SPONSOR OPPORTUNITIES PROSPECTUS



Thursday, April 8th & Friday, April 9th, 2027

Halifax Convention Centre, Halifax, NS, Canada

Join the Wave!

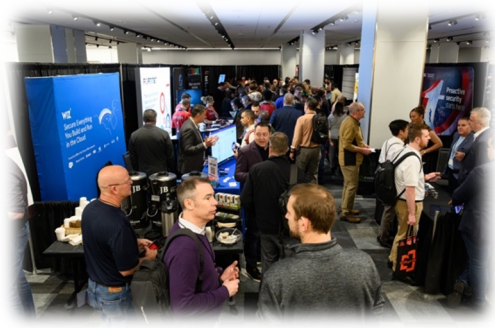


ATLSECCON has shown incredible growth, year over year, to become a high-profile industry event hosting over 1750 attendees with a full, sponsor-exclusive Trade show. The conference runs for two days and features multiple tracks of programing prepared by experienced security and privacy professionals. The conference provides an unmatched and inclusive opportunity to bring together thought leaders, practitioners and innovators from all sectors and disciplines to forge collective solutions.

Our goal is to invite sponsors who will bring value and establish a relationship with our attendees. This is your opportunity to engage attendees and develop quality leads. Representing users, influencers, and buyers our attendees are middle to senior management from a range of company sizes from small businesses to global enterprises, with most attendees having strong security skills *(Please see Appendix C for an overview of attendee demographics)*. This consistent value is why 85% of our sponsors return, year after year. ATLSECCON also creates opportunities for a select group of students with focused studies in cybersecurity to attend to assist sponsors who are interested in recruitment.

The trade show, reserved exclusively for sponsors, is the heart of the conference with investment opportunities starting at $6,000. Opportunities outside of the trade show floor start at $5,000. In addition to the listed benefits, we welcome new ideas for consideration that would help maximize your sponsorship investment.

Convention Hall: The Hub of ATLSECCON



ATLSECCON transforms the entire Halifax Convention Centre into a hub for learning and networking, with dedicated floors for expert-led learning tracks, food buffets, attendee amenities, and countless opportunities to connect with peers and industry leaders.

At the heart of ATLSECCON is our exclusive Sponsor Trade Show, the central gathering point where conference activity converges. Designed as more than just an exhibitor space, the convention hall is the social and strategic nucleus of the event – hosting coffee breaks, specialty suites, track sessions and the ever-popular sponsor trade show. Every attendee from technical practitioners to decision-makers pass through this space multiple times a day *(Please see Appendix C for an Audience Snapshot)*.

As a sponsor, your space isn't just a table or a room – it's a gateway to meaningful conversations, lead generation, demos, recruitment and relationship building. This is where your brand becomes a recognized part of the Atlantic Canadian cybersecurity landscape. The following sponsor opportunities are located on this level *(Please see Appendix A for a floor plan)*:

Presenting

Platinum

Gold

Silver

Bronze

Activity Villages

Business Hub

Presenting Sponsor
Investment: $30,000 CAD*

Benefits

Premium Branding & Visibility

- Exclusive on-site logo visibility
    - Rogers Square digital screen display
    - Argyle & Grafton Street entrance to Convention Centre
    - Argyle Street registration desks
    - Argyle Street & Main Plenary Video Wall *(video provided by sponsor)*
    - Suite Digital Signage
    - Conference Badges
    - Trade Show Passport Cover
    - Option for Sponsor Funded Branding Add-ons (IE: escalators, elevators, convention level atrium)
- Website rotating banner
- Trade Show digital signage
- Digital floor plan sponsor ticker tape

High-Level Access & Engagement

- Exclusive use of the Convention Level Atrium to host demos and activities with access to WIFI
- Premium located 1500 square foot private hospitality suite, to host demos and activities with access to two complimentary power outlets and WIFI
- Option to furnish your suite or Convention Level Atrium at sponsor's cost
- Option to host food and beverages in your suite or Convention Level Atrium at sponsor's cost
  **Food and beverage choices must be submitted for approval and may require purchase through the Halifax Convention Centre.*
- Optional mini-booth space located on the Argyle Street level, next to registration
- Introduction of opening keynote speaker
- Conference Passes for 30 members of your executive team, clients or prospects (including suite hosts)
- Complimentary access to our lead retrieval scanning app for 6 suite hosts

