI adoption in a variety of industries, globally.
Attendees: Virtual
Target Audience: 650+ IS and IT professionals

Current Professional Activity

- 17% IT Audit Director/Manager/Consultant
- 12% CEO, CISO/CSO, CIO/CTO, CAE, CFO, Partner, Chief Compliance/Risk/Privacy Officer, VP/EVP
- 10% Compliance/Risk/Privacy Director/Manager/Consultant
- 9% Other
- 11% IS/IT Compliance/Risk/Control Staff
- 7% Security Director/Manager/Consultant
- 9% IT Senior Auditor
- 7% IT Director Manager/Consultant
- 6% Non IT Auditor

Years of Experience

- 69% 13+ years
- 20% 7–12 years
- 11% 1–6 years

Top Industries

- 23% Banking/Financial
- 17% Government/Military
- 15% Insurance/Legal/Real Estate
- 7% Consulting/Technology Services
- 5% Healthcare/Medical/Pharmaceutical/Bio-technology

Organization Size

- 40% >5,000 Employees
- 27% 500–5,000 Employees
- 33% <500 Employees
## Sponsorship Package: Diamond

Ask About Our Customised Packages to Fit Your Budget and Meet Your Marketing Goals!

| DIAMOND SPONSOR | USD $45,000 |

| 6 complimentary **full conference registrations** ($9,000 value) |

| **SPEAKING SESSION:** Industry Trends & Insights Session—Thought leadership/educational session offered as a core part of the conference program ($7,500 value) |

| **SPEAKING SESSION:** Knowledge Session or Product Showcase—Thought leadership/educational session with highlight of services or product/service demonstration ($5,000 value) |

| **SPONSORSHIP ITEM:** Opening Keynote Sponsor with Commercial ($15,000 value) |

| **MARKETING BENEFITS:** |

| Virtual Sponsor Booth ($6,500 value) |
| Logo and sponsorship level prominently displayed on virtual platform |
| Pre-conference attendee lead data and post-conference attendee lead data |
| Logo and company description prominently displayed on ISACA web site and logo in pre-event promotional materials |
| Virtual ad distributed to attendees |
| Logo displayed on housekeeping session slides ($2,000 value) |
## Sponsorship Package: Platinum

- **5 complimentary full conference registrations** ($7,500 value)

### SPEAKING SESSION:
- **Industry Trends & Insights Session**—Thought leadership/educational session offered as a core part of the conference program ($7,500 value)

### SPEAKING SESSION:
- **Knowledge Session or Product Showcase**—Thought leadership/educational session with highlight of services or product/service demonstration ($5,000 value)

### SPONSORSHIP ITEM:
- **Keynote Sponsor** ($10,000 value)

### MARKETING BENEFITS:

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<tr>
<th>Benefit</th>
<th>Value</th>
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<tbody>
<tr>
<td>Virtual Sponsor Booth</td>
<td>$6,500</td>
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[www.isaca.org/northamerica](http://www.isaca.org/northamerica) | sponsorship@isaca.org
Sponsorship Package: Gold

4 complimentary full conference registrations ($6,000 value)

SPEAKING SESSION: Industry Trends & Insights Session—Thought leadership/educational session offered as a core part of the conference program ($7,500 value)

SPONSORSHIP ITEM: Room Sponsor ($7,500 value)

MARKETING BENEFITS:
- Virtual Sponsor Booth ($5,000 value)
- Logo and sponsorship level prominently displayed on virtual platform
- Pre-conference attendee lead data and post-conference attendee lead data
- Logo and company description prominently displayed on ISACA web site and logo in pre-event promotional materials
- Virtual Ad distributed to attendees
- Logo displayed on housekeeping session slides ($2,000 value)
Sponsorship Package: Silver

3 complimentary **full conference registrations** ($4,500 value)

**SPEAKING SESSION:** Knowledge Session—Thought leadership/educational session with a highlight of services taking place immediately after the breakout sessions each day ($5,000 value)

**MARKETING BENEFITS:**

- Virtual Sponsor Booth ($5,000 value)
- Logo and sponsorship level prominently displayed on virtual platform
- Pre-conference attendee lead data and post-conference attendee lead data
- Logo and company description prominently displayed on ISACA website and logo in pre-event promotional materials
- Virtual Ad distributed to attendees
- Logo displayed on housekeeping session slides ($2,000 value)
Sponsorship Packages: Bronze & Supporting

**BRONZE SPONSOR**
USD $14,500

- 2 complimentary **full conference registration** ($3,000 value)

**SPEAKING SESSION:** Product Showcase - Product/service demonstration ($3,500 value)

**MARKETING BENEFITS:**
- Virtual Sponsor Booth ($5,000 value)
- Logo and sponsorship level prominently displayed on virtual platform
- Pre-conference attendee lead data and post-conference attendee lead data
- Logo and company description prominently displayed on ISACA website and logo in pre-event promotional materials
- Virtual Ad distributed to attendees
- Logo displayed on housekeeping session slides ($2,000 value)

**SUPPORTING SPONSOR**
USD $7,000

- 1 complimentary **full conference registration** ($1,500 value)
- Virtual Sponsor Booth ($5,000 value)
- Logo and company description prominently displayed on virtual platform
- Post-conference attendee lead data
- Logo on ISACA website with recognition as sponsor
- Logo displayed on housekeeping session slides

*Note that everything is subject to change and is based on availability.

**Sponsorship A-La-Carte Items**

- Virtual Photo Booth $6,000
- Ad in ISACA eNewsletter $5,000
- Virtual Head Shot $4,000
- Full Conference Registration $1,500
- Virtual Ad $500
ISACA Sponsorship Contacts

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