



ISSA

Information Systems Security Association

Middle Tennessee

INFOSEC
N A S H V I L L E

SEPTEMBER 11-12, 2024

MUSIC CITY CENTER – NASHVILLE, TN



EXHIBITOR AND SPONSOR PROSPECTUS

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ABOUT THE CONFERENCE

The primary purpose of the Middle Tennessee ISSA Chapter is to promote the Information Security profession through education of its members and interaction with the community. ISSA Middle Tennessee Chapter's main objectives are:

- To promote the education of and help expand the knowledge and skills of its members in the interrelated fields of information systems security, and information or data processing.
- To encourage a free exchange of information security techniques, approaches, and problem solving by its members.
- To provide adequate communication to keep members abreast of current events in information processing and security which can be beneficial to both members and their employers.
- To raise awareness of security issues and their resolutions in local business and the community.

For the 23rd year, InfoSec Nashville returns to Nashville, TN at the Music City Center. As the number one security conference in the Southeast, InfoSec Nashville brings technologists and security professionals together for a day and a half of exciting speakers and networking opportunities for more than 650 attendees. Don't miss your opportunity to be part of this important event!

INFOSEC NASHVILLE 2023 REGISTRATION DEMOGRAPHICS

Industry	%	Buying Influence	%	Company Size	%
Business Services	10	Authorize	22	0 – 49	22
Computer Security	29	Influence	27	50 – 199	12
Education	7	Request/Specify	19	200 – 999	25
Financial Services	6	NA	30	1,000 – 4,999	11
Government	6			5,000 – 9,999	9
Health Care	19			10,000 – 19,999	6
Other (Retail, Entertainment, Engineering)	22			20,000 +	15
Telecommunications	1				

InfoSec Nashville 2024 attendees are expected to include C-Level Executives, IT & IS Directors and Managers, Network and System Administrators, Auditors, Students and future security professionals, and many other influencers and leaders.

IMPORTANT DEADLINES

TASK	DEADLINE
Company Logo sent to amiller@oakridgeamc.com	Upon submission of payment
Sponsor Registrations & Sponsor Guest Registrations	Monday, August 26, 2024
Attendee Bag Insert (<i>OPTIONAL</i>)	Friday, August 30, 2024
Sponsor Door Prize Participation Confirmation	Friday, September 6, 2024

Please contact [Annette Miller](#) with any questions.

INFOSEC NASHVILLE SPONSOR BENEFITS BY LEVEL

	Diamond	Titanium	Platinum	Gold	Silver	Bronze
PRICING	\$24,000	\$20,000	\$12,000 ¹	\$11,000	\$7,000	\$5,000
Sponsorships Available	Exclusive	Exclusive	Exclusive	7	11	17
Company logo on InfoSec website	X	X	X	X	X	X
Recognition at two Keynote Introductions	X					
Recognition in Media Releases	X	X	X	X		
Recognition on Social Media	X	X	X	X	X	X
Pre-conference video promotion	X					
Breakout Session Presentation	X	X				
Recognition throughout CTF event			X			
Mobile App Ads	X (Home page)	X	X	X		
Exhibitor Space	(2) Two Tables Featured	(1) One Table Featured	(1) One Table Featured	(1) One Table Premium	(1) One Table Premium	(1) One Table
Complimentary Conference Registrations	8	5	4	4	3	2
Discounted Conference Registrations	15	10	8	8	5	2
Exclusive Sponsor for Attendee Parking		X				
Capture the Flag Sponsor *			X			
Lanyard Sponsor				X ³		
Custom T-shirt Booth Sponsor				X ³		
Conference Bag Sponsor				X ³		
Lunch Sponsor				X ³		
Wi-Fi Sponsor				X ³		
Food & Beverage Sponsor					X ⁴	
Breakout Session Rooms Sponsor					X ⁴	
Attendee Gift Sponsor					X ⁴	
Speaker Gifts (co-sponsor with ISSA)					X ⁴	
Podcast Sponsor – \$7K (2 available)	Add-on	Add-on	Add-on	Add-on	Add-on	Add-on
CISO Dinner sponsorship for \$5K – charity benefit (limited to 5)²	Add-on	Add-on	Add-on	Add-on	Add-on	N/A

¹ CTF sponsorship requires supplying the CTF competition participants with multiple prizes valued at a minimum of \$2500 (total). CTF Sponsor will be required to work with the conference to select prizes.