Hospitality

- Early access to Suite on set-up day (timing to be determined)
- Summit Level (6th FL) exclusive private meeting or briefing space
- Refreshments for your set-up team
- 30 complimentary drink tickets (alcohol and non-alcoholic options)

**Atlantic Security Conference is a Canadian registered not-for-profit Society; tax charges do not apply to sponsor fees. A $1,000 pre-paid deposit is required to secure your sponsorship.*

Platinum Sponsor
Investment: $16,000 CAD*

Benefits

Premium Branding & Visibility

- Website rotating banner
- Main Plenary sponsor loop
- Trade Show digital signage
- Digital floor plan sponsor ticker tape
- Trade Show Passport listing

High-Level Access & Engagement

- Premium located 20x20 square foot booth space, on the trade show floor, with access to one complimentary power outlet and WIFI (Banquet table with 2 chairs and oval table for 6 provided)
- Option to furnish your booth space at sponsor's cost
- Option to host food and beverages in your booth space at sponsor's cost
  **Food and beverage choices must be submitted for approval and may require purchase through the Halifax Convention Centre.*
- Conference Passes for 15 members of your executive team, clients or prospects (including suite hosts)
- Complimentary access to our lead retrieval scanning app for 4 booth hosts

Hospitality

- Early access to booth space
- Summit Level (6th FL) exclusive private meeting or briefing space
- 15 complimentary drink tickets (alcohol and non-alcoholic options)

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Gold Sponsor
Investment: $12,000 CAD*

Benefits

Branding & Visibility

- Website
- Main Plenary sponsor loop
- Digital floor plan sponsor ticker tape
- Trade Show Passport listing

Access & Engagement

- Premium located 10x20 square foot booth space, on the trade show floor, with access to one complimentary power outlet and WIFI (Banquet table and 2 chairs provided)
- Option to host food and beverages in your booth space
  **Food and beverage choices must be submitted for approval and may require purchase through the Halifax Convention Centre.*
- Access to our lead retrieval scanning app for booth hosts for a fee, via our exclusive provider
- Conference Passes for 6 members of your executive team, clients or prospects (including booth hosts)

Silver Sponsor
Investment: $8,000 CAD*

Benefits

Branding & Visibility

- Website
- Main Plenary sponsor loop
- Digital floor plan sponsor ticker tape
- Trade Show Passport listing

Access & Engagement

- Premium located 10x10 square foot booth space, on the trade show floor, with access to one complimentary power outlet and WIFI (Banquet table and 2 chairs provided)
- Access to our lead retrieval scanning app for booth hosts for a fee, via our exclusive provider
- Conference Passes for 4 members of your executive team, clients or prospects (including booth hosts)

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Bronze Sponsor
Investment: $6,000 CAD*

Benefits

Branding & Visibility

- Website
- Main Plenary sponsor loop
- Digital floor plan sponsor ticker tape
- Trade Show Passport listing

Access & Engagement

- 10x10 square foot booth space, on the trade show floor, with access to one complimentary power outlet and WIFI (Banquet table and 2 chairs provided)
- Access to our lead retrieval scanning app for booth hosts, for a fee via our exclusive provider
- Conference Passes for 2 booth hosts

Activity Village Sponsor
Investment: $5,000 CAD*

NOTE: *This opportunity is ideal for experiential activations and is not suitable for a standard trade show booth presence. Sponsors are expected to deliver an interactive rotating activity that encourages attendee participation and meaningful engagement for up to 20 participants.*

Benefits

Branding & Visibility

- Website
- Main Plenary sponsor loop

Access & Engagement

- Open space to host an engaging, hands-on experience for up to 20 participants, with access to one complimentary power outlet and WIFI (tables and chairs provided)
- Access to our lead retrieval scanning app for booth hosts, for a fee via our exclusive provider
- Conference Passes for 2 activity hosts

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Business Hub Sponsor
Investment: $5,000 CAD*

NOTE: *This opportunity is ideal for organizations seeking strong brand exposure without requiring on-site staff. It is designed as a branding activation and is not intended to serve as a traditional trade show booth.*

Benefits

Branding & Visibility

- Website
- Main Plenary sponsor loop
- Brand colors reflected in tablecloths for meeting tables

Access & Engagement

- Option to place sponsor provided signage in dedicated business hub reserved for attendees.
- Conference Passes for 2

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Making Connections

Board members and advisors for ATLSECCON are committed to protecting attendee privacy and ensuring attendees remain in control of their personal contact information. Rather than sharing attendee lists, participants choose when and with whom they share their information throughout the event.

