



2018 **International
Information
Sharing
Conference**



SEPTEMBER 11TH & 12TH





ISAO
Standards Organization




The Information Sharing and Analysis Organization Standards Organization (ISAO SO) will host its Second Annual International Information Sharing Conference (IISC) on September 11-12, 2018 at the Hilton McLean Tysons Corner about 15 miles from Dulles International Airport.

The two-day event will again welcome cybersecurity information sharing and analysis organizations from around the world to address information sharing issues affecting the information sharing ecosystem.



“the second annual IISC will bring together the entire information sharing ecosystem and build upon last year's focus on pushing this ecosystem forward”

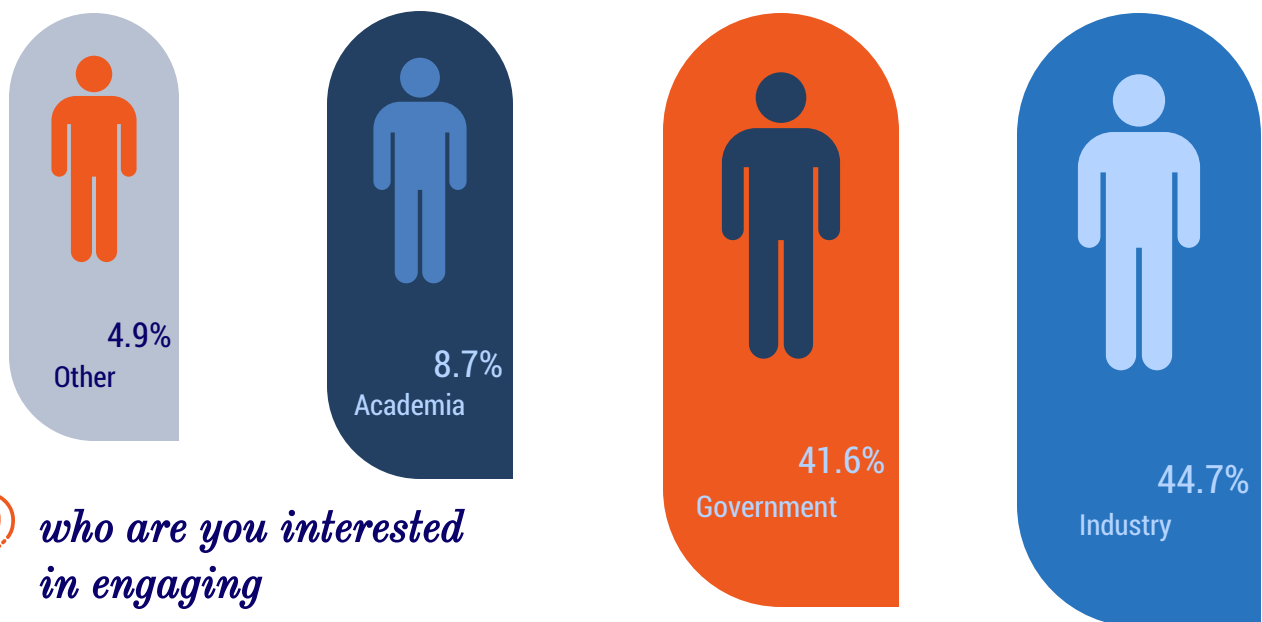
“The ISAO SO is dedicated to driving the conversation and building trust among the information sharing community,” said Dr. Greg White, Executive Director of the ISAO SO. 

The ISAO SO, led by the University of Texas at San Antonio (UTSA) with support from LMI and R-CISC, is a non-governmental organization established in October 2015 to facilitate the implementation of Presidential Executive Order 13691, “Promoting Private Sector Cybersecurity Information Sharing.”

Connect with your customers

The inaugural conference welcomed nearly 200 attendees from various fields in academia, government, industries and other areas of interest.

From the **Academia** sector, we were excited to have Johns Hopkins University Applied Physics Laboratory and Carnegie Mellon University, among the colleges and universities in attendance. **Government** officials from the Department of Homeland Security, Federal Bureau of Investigations and Environmental Protection Agency were present and other **Industries** such as Price Waterhouse Coopers, the U.S. Chamber of Commerce, and Arete were able to connect and engage on information sharing topics.



As your marketing partner, the ISAO Standards Organization takes our sponsorship agreement seriously. The Second Annual IISC is a vital step in building connections with information sharing groups, which is why we want to deliver the best sponsorship benefits available to you as our valued sponsor.

New this year, our **Premier** sponsor will be given eight conference attendee passes! Why not share a few of these passes with a valued customer and connect with them at the conference?

One of the best ways to connect with customers and show off your expertise is by getting engaged and giving back to your community. This is your opportunity to show off your amazing team at an exhibit booth, technology demonstration or connect with a Working Group.