² CISO Dinner Add On – facilitated discussion with 20 CISOs in attendance

³ Gold Options (7 total):

- Lanyard
- Conference Bag
- Custom T-Shirt Booth (two available)
- Wi-Fi
- Lunch (two available)

⁴ Silver Options (11 total):

- Breakfast
- Snacks
- Reception (two available)
- Breakout Rooms (five available)
- Attendee Gift
- Speaker Gifts (co-sponsor with ISSA)

All InfoSec Nashville sponsors will receive the following benefits:

Logo on conference screens, conference signage, opportunity for attendee bag inclusion, opportunity to participate in door prize drawings, and complimentary lead scanning.

EXHIBIT MOVE IN HOURS AND OPEN HOURS:

Setup time Wednesday, Sept. 11	11:00 am – 1:00 pm
Setup time Thursday, Sept. 12	5:30 am – 7:30 am
Exhibit booths open: <i>Wednesday</i>	2:00 pm – 4:00 pm (CTF sponsor only)
<i>Thursday</i>	7:30 am – 5:00 pm
Exhibitor load-out	5:30 pm – 6:30 pm

All booths and material must be set-up by 7:30 am on Thursday, 9/12/2024. Any booth unoccupied by 11:00 am on Thursday, September 12, 2024, will be regarded as a no show and all freight will be removed and returned to the loading dock at the exhibitor's expense.

SCHEDULE OF EVENTS (draft - subject to change)

WEDNESDAY, SEPTEMBER 11, 2024	
11:00 am – 1:00 pm	Sponsor Load In / Set Up
12:00 pm	Registration Opens
1:00 pm	Capture the Flag Event, Workshops
	CISO Dinner
THURSDAY, SEPTEMBER 12, 2024	
7:30 am – 8:30 am	Registration Open, Exhibit Hall Open, Breakfast Available
8:15 am – 8:30 am	Welcome Address, Opening Comments
8:30 am – 9:20 am	Morning Keynote
9:20 am – 9:40 am	Break
9:40 am – 10:40 am	Breakout & Flash Sessions
10:40 am – 10:45 am	Break
10:45 am – 11:45 am	Breakout & Flash Sessions
11:45 am – 12:45 pm	Lunch
12:50 pm – 1:40 pm	Afternoon Keynote
1:40 pm – 2:00 pm	Break
2:00 pm – 3:00 pm	Breakout & Flash Sessions
3:00 pm – 3:30 pm	Break
3:30 pm – 4:30 pm	Breakout & Flash Sessions
4:30 pm – 5:30 pm	Reception and Sponsor Door Prizes

SPONSOR DOOR PRIZES (*OPTIONAL*)

Sponsors and Exhibitors are encouraged to participate in the OPTIONAL Sponsor Door Prizes drawing. Sponsors and exhibitors are encouraged to bring a door prize to be given away during the reception on Thursday afternoon at 4:30 pm. Sponsors and exhibitors can select their winner via the manner of their choice – fish bowl drawing, random number, etc. All applicable taxes, shipping expenses and other related expenses are the sole responsibility of the exhibiting company.

LEAD SCANNING

All Sponsors and Exhibitors will have the opportunity to scan attendee name badges, which will gather attendee name, company, email and job title. It is the responsibility of the sponsors to collect lead information via the badge scanning. ISSA does not provide a full list of attendees to sponsors as part of the sponsorship benefits.

SHIPPING INFORMATION

Detailed information about shipping packages for the conference will be provided in a separate document.