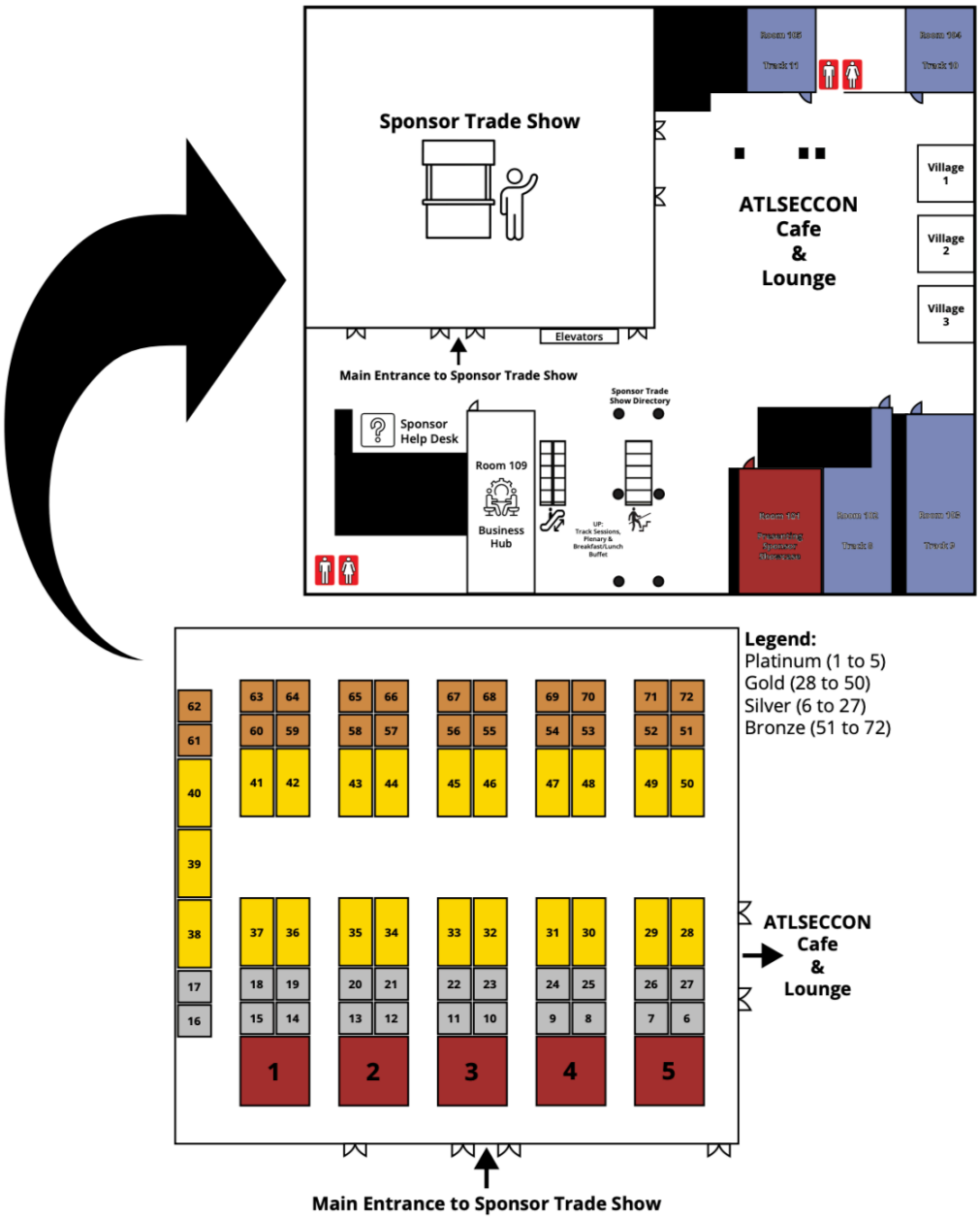
Sponsors at the Platinum, Presenting, Gold, Silver and Bronze levels can capture qualified leads using the **On IT Link Lead Retrieval App** by purchasing a secure login, allowing attendees to voluntarily share their contact details through badge scans and other consent-based interactions. This approach ensures meaningful connections while respecting attendee privacy and preferences.

