

# SPONSORSHIP PACKET

# 2023

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## What is the ISSA?

Formed in 1982, The Information Systems Security Association (ISSA) is an international organization with 140 plus chapters located throughout the world. ISSA provides educational forums, publications, and peer interaction opportunities. That enhances the knowledge, skills and professional growth of its members – information security professionals.

The primary goal of the ISSA is to promote management practices that will ensure availability, integrity and confidentiality of organized resources.

## ISSA Middle Tennessee Chapter

The Middle Tennessee Chapter of the ISSA is composed of security professionals in a variety of important, decision- making capacities at leading organizations around the Middle Tennessee Region and surrounding areas. The members of the Chapter could be categorized this way; a mix of executives, management and experienced professionals, with most having more than 6 years of experience in security systems. Over 90% of our membership influences or support purchasing decisions, while 30% or more make purchasing decisions.

The Middle Tennessee Chapter is an active chapter with approximately 200 members and numerous chapter meetings, functions, and activities during the year. Of special note is our annual Security Conference, InfoSec Nashville, held at the Music City Center, which draws more than 600 participants from across the country annually.

More information on the chapter can be found at [www.issa-midtn.org](http://www.issa-midtn.org).

ABOUT ISSA

# SPONSORSHIP OPPORTUNITIES

In an ongoing effort to improve the quality of meetings and events, and to return the greatest value to our members, the Chapter invites sponsorships for meetings and events. In exchange for sponsorship fees, the Chapter will provide a variety of services and marketing opportunities, according to guidelines listed below. Exceptions or alterations to these guidelines may be made at the discretion of a majority vote of the Chapter Board of Directors.

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## CHAPTER MEETING SPONSORSHIP - STANDARD

Standard Chapter Meeting Sponsor: **\$2,000**

Please provide Topic, Abstract, Learning Objectives and Presenter's Bio to be posted on the web site. If the presenter has any online video of previous speaking engagements, that would be great – please send a link. We are looking for engaging speakers that will provide value to our members.

These opportunities are not meant to be “marketing focused” for the sponsoring vendor. The presentation/discussion, instead, should be as vendor neutral as possible. However, the sponsor is welcome to take a few minutes at the end to discuss the company's offerings.

A table for literature and any giveaways (pen, gadgets, etc.) will be set up. Also, if you would like contact information for attendees, business cards can be collected as part of a drawing for a “prize”. Both are completely optional and up to sponsor's discretion.

Our LinkedIn promotion of these events get an average of 1000 impressions!

### Included Benefits:

- 01 Presentation at one (1) monthly chapter meeting  
Content must be approved by chapter board of directors
- 02 Logo/banner and website link on chapter website and social media
- 03 Table for literature and giveaways

# CHAPTER MEETING SPONSORSHIP - DELUXE

Deluxe Chapter Meeting Sponsor: **\$1,000 to ISSA + all restaurant costs**

## Included Benefits:

- 01 Presentation at one (1) monthly chapter meeting  
Content must be approved by chapter board of directors
- 02 Logo/banner and website link on chapter website and social media
- 03 Table for literature and giveaways
- 04 Meeting held at a Nashville area restaurant

Our goal is to have a deluxe meeting two times per year. The primary difference between the standard monthly meeting and the deluxe is the host facility. The deluxe meetings will be held at a restaurant in Nashville with a plated lunch. As such, these **normally draw a larger attendance**. Our LinkedIn promotion of these events get an average of 1000 impressions!



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Always look  
forward to these  
meetings. Great  
event and  
turnout!

*Local Information Technology  
& Security Manager*

# HOLIDAY PARTY SPONSORSHIP

Holiday Party Sponsor: **\$2,000**

## Included Benefits:

- 01 Event held at a Nashville area restaurant
- 02 Logo/banner and website link on chapter website and social media
- 03 Table for literature and giveaways
- 04 Opportunity to address the group (5 minutes)

Our Holiday Party is an exclusive member-only event, typically held on a Friday in early December. This is a fantastic opportunity to sponsor ISSA and get your company's name and mission out to key security executives in Middle TN. Our LinkedIn promotion of this event got 3000 impressions in 2022!