ATTENDEE BAG INSERT SHIPPING INFORMATION (items for bags)

All Sponsors and Exhibitors are eligible to send promotional items or literature to be placed in the attendee bags.

Items for attendee bags must be shipped to arrive ***on or before August 30, 2024***. Please provide 600 pieces.

All shipping information will be provided in a separate document.

Please contact [Annette Miller](#) with any questions.

SPONSOR REGISTRATIONS AND SPONSOR GUEST REGISTRATIONS

As a benefit to our sponsors and exhibitors, complimentary registration and discounted registration fees are offered. Registration codes will be provided via email to company representative. All sponsors and exhibitors are welcome to invite customers, clients or additional employees beyond what is included in your registration. **ADVANCE REGISTRATION IS REQUIRED FOR ALL CUSTOMERS, CLIENTS OR ADDITIONAL EMPLOYEES.** All customers, clients or additional employees must be registered on or before **Monday, August 26, 2024.**

Diamond Sponsor:

8 Complimentary Registrations

15 Discounted Registrations

Titanium Sponsor:

5 Complimentary Registrations

10 Discounted Registrations

Platinum & Gold Sponsors:

4 Complimentary Registrations

8 Discounted Registrations

Silver Sponsors:

3 Complimentary Registrations

5 Discounted Registrations

Bronze Sponsors:

2 Complimentary Registrations

2 Discounted Registrations

All sponsors and exhibitors **must purchase additional tickets if they use all Discounted and Complimentary Registrations** that are included with their sponsorship level.

Please contact [Annette Miller](#) with any questions.

FREQUENTLY ASKED QUESTIONS

Q) What does the registration process look like?

A) *The Sponsorship Commitment form must be executed and returned to the Sponsorship Director. Upon receipt of the executed Sponsorship Commitment form, the accounts payable information will be forwarded to the Treasurer. The Treasurer will send an invoice to the accounts payable contact provided on the Sponsorship Commitment form. After payment is received, Oak Ridge Association Management Company (Oak Ridge AMC), will reach out to you to assist in the registration process.*

Q) Can we have co-sponsors for one sponsorship level?

A) *Sponsors at level GOLD and ABOVE may split the cost of your sponsorship level with one cosponsor. The co-sponsorship contact information must be completed on the sponsorship commitment form, as well as providing accounts payable information for the co-sponsor if the sponsorship fee is to be split.*

Q) How will co-sponsors logos appear?

A) *Co-sponsors must provide ONE graphic that incorporates the logos of both sponsoring companies.*

Q) Who is Oak Ridge AMC?

A) *Our third-party conference management partners. They assist with the planning and execution of the InfoSec Nashville conference.*

Q) Who do we reach out to with registration questions?

A) *You'll be working with Oak Ridge AMC on all registration questions, concerns, issues, etc.*

Q) Which sponsorships guarantee a speaking slot?

A) *Only Diamond and Titanium sponsorships include a speaking slot.*

Q) Can we sponsor at multiple levels?

A) *Yes, you may sponsor at multiple levels (ex. Silver and Gold).*

PAYMENT OPTIONS

Please complete the Accounts Payable (AP) information on the commitment form and return to sponsorship@infosecnashville.com

An invoice with a link to pay via credit card will be sent to your AP contact(s).

INFOSEC NASHVILLE EXHIBITOR & SPONSOR POLICIES & PROCEDURES

Organizer:

Mid-TN Chapter, Information Systems Security Association
(ISSA)
PO Box 1431
Brentwood, TN 37024

Location:

Music City Center
201 Rep. John Lewis Way
Nashville, TN 37203

Confirming Space: After a first right of refusal period offered to previous sponsors, sponsorships will be confirmed on a first come first served basis, based on receipt of this executed agreement. Email or verbal intent to sponsor will not ensure the desired sponsorship levels.

