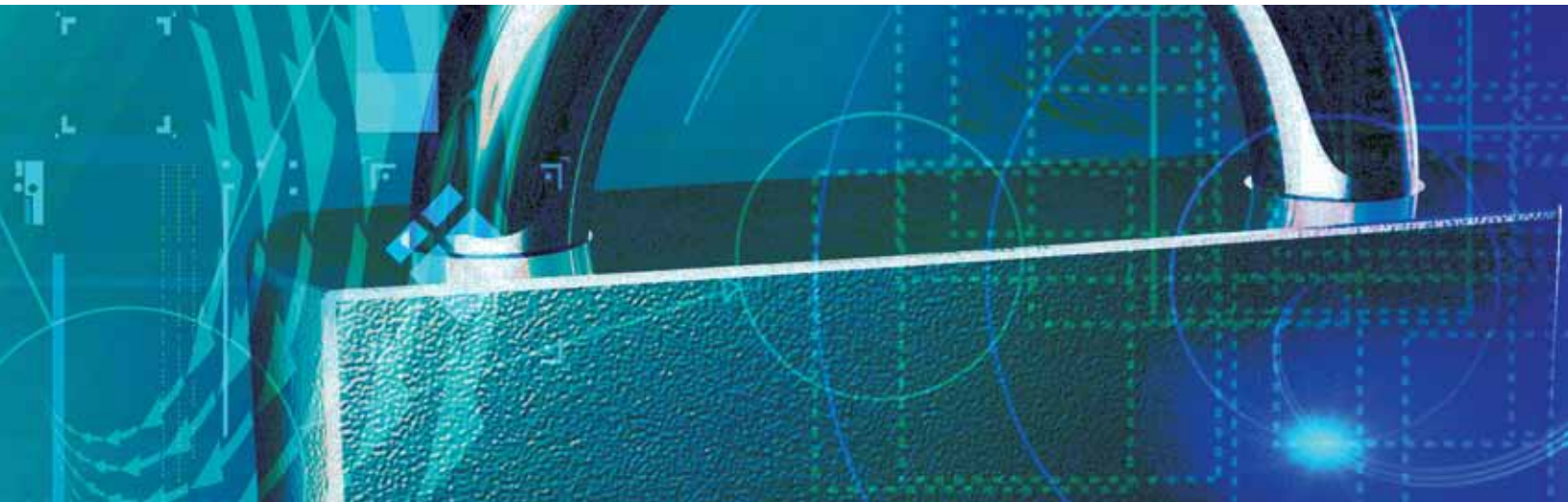




CYBERSECURITY CONFERENCE

OCTOBER 22-23, 2012
GRAND HYATT WASHINGTON
WASHINGTON, D.C.

GOVCYBER.COM



DELIVER THE STRATEGIES AND SOLUTIONS THAT MONITOR, DETECT AND PROTECT AGAINST CYBER ATTACKS

THOUGHT LEADERSHIP AND SPONSORSHIP OPPORTUNITIES

CO-LOCATED WITH:



CLOUD &
VIRTUALIZATION
CONFERENCE



MOBILE
GOVERNMENT
CONFERENCE

PRODUCED BY

 1105 MEDIA

OFFICIAL PUBLICATIONS:

Federal Computer
WEEK

GCