



Los Angeles Chapter  
**ISSA**  
Information Systems Security Association

# 2022 ISSA-LA Security Summit Sponsorship Prospectus

*Grow your customer base, enhance your brand visibility and drive your business objectives by partnering with the Information Systems Security Association of Los Angeles*

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# Get in Front of Today's Growing IT and InfoSec Community — Become an ISSA-LA Sponsor

*Make the most of your marketing investments in 2022 by taking advantage of ISSA-LA sponsorship opportunities. ISSA-LA members are looking for ways to make their current solutions work more effectively. Make sure your company and its products are represented at the Annual Security Summit.*

## **Southern California**

California's economy is the **eighth largest economy in the world**, and Los Angeles County is the largest County in the United States. There isn't a better place for you to invest your marketing dollars.

## **Who is ISSA-LA?**

ISSA-LA is the premier catalyst and information source in Los Angeles for improving the practice of information security. The Chapter provides educational programs for IT and Information Security professionals. The Chapter conducts outreach programs to businesses, financial institutions, non-profits, governmental agencies, and consumers. The Chapter's previous annual world class Security Summit attracted over 800 registrants.

ISSA-LA is the founding Chapter of the Information Systems Security Association, an international not-for-profit association of the leading IT and InfoSec professionals and practitioners in the world.

Former ISSA International Board President Howard Schmidt was the first United States Cyber Security Coordinator and Special Assistant to President Obama.

ISSA-LA is a dynamic community of IT and IT Security leaders who are passionate about transforming their IT environments. ISSA-LA meetings, events and Annual Security Summit allow users to gather and share best practices and exchange ideas. View the event lineup on page 4 to see where and when these leaders will gather in 2022.

The ISSA-LA user community meets monthly (sometimes jointly with the Information Systems Audit and Control Association – ISACA, the Open Web Application Security Project – OWASP, and the Cloud Security Alliance), all held on the third Wednesday of each month.

ISSA-LA members also join vendors at sporting events and live performances, where the vendor can present new solutions and tools.

## **Cyber Security Awareness Speakers Bureau**

ISSA-LA provides information security awareness presentations to civic, business, professional and technical organizations. We have spoken at Rotary LA 5, the Jonathan Tuesday Breakfast Club, and more than 50 other organizations.

For More Information, contact: [admin@issa-la.org](mailto:admin@issa-la.org).

## **Educating the Next Generation**

ISSA-LA works actively with UCLA Extension, USC and other educational institutions. We also collaborate with LAUSD, mentoring high school students participating in the National Cyber Patriot Program.

## **Get to Know ISSA-LA Members**

# What is the Value of a Sponsorship?

ISSA-LA event attendees are decision makers, influencers, evaluators and implementers of products and services that your company offers.

## **Build Relationships**

A relationship with ISSA-LA provides a unique opportunity to tap into the Southern California base while gaining valuable brand exposure and awareness. Network with our community to gain insight and information that can benefit your company. Make a lasting impact that counts with the IT and InfoSec community.

## **Grow Your Brand Awareness**

Build your company's brand awareness within the Southern California region. Gain website recognition and get exposure in e-mails sent to the ISSA-LA database. Event sponsorships and year-round opportunities provide valuable exposure directly to your current and future customers to help you grow your business.

## **Annual Security Summit**

The Summit is the premier Information Security event in Southern California. IT and InfoSec leaders will be gathering again Sept 20-22, 2022. With 500+ expected attendees, this is an event your company simply cannot afford to miss.

## **Get Started**

Opportunities of all sizes are available to fit your needs and budget. Customizable options and various sponsorship levels provide you with the flexibility to reach potential customers in a way that makes the most of your investment. Turn to page 6 to learn more about available opportunities.

The ISSA-LA community continues to grow. Get on board now and partner with us to reach hundreds of

potential customers, and reconnect with current and past customers.