Payment Terms: Full payment for sponsorships is due within 30 days of sponsorship commitment in order to secure your company's desired sponsorship level. Exceptions may be granted on a case-by-case basis by the InfoSec Planning Committee. **Full payment is due not later than 45 days in advance of the conference.**

Use of Space: (1) No sponsor/exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of ISSA. Sponsor/Exhibitor must comply with safety, fire and health requirements during move-in, operation, and move-out. (2) ISSA does not endorse the products or services of the companies who exhibit during the Conference. (3) ISSA shall have the right to require dismantling of an exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character and purpose of the Conference.

Included in Booth: One 6-foot table, two chairs, and basic power is supplied to all sponsors/exhibitors (one outlet). Please indicate on the Sponsor Commitment Form if you need electricity. Any AV needs beyond what is included must be arranged directly through Music City Center via the following link: <https://order.img.net/mcc/>

Assignment of Space: Booth assignments will be determined by sponsorship level and will be communicated once all sponsorships have been finalized. InfoSec Nashville reserves the right to modify the floor plan to accommodate space and/or avoid conflict and to relocate sponsors/exhibitors as necessary after consultation with sponsors/exhibitors who are affected by the modification. Space is assigned at the discretion of InfoSec Nashville. No space is assigned without an executed Sponsor Commitment form and full payment of the sponsorship fee.

Care of the Building/Equipment: Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the venue.

Insurance: Sponsors/Exhibitors participate at their own risk. Sponsors/Exhibitors can obtain insurance coverage at their own expense for risks during participation at the event. The organizers accept no responsibility for exhibits and exclude all liability for any loss or damage. This exclusion of liability is in no way limited by the security services provided by the organizers.

Indemnification for Music City Center: Sponsor/Exhibitor agrees to protect, save and hold Music City Center and all agents and employees thereof (hereafter collectively called "Venue Indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Sponsor/Exhibitor or those holding under the Exhibitor, and further, Sponsor/Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the Venue Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Sponsor/Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the venue or any part thereof.

Indemnification for ISSA: Sponsor/Exhibitor agrees to protect, save and hold Oak Ridge Association Management Company, and ISSA, and all agents and employees thereof (hereinafter collectively called "ISSA Indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Sponsor/Exhibitor or those holding under the Sponsor/Exhibitor, and further, Sponsor/Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the ISSA Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Sponsor/Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the venue or any part thereof.

Force Majeure: In case any part of the Exhibit Hall is destroyed or damaged so as to prevent ISSA from permitting a sponsor/exhibitor to occupy assigned space during the exhibit period (in part or in whole), or in case occupation of assigned space during the exhibit period (in part or in whole) is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of ISSA, then the sponsor/exhibitor will be charged for space only for the period the space was or could have been occupied by the sponsor/exhibitor, and the sponsor/exhibitor hereby waives any claim against ISSA, its officers, directors, agents, volunteers, vendors and employees for losses or damage which may arise in consequence of such inability to occupy assigned space.

Liability: ISSA and officers or staff members of the same, will not be responsible for the safety or the property of the sponsors/exhibitors, their agents, or employees, from theft, damage of fire, accident or other cause, but will use reasonable care to protect the sponsor/exhibitor from such loss.

Cancellation: Cancellation of sponsorship/exhibit space must be submitted in writing. In the event of extenuating circumstances, a credit for the next year may be given at the discretion of the ISSA Middle TN President.

PAYMENT OPTIONS

Please complete the Accounts Payable (AP) information on the commitment form and return to sponsorship@infosecnashville.com

An invoice with payment options will be sent to your AP contact to submit payment.