Had a terrific time!! Thank you to everyone who organized the event.

Local CISO,  
Nashville Area

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## HANDS-ON EVENT SPONSOR

Hands-on Event Sponsor: **\$2,000**

Please provide Learning Objectives and Demonstrator's Bio to be posted on the web site. If the individual providing the demo has any online video of previous engagements, that would be great – please send a link. We are looking for engaging individuals that will provide value to our members.

These opportunities are meant to be solution focused for the sponsoring vendor – the demonstration should provide a hands-on approach to using the vendors tool set. These events are also usually held after normal working hours to provide a more interactive activity. Also, if you would like contact information for attendees, business cards can be collected as part of a drawing for a “prize”. Both are completely optional and up to sponsor’s discretion.

Benefits include:

- Live demonstration/presentation on specific technology offering
- Attendees are active participants (interact with product/presentation topic)
- Logo/banner and website link on chapter website and social media
- Content must be approved by chapter board of directors

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## NETWORKING EVENT SPONSOR

Networking Event Sponsor: **Cost Varies**

This sponsorship would be a co-planned networking event where the sponsor will pay all associated costs. ISSA will assist in coordination and provide services such as RSVP and 2 email opportunities.

Social events include (but are not limited to):

- Happy Hours
- Membership Social - Sounds Game
- ISSA Joint Meeting with another local interest group

## NEXT STEPS

Interested in sponsoring? Fill out our sponsorship form below.

ISSA Middle Tennessee Chapter Sponsorship Request Form:

<https://forms.gle/nY2fRMtMkdT7DP9h8>

### Payment Info:

Electronic invoice for payment via credit card or check

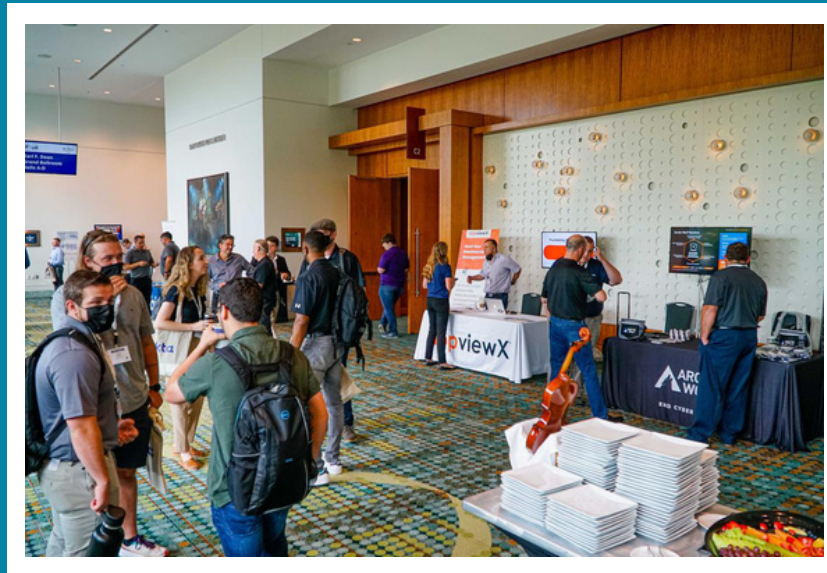
Note: Payment due within 30 days of invoice date (unless otherwise noted)

## QUESTIONS?

[programs@issa-midtn.org](mailto:programs@issa-midtn.org)



Thank you to our 2022 sponsors  
and for all who are considering  
sponsorship in 2023. We're looking  
forward to another incredible year  
for the chapter!



# APPENDIX

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## CONTACT

ISSA MIDDLE TN

*Please send questions or comments to  
[programs@issa-midtn.org](mailto:programs@issa-midtn.org).*