

Sponsor Opportunity



Halifax Convention Centre
April 28th & 29th, 2020

ABOUT US

AtISecCon is the premiere, non-profit security conference in Atlantic Canada focusing on bringing some of the world's brightest and darkest minds together with one common goal – to expand the pool of IT Security knowledge beyond its typical confines. The conference runs for two days and features a multiple track program of presentations prepared by experienced security and privacy professionals. We provide an unmatched opportunity for everyone: IT Professionals, Managers, and C-level folks can all collaborate with their peers and learn from the leading industry experts. The event features keynotes from the most respected and trusted experts worldwide. The speakers are true security professionals with an unparalleled depth of understanding on topics that matter.

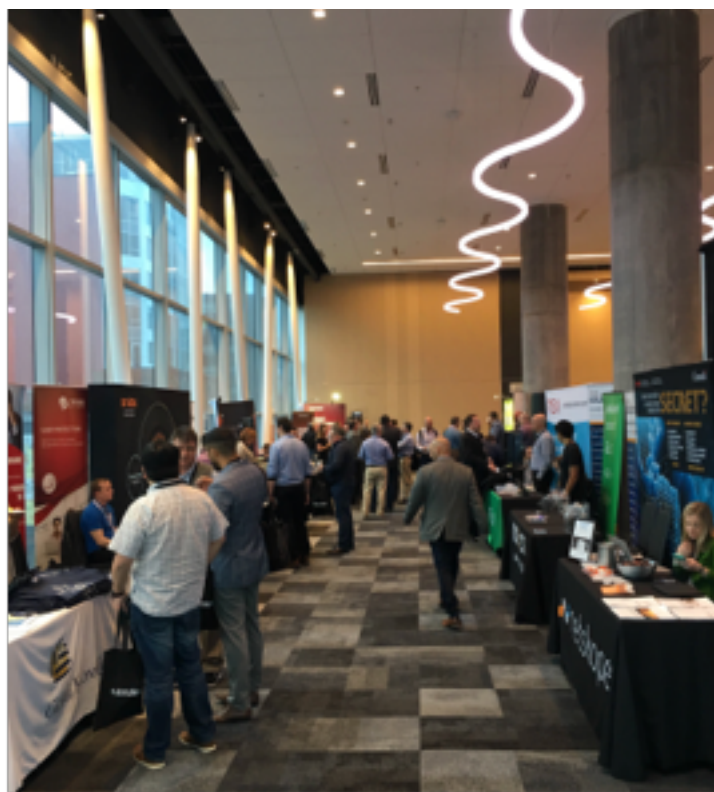


OUR HISTORY

Started in 2011, The Atlantic Security Conference is a non-profit organization and has shown great growth each year. It started with one room and 75 attendees and has grown to a high-profile event that includes five tracks with 600+ attendees over 2 days, a full vendor exhibition, Speakers Dinner and Social Night.

OUR ATTENDEES

It is imperative to AtlSecCon that attendees remain relevant to our sponsors. Whether attendees are users, influencers, or buyers, the AtlSecCon goal is to invite sponsors that will bring value and establish a relationship with our attendees. Developing quality leads that will drive revenue is why security related corporations sponsor AtlSecCon, and why those corporations come back each year. AtlSecCon attendees



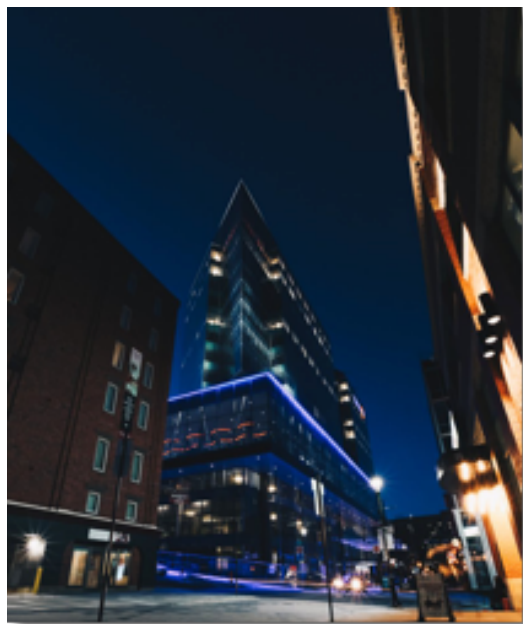
represent a range of customer sizes from the small (25+) to the very large (25,000+). Most attendees have strong security skills, or are middle to senior level management.

OUR SPEAKERS

What makes AtlSecCon a “must” attend event for both attendees and sponsors is the unmatched quality, skill, expertise and knowledge of our speakers. Unique to Canada, AtlSecCon brings the world’s most renowned security experts together for one event. The first round of speakers are selected in December while submissions for the second, and final, round of speakers are accepted until February 28th with the full list of keynotes and sessions announced March 1st. Delaying the second round of speakers allows us to showcase the latest attacks, tools and research in the market available to Canada’s top IT professionals.

OUR VENUE

The Halifax Convention Centre is located in the heart of downtown Halifax, Nova Scotia. The location enables sponsors to spend time with their current and prospective clients, without



being bound to our choice of venue. Our decision to use a convention centre, rather than a hotel, reflects our mission to provide the best experience possible for both sponsors and attendees.