SPONSOR COMMITMENT FORM

Please select your sponsorship level:

- | | |
|---|---|
| <input type="checkbox"/> DIAMOND – (Exclusive) (\$24,000) | <input type="checkbox"/> SILVER – Reception (\$7,000) (two available) |
| <input type="checkbox"/> TITANIUM – (Exclusive Parking Sponsor) (\$20,000) | <input type="checkbox"/> SILVER – Breakout Room (\$7,000) (five available) |
| <input type="checkbox"/> PLATINUM – (Exclusive Sponsor for CTF event) (\$12,000 + \$2500 in prizes) | <input type="checkbox"/> SILVER – Attendee Gift (\$7,000) |
| <input type="checkbox"/> GOLD – Lanyard (\$11,000) | <input type="checkbox"/> SILVER – Speaker Gifts (co-sponsor with ISSA Mid-TN) (\$7,000) |
| <input type="checkbox"/> GOLD – Conference Bag (\$11,000) | <input type="checkbox"/> BRONZE (\$5,000) |
| <input type="checkbox"/> GOLD – Custom T-shirt Booth (\$11,000) – two available | <input type="checkbox"/> OPTIONAL ADD-ON: Podcast Sponsorship (two available) – \$7,000 |
| <input type="checkbox"/> GOLD – Wi-Fi | <input type="checkbox"/> OPTIONAL ADD-ON: CISO Dinner Sponsorship (\$5,000) – limit 5 |
| <input type="checkbox"/> GOLD – Lunch (\$11,000) (two available) | |
| <input type="checkbox"/> SILVER – Breakfast (\$7,000) | |
| <input type="checkbox"/> SILVER – Snacks (\$7,000) | <input type="checkbox"/> Yes , I will need electricity at my booth |

By signing the below, it is certified that _____ (print name) is authorized by _____ (organization) to enter into this agreement and the terms outlined have been accepted. Any changes to terms must be in writing and signed by both the Sponsor and an ISSA Mid TN Representative.

Company: _____

Primary Contact: _____ Title: _____

Address: _____

Phone: _____ E-mail: _____

Signature: _____

Gold Level and above Sponsors are permitted to enter into a sponsor opportunity with only one (1) additional company (two logos max) to be known as a co-sponsorship. If you plan to have a co-sponsor, please list the company name below.

Co-Sponsor Information (if applicable)

Company: _____

Primary Contact: _____ Title: _____

Address: _____

Phone: _____ E-mail: _____

Signature: _____

Accounts Payable Information – Electronic Payment

**** Please identify the contact who will submit payment electronically ****

Contact Name: _____ Contact Name: _____

Phone: _____ Phone: _____

E-mail: _____ E-mail: _____

ISSA MIDDLE TN SPEAKER/SPONSOR CODE OF CONDUCT

Middle Tennessee ISSA is a professional organization made up of professionals and students of the information security field. By accepting an invitation to sponsor and/or speak at an ISSA Middle Tennessee event, you are expected to adhere to generally accepted professionalism when interacting with our members and guests. The purpose of this Code of Conduct is to ensure none of our members or their companies are offended or embarrassed in any manner. As a speaker or sponsor, you agree to the following:

1. We treat all members and guests with respect and dignity – harassment will not be tolerated;
2. We conduct ourselves in a professional and ethical manner so as neither to offend nor bring discredit to our self;
3. Sponsors and speakers should not use offensive images or offensive language;
4. Speakers shall refrain from using examples in their speech referencing specific companies in a negative light.
5. Perform all professional activities and duties in accordance with all applicable laws and the highest ethical principles;
6. Promote generally accepted information security current best practices and standards;
7. Maintain appropriate confidentiality of proprietary or otherwise sensitive information encountered in the course of professional activities;
8. Discharge professional responsibilities with diligence and honesty;
9. Refrain from any activities which might constitute a conflict of interest or otherwise damage the reputation of or is detrimental to employers, the information security profession, or the Association; and
10. Not intentionally injure or impugn the professional reputation or practice of colleagues, clients, or employers.
11. Speakers are allowed to provide information about their services and products; however, please ensure the presentation is mainly focused on providing value around information security and compliance topics;
12. If you have questions or concerns about a ISSA member, guest, speaker, or sponsor please reach out to an ISSA board member, or email board@issa-midtn.org.