## **Join Our Community:**

**Los Angeles Chapter Web Site:** [www.issa-la.org](http://www.issa-la.org)

**Twitter:** @ISSALA

**LinkedIn:** ISSA Los Angeles Chapter Networking (InfoSec and IT Professionals)

**LinkedIn:** Friends of ISSA-LA (Community)

**Facebook:** Information Systems Security Association (ISSA) Los Angeles Chapter

**Instagram:** ISSALosAngeles

*"The ISSA-LA annual Summit offers an excellent opportunity to connect with existing customers as well as to meet the many prospective customers who attend. This event is also perfect for gathering regional market intelligence throughout the Western United States for a very low cost per lead compared with a majority of IT events available today."*

— **Richard Greenberg, CISSP**  
President, ISSA-LA

## ISSA-LA Events

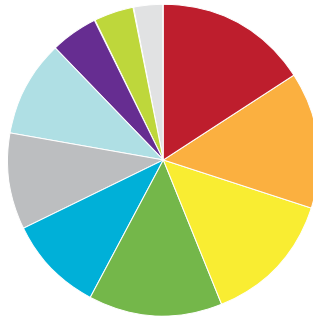
In 2019, approximately 1700 IT and IT Security professionals attended ISSA-LA events to:

- Get the education they need
- Network with other industry professionals
- Learn about the latest vendor tools and solutions

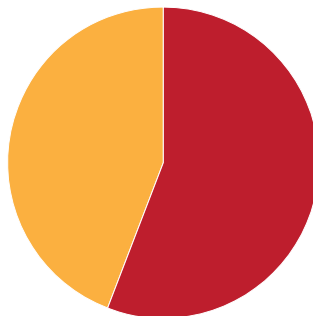
### Who Attends?



- Position Level**
- 15% ● Manager
  - 15% ● Director
  - 15% ● Network Admin
  - 15% ● Systems Admin
  - 10% ● C Level Executive
  - 10% ● Architect
  - 10% ● Consultant
  - 4% ● Analyst
  - 4% ● Auditor
  - 2% ● Other



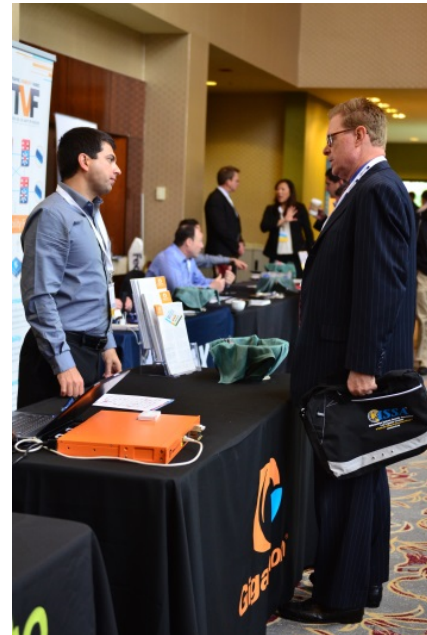
- Industry**
- 16% ● Government
  - 14% ● Education
  - 14% ● Financial Services
  - 14% ● Healthcare
  - 10% ● High Tech
  - 10% ● Manufacturing
  - 10% ● Technical Services
  - 5% ● Telecommunications
  - 4% ● Retail
  - 3% ● Business Services



- Enterprise vs. SMB Companies**
- 56% ● Less than 1000
  - 44% ● Greater than 1000

## 2022 Event Lineup and Projected Attendance

Date	Event	Projected Attendance
January	Monthly Virtual Meeting	80-100
February	Monthly Virtual Meeting	50-70
March	Monthly Virtual Meeting	50-70
April	Monthly Dinner Meeting	50-70
May	Monthly Dinner Meeting	50-70
June	Monthly Dinner Meeting	50-70
July	Monthly Dinner Meeting	50-70
August	Monthly Dinner Meeting	50-70
September	Security Summit	500+
October	Monthly Dinner Meeting	50-70
November	Monthly Dinner Meeting	50-70
December	Joint Holiday Dinner Mtg	200+



# Sampling of ISSA-LA Previous Sponsors

Accudata	Darktrace	Infoblox	S & L International
Accuvant	DatumSec	InfoSec Institute	SailPoint
Active Cypher	Dell Secure Work	Infragard Los Angeles	SafeNet
Air-Watch	Devo	Intel	Saviynt
Anomali	DB NetworksEnsilo	Invincea	SecureAuth
Armorblox	Duo	ISACA LA	Secureworks
Aruba	EMC/RSA	ISSA IE, San Diego & Ventura County & OC	Security Innovation
Axis Technology	Ensilo	Juniper	Securonix
Barracuda	eSentire	Keyfactor	SentinelOne
Binary Defense	ExtraHop	Kroll	Shujinko
Bird Rock Systems	F5	Lacework	Signal Sciences
Blackberry	Fidelis Cyber Security	Mandiant	SkyBoxSecurity
Blue Coat	Finite State	McAfee	Splunk
Bluvector	FireEye	Medigate	Stonesoft
Centrify	Firemon	Microsoft	Symantec
Checkpoint	FishNet	Milton Security	Tenable
Checkmarx	Forcepoint	NetScope	Tevora
CipherCloud	Fortinet	Novacoast	Trend Micro
Cisco	Garland Technology	Nuix	TrapX
Cloud Security Alliance LA	Gemalto	onelogin	Tripwire
Comodo	Gigamon	Optiv	UCLA Extension
Contrast Security	Guidance Software	OWASP LA & OC	Varonis
Core Security	HackerHouse	Palo Alto Networks	Venafi
Corelight	Hewlett Packard	PhishLabs	Veracode
CSU Dominguez Hills	HIMSS - So. Cal. Chapter	PhishMe	Websense
Cyber-Ark	HTCIA	Protiviti	Whitehat
CyberWatchWest (CWW)	IBM	Qualys	Wombat Security
Cylance	IIA-LA (Auditors)	Rapid 7	XYPRO Technology Corp
Cyphort	illumio	Raytheon	Yubico
Damballa	Imperva	RedSeal	zScaler

# SUMMIT XII SPONSORSHIP



## Twelfth Annual ISSA-LA Security Summit

### Sponsorship Levels:

*(Note: these sell out fast; don't miss out. Get a 10% discount on a second sponsorship of lesser value)*

Sign up today! <https://www.eventbrite.com/e/issa-la-2022-information-security-summit-xii-sponsor-registration-tickets-318554774907>

### Diamond Sponsorship – \$22,900 Availability: 3

- 1) *Your own Summit session: your speaker, your topic*
- 2) *Full Summit Attendee list*
- 3) *5- minutes to present to the entire Summit Audience*
- 4) *A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers*
- 5) *First choice of prime booth location at the Summit*
- 6) *Your logo, linked to your site, on the ISSA LA website home page, [www.issa-la.org](http://www.issa-la.org), throughout the year*
- 7) *Your logo, linked to your homepage, on every Summit web page throughout the year*
- 8) *10 General Admission Complimentary Passes – Lunch Included*
- 9) *Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 10) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 11) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 12) *20% discount off of the General Admission price for Diamond Sponsor's employees*
- 13) *15% discount off of the General Admission price for Diamond Sponsor's customers and contacts*

### Platinum Sponsorship – \$13,900 Availability: 3

- 1) *Full Summit Attendee list*
- 2) *3-minutes to present to the entire Summit Audience*
- 3) *A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers*
- 4) *After Diamond, choice of prime booth location at the Summit*
- 5) *Your logo, linked to your site, on the ISSA LA website home page, [www.issa-la.org](http://www.issa-la.org), throughout the year*
- 6) *Your logo, linked to your homepage, on every Summit web page throughout the year*
- 7) *10 General Admission Complimentary Passes – Lunch Included*
- 8) *Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 9) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 10) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 11) *20% discount off of the General Admission price for Platinum Sponsor's employees*
- 12) *15% discount off of the General Admission price for Platinum Sponsor's customers and contacts*

## Gold Sponsorship – \$11,900

- 1) **Full Summit Attendee list**
- 2) **A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers**
- 3) **After Platinum, choice of prime booth location at the Summit**
- 4) *Your logo, linked to your site, on the Summit website throughout the year*
- 5) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 6) *2 General Admission Complimentary Passes – Lunch Included*
- 7) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 8) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 9) *20% discount off of the General Admission price for Gold Sponsor's employees*
- 10) *15% discount off of the General Admission price for Gold Sponsor's customers and contacts*