Secure Your Spot: Become a Sponsor

Visit our website at www.ATLSECCON.com to easily secure your preferred sponsor package – simply visit our website at www.ATLSECCON.com to complete the sponsor onboarding form.

For questions regarding **sponsorship opportunities** please email Leanne@ATLSECCON.com

Appendix A
Convention Hall LeveL



Appendix B
Set-up & Exhibit Schedule

Please ensure you reference the following schedule when arranging travel and/or onsite set-up staff and hosts:

Move-in and Set-up:
(including loading dock access and material handling)

Wednesday, April 7, 2027	1:00 PM – 6:00 PM
Thursday, April 8, 2027	6:30 AM – 8:00 AM

Trade Show Exhibit Hours:

Thursday, April 8, 2027	8:00 AM – 6:00 PM
Friday, April 9, 2027	8:00 AM – 3:00 PM

Dismantle and Move-out:
(including loading dock access and material handling):

Friday, April 9, 2027	3:00 PM – 6:00 PM

**Additional information regarding the trade show, instructions for advanced shipments and direct to site shipments will be provided to confirmed sponsors.*

Appendix C
Attendee Demographics



Where the Buyers Come From

Buy-side attendees by sector. Over half come from government and regulated industries, the organizations with the largest, most mandated cybersecurity budgets.



52% from government & regulated sectors.

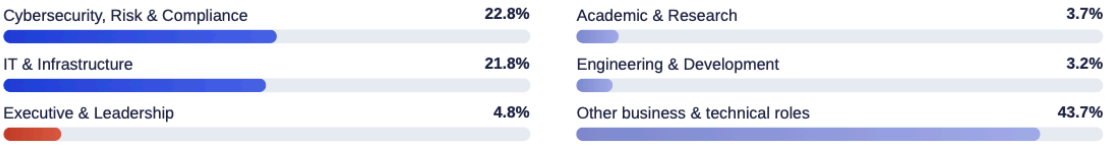
Public sector, finance, education, utilities, telecom and healthcare together make up the majority of buy-side attendees. These are industries where compliance drives sustained, recurring cybersecurity spend.

45%
of buyers hold a Cybersecurity or IT / Infrastructure role

231
government & public-sector attendees

Primary Discipline of Buy-Side Attendees

The core audience is technical: nearly half of buyers work directly in cybersecurity or IT.



Selected Organizations in the Room

A sample of the 645 organizations registered, with the number of attendees shown. From provincial and municipal government to Atlantic Canada's largest enterprises.

45	Halifax Regional Municipality	39	Government of Nova Scotia	32	NSCC
29	Admiral Insurance	24	Dalhousie University	18	Eastlink
15	Nova Scotia Power	14	Halifax Water	14	Dept. of National Defence
12	Bell	12	Digital Nova Scotia	11	Sobeys
9	Nova Scotia Health	9	Invesco	8	Atlantic Lottery
8	Province of NS Cyber Security	6	Royal Bank of Canada		

International Reach: Global Brands in the Room

Beyond its Atlantic Canada base, ATLSECCON draws the cybersecurity industry's leading names. In all, 30+ global cybersecurity brands headquartered across six countries take part, connecting regional buyers face-to-face with the world's top vendors. Reflects brands represented (exhibitors & delegates), not where attendees personally reside.

United States — 23 BRANDS
CrowdStrike, Palo Alto Networks, Fortinet, Zscaler, Cisco, Microsoft, Dell, Tenable, Okta & more

Israel — 6 BRANDS
Wiz, Cyera, Varonis, Cato Networks, Check Point, Radware

United Kingdom — 2 BRANDS
Sophos, Darktrace

Japan — 1 BRAND
Trend Micro

Switzerland — 1 BRAND
Veeam

Canada · Host — PROVIDERS
CDW Canada, Softchoice, GoSecure, CGI, Mariner, Global Relay

Sector and organization figures are derived from the company field at registration and classified by primary industry; "other enterprise & SMB" captures the long tail of private-sector employers not falling into a named regulated sector. International reach reflects the headquarters country of recognizable companies represented at the event, not attendee residence (the registration record does not capture attendee country). Total registration count is approximate; detailed breakdowns are based on 2026 registrations. Source: ATLSECCON 2026 registration data.