Unique Marketing Channels



RECOGNITION LEVEL

\$25K Premier	\$15K Platinum	\$10K Gold	\$5K Silver	\$15K Reception	\$10K Break
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BRANDING:

Logo on Main Page of ISAO Website	■	■	■	■	■
Logo on Hotel Main Online Reservation Page	■	■	■	■	■
Logo on PassKey Landing Page for Hotel Reservations	■	■	■	■	■
Logo on Conference Banner	■	■	■	■	■
Logo on All Physical Signage, Digitally on Meeting Space & Lanyard	■				
1-Color Logo on Conference Bag	■				
Logo on PassKey	■				
Realsense 4K Video in Lobby (video, slideshow, static images, logos)	■				
Full Page Ad/Recognition in the IISC Program	■				
1/2 Page Ad/Recognition in the IISC Program		■		■	
1/4 Page Ad/Recognition in the IISC Program			■		■
Shared 1/2 Page Ad with Other Silver Sponsors in IISC Program			■		
Lightsay Boards Located by Guest Room Elevators (logo, static images, slide show)		■		■	■
Logo on Napkins				■	
Logo at Lobby Bar for Reception (static image, slide show, video)				■	
Logo Signage on All Day Coffee Service (2) Days					■

CONCESSIONS

Conference attendee passes	8	6	4	2	4	2
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EXHIBIT OPPORTUNITIES

30 minute technology demo during lunch Day 1 (1st half)	■				
15 minute technology demo during lunch Day 1 (2nd half)		■			
15 minute technology demo during lunch Day 2 (2nd half)		■			
10x20 Booth in Atrium (where all beverage breaks are held)	■				
10x10 Booth in Atrium (where all beverage breaks are held)					■
6x18 Table in Foyer 1 (2)		■	■		
6x18 Table in Foyers 2 - 3 (4 - 5)		■	■	■	
6x18 Table off the Atrium (10)				■	

Want to demonstrate your product? Done!

We have exciting new opportunities this year to help you engage new and existing customers. We will be offering 15 and 30-minute technology demos during lunch. The Premier and Platinum sponsors will have this opportunity to showcase their product to our audience and then interact with them during conference breaks.

Interested in stimulating conference attendees with high visibility branding? We have you covered!

From digital signage and video opportunities in the lobby bar and near elevators to digital check-in keys and traditional conference items, your brand will be front and center.



Atrium - Break Area 10x20 Premier & 10x10 Break Sponsor

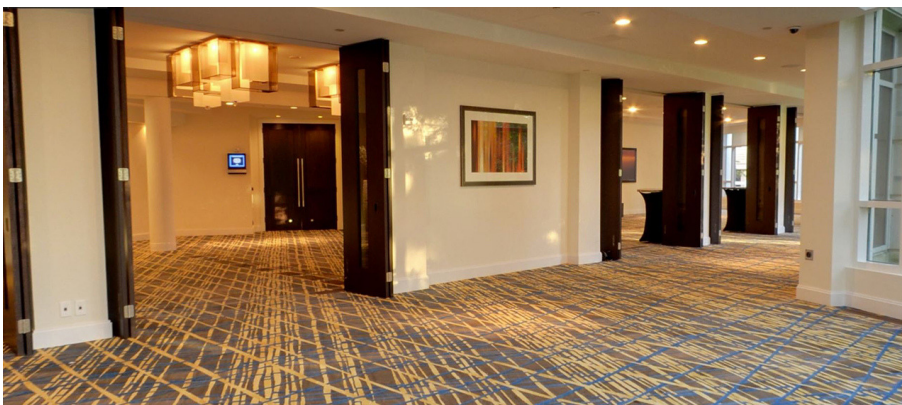
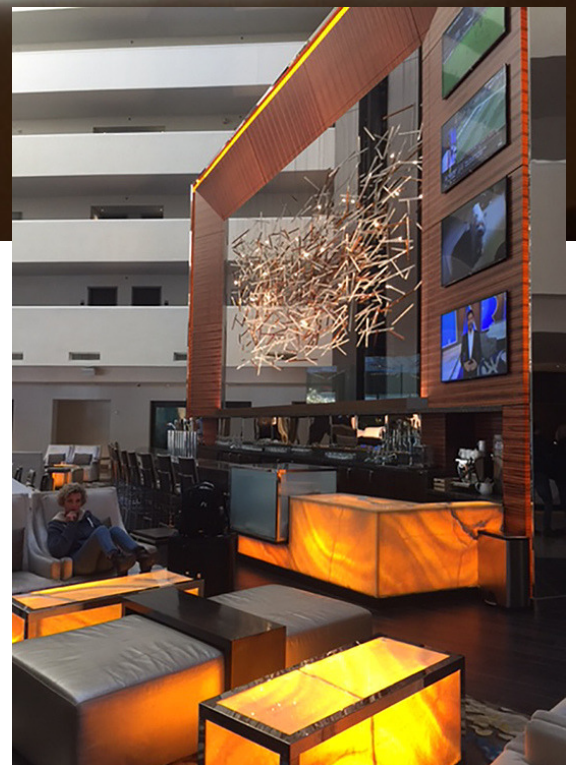


Premier Sponsor featured on all signs and lanyard/conference bag

Platinum, Reception, & Break sponsors featured on Lightsay boards by elevators



Reception Sponsor featured at Lobby Bar during reception



Foyers 1 - 3 tables for Platinum, Gold, & Reception sponsors