## Silver Sponsorship – \$9,500

- 1) **A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers**
- 2) **After Gold, choice of prime booth location at the Summit**
- 3) *Your logo, linked to your site, on the Summit website throughout the year*
- 4) *Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit*
- 5) *2 General Admission Complimentary Passes – Lunch Included*
- 6) *Frequent acknowledgement at the opening of the Summit and throughout the day*
- 7) *Your prize raffled off at the conclusion of the Summit to help you get business cards*
- 8) *20% discount off of the General Admission price for Silver Sponsor's employees*
- 9) *10% discount off of the General Admission price for Silver Sponsor's customers and contacts*

<b>Sponsorship Benefit Summary by Level</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>Summit Speaking Session</b>	√	X	X	X
<b>3/5-Minute Presentation</b>	5	3	X	X
<b>Full Summit Attendee List*</b>	√	√	√	X
<b>Logo/link on ISSA-LA Website</b>	√	√	√	√
<b>Logo/link on all Summit Web Pages</b>	√	√	X	X
<b>General Admission Passes</b>	10	10	2	2
<b>Email Promotion</b>	Prime	Prime	Std	Std
<b>Admission Discount for Employees</b>	20%	20%	20%	20%
<b>Admission Discount for Contacts</b>	15%	15%	15%	10%

*\* Registration list includes attendee name, title, company name, and email address.*

## Women in Security Forum Sponsorship - \$2,500 Availability: 3

Have your company proudly identified with these great gatherings by having your logo and marketing write-up displayed on signs at the *Women in Security Forum* and having your logo on the Forum website throughout the year.

## **CISO FORUM Sponsorships**

Join us the day prior (Wednesday) to the Summit keynotes and talks for a special invite-only all-day gathering of heads of security at national companies and government organizations as they network and discuss the challenges they face. There are a variety of opportunities for your company to get in front of these high-level decision-makers. As a special incentive for all CISO Sponsorships, if you add another equal or greater valued sponsorship for the Summit you get a 10% discount for each additional sponsorship!

### **CISO Sapphire Sponsorship – \$19,900 Availability: 3**

- 1) ***Your own Forum session: your speaker, your topic***
- 2) ***Full Forum and Summit Attendee list***
- 3) ***5- minutes to present to the entire CISO Forum***
- 4) ***A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers***
- 5) ***Your logo, linked to your site, on the ISSA LA website home page, [www.issa-la.org](http://www.issa-la.org), throughout the year***
- 6) ***Your logo, linked to your site, on every Summit web page throughout the year***
- 7) ***Two Complimentary Passes – Lunch Included***
- 8) ***Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Forum***
- 9) ***Your logo on a large sign at the Forum***
- 10) ***Your prize (\$200 min value) raffled off at the conclusion of the Forum***

### **CISO Emerald Sponsorship – \$15,900 Availability: 3**

- 1) ***Full Forum and Summit Attendee list***
- 2) ***3- minutes to present to the entire CISO Forum***
- 3) ***A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers***
- 4) ***Your logo, linked to your site, on the ISSA LA website home page, [www.issa-la.org](http://www.issa-la.org), throughout the year***
- 5) ***Your logo, linked to your site, on every Summit web page throughout the year***
- 6) ***Two Complimentary Passes – Lunch Included***
- 7) ***Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Forum***
- 8) ***Your logo on a large sign at the Forum***
- 9) ***Your prize (\$100 min value) raffled off at the conclusion of the Forum***

### **CISO Ruby Sponsorship – \$12,900**

- 1) ***Full Forum Attendee list***
- 2) ***A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services to decision makers***
- 3) ***Your logo, linked to your site, on the ISSA LA website home page, [www.issa-la.org](http://www.issa-la.org), throughout the year***
- 4) ***Your logo, linked to your site, on every Summit web page throughout the year***
- 5) ***Two Complimentary Passes – Lunch Included***
- 6) ***Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Forum***
- 7) ***Your logo on a large sign at the Forum***
- 8) ***Your prize (\$100 min value) raffled off at the conclusion of the Forum***

### **CISO Forum Lunch Sponsorship – \$8,500 Availability: 4**

Provides an opportunity to sponsor a gathering of the key Summit attendees, CISOs, over a private lunch. You will



have direct privileged access to these high-level decision makers in a closed setting for a lively moderated discussion. These CISO Forums allow you to see national security leaders networking with peers, helping you to understand what is keeping them up at night, and how they're approaching the latest security challenges.