Halifax is the provincial capital of Nova Scotia, and the largest city east of Montreal. We're proud to be in a city that's big enough to have all of the conveniences you expect, while delivering the hospitality the East Coast is famous for!

YOUR OPPORTUNITY

Now for what you've all been waiting for: A chance to sponsor the Atlantic Security Conference with meaningful access to our event audience. Strengthening your business image is one of the most valuable benefits of event sponsorship. Consider a sponsorship with us and we will work with you to customize your experience to best fit your needs and budget.

Opportunities for event naming and merchandising rights are available (including presenting and individual sponsorship of the conferences many elements, such as breakfast, lunch, Vendor Reception, all-day coffee, After-Party and give-aways) with investments ranging from \$3,000 to \$25,000*. In addition, Platinum, Gold and Silver sponsors will be included in AtlSecCon's *Vendor Passport*. Attendees complete their vendor passport by visiting all exhibitors and are then entered into a door prize draw. This encourages attendees to interact with vendors while providing sponsors the opportunity to collect more leads and educate attendees about available products and services. The following benefits are available to customize your sponsorship level:

\$12,500 PLATINUM BENEFITS

- Marketing Benefits
 - Event Website banner
 - Branding profile (with link) on event website
 - Targeted/customized social media mentions
 - Branding profile in on-site digital promotions and recognition
 - Branding profile in on-site branded perimeter signage
 - Branding profile in Vendor Passport program
 - Access to the menu of add-on opportunities reserved for Platinum and Gold sponsors only
- Event Audience Access Benefits
 - Prime booth location and space in the Vendor Lounge
- Hospitality Benefits
 - Full-access conference passes for six
 - Eighteen complimentary drink tickets with reserved tablespace at the Vendor Reception
 - Exclusive breakfast meeting with keynote for six
- Loyalty Benefits
 - Use of a branded room, reserved for Platinum sponsors only, to conduct private meetings or host clients
 - Support of the event's designated charity of choice, in your name
- Volunteer Program
 - branded t-shirts for student volunteer staff with prominent inclusion of your brand and on-site promotions about your support

\$8,500 GOLD BENEFITS

- Marketing Benefits
 - Branding profile (with link) on event website
 - Targeted/customized social media mentions
 - Branding profile in on-site digital promotions and recognition
 - Branding profile in Vendor Passport program
 - Access to the menu of add-on opportunities reserved for Platinum and Gold sponsors only

- Event Audience Access Benefits
 - Prime booth location and space in the Vendor Lounge
- Hospitality Benefits
 - Full-access conference passes for four
 - Twelve Complimentary drink tickets at the Vendor Reception

\$6,500 SILVER BENEFITS

- Marketing Benefits
 - Branding profile on event website
 - Branding profile in on-site digital promotions and recognition
 - Branding profile in Vendor Passport program
- Event Audience Access Benefits
 - Booth space in the Vendor Lounge
- Hospitality Benefits
 - Full-access conference passes for two

\$3,500 BRONZE BENEFITS

- Marketing Benefits
 - Branding profile on event website
 - Branding profile in on-site digital promotions and recognition
- Event Audience Access Benefits
 - Booth space in the Vendor Lounge
- Hospitality Benefits
 - Full-access conference pass for one

**Tickets for the Speakers Dinner are sold separately and not included in sponsor opportunities due to the limited number of seats available. Please visit the conference website at <https://atlseccon.com> to purchase tickets.*

ADD-ON MENU OF OPPORTUNITIES (Platinum & Gold Sponsors only)

Breakfast and Lunch Buffets

Attendees will fuel up several times throughout the conference. Food and beverage offerings include a continental breakfast each morning and an abundant buffet lunch both days. That's four opportunities to have your brand front and centre of every conference goer as they enjoy a satiating meal. Lunch buffets include a second plenary space for food service that can be branded to your liking.

Investment: \$2,500 per meal or all four for \$8,000

Day 1 Vendor Reception

A Mixer & Social Event for all attendees and sponsor vendors will be held following the first day of the conference. An assortment of appetizers and beverages will be served and a set amount of drink tickets to be provided. Sponsors will have exclusive title to this event with on-site branding elements introduced to the space during the event and promotion throughout the first day by AtIsecCon management during keynote introductions and lunch.

Investment: \$5,000

Day 2 After Party

The conference might be over, but the good times aren't - co-sponsor the after party on Thursday, April 29th at the Tap Room, with AtIsecCon and receive naming rights to this well-attended event.

Investment: \$5,000

All Day Coffee

The *Vendor Lounge* is the hub of the conference - your company can be the hero with naming rights to the all-day coffee break. You can choose to sponsor one day or both!

Investment: \$2,000 each day or both days for \$3,000

CONTACT US

To book your preferred sponsor package, including the vendor exhibition, please click here

<https://form.jotform.com/200183910525952>

If you are interested in a **speaking opportunity** please visit the conference website at

<https://atlsecon.com/speakers>

To follow the updated **conference agenda** please visit the conference website at

<https://atlsecon.com/schedule>

To view the **conference sponsors** please visit the conference website at

<https://atlsecon.com/sponsors>

For questions regarding **sponsorship opportunities** please contact

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