- 1) **Full Forum Attendee list**
- 2) **2 Minute Speaking Opportunity to all CISOs at the lunch**
- 3) **A 6' table & 2 chairs to exhibit your solutions & services to decision makers at the Lunch**
- 4) **Your logo, linked to your site, on the Summit web page throughout the year**
- 5) **Two Complimentary Passes – Lunch Included**
- 6) *Prime acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Forum*
- 7) *Your logo on a large sign at the Lunch*

### **CISO Coffee Sponsor – \$1,600**

- 1) *Your company logo and marketing write-up displayed on a sign at the coffee table*
- 2) *Your logo, linked to your site, on the Summit website throughout the year*

### **CISO Snack Break Sponsor – \$1,200**

- 1) *Your company logo and marketing write-up displayed on a sign at the snack break*
- 2) *Your logo, linked to your site, on the Summit website throughout the year*

## **Summit Social Event Sponsorships**

Social event sponsorships are a highly creative way for companies to generate exposure to all Summit attendees by having your company logo and marketing write-up displayed on signs at your sponsored event and having your logo on the *Summit website throughout the year*.

### **General Lunch sponsor – \$4,900 Availability: 2**

- 1) **Full Summit Attendee list**
- 2) **A 6' table, 2 chairs & 2 electrical outlets to exhibit your solutions & services at the lunch**
- 3) **Your company logo and marketing write-up displayed on a large sign at the Luncheon**
- 4) **Your logo, linked to your site, on the Summit website throughout the year**
- 5) **Acknowledgement in all e-mail blasts (to our full 4,000-person email list) leading up to the Summit**
- 6) **2 General Admission Complimentary Passes – Lunch Included**
- 7) **Your company logo and marketing write-up displayed on a large sign at the lunch**

### **Opening Reception – \$4,900 Availability: 3**

- 1) **Full Summit Attendee list**
- 2) **3 Summit General Admission Complimentary Passes - Lunch Included**
- 3) **Your table with marketing materials at the reception, which includes the CISO Forum attendees**
- 4) **You get to meet and greet all attendees as host**
- 5) **Your company logo and marketing write-up displayed on a large sign at the Reception**
- 6) **Your logo, linked to your site, on the Summit website throughout the year**
- 7) **Acknowledgement in all e-mail blasts (to our full 4,000-person mailing list) leading up to the Summit**
- 8) **Frequent acknowledgement at the opening of the Summit and throughout the day**

**Breakfast Sponsorship – \$950 Availability: 1**

- 1) *Your company logo and marketing write-up displayed on a sign at breakfast*
- 2) *Your logo, linked to your site, on the Summit website throughout the year*

**Music sponsor – \$850 Availability: 1**

- 1) *Your company logo and marketing write-up displayed on a sign during the entertainer’s performance*
- 2) *Your logo, linked to your site, on the Summit website throughout the year*

**Coffee Sponsor – \$750 Availability: 1**

- 1) *Your company logo and marketing write-up displayed on a sign at the coffee table*
- 2) *Your logo, linked to your site, on the Summit website throughout the year*

**Snack Break Sponsor – \$750 Availability: 1**

- 1) *Your company logo and marketing write-up displayed on a sign at the snack break*
- 2) *Your logo, linked to your site, on the Summit website throughout the year*

**A La Carte Sponsorship Opportunities:**

You will get exposure to all Summit attendees by having your company logo and marketing write-up displayed on signs at your sponsored event.

**Lanyards (Summit Badge Holders) ..... \$2,900**

Your logo will be instantly recognized when you sponsor the event lanyard. The sponsored lanyards which you will provide hold the event badges, which are required to be worn by all attendees during the Summit.

**Keynote sponsor: Availability: 3..... \$1,200**

- 1) *Your company logo on an introductory slide before the keynote*
- 2) *Your company logo and marketing write-up displayed on a sign with the keynote speaker*
- 3) *Your logo, linked to your site, on the Summit website throughout the year*

**Track sponsor: Availability: 3 ..... \$950**

- 1) *Your company logo and marketing write-up displayed on a sign during the entire track*
- 2) *Your logo, linked to your site, on the Summit website throughout the year*

**Wireless sponsor: ..... \$650**

*Your logo on the Summit website throughout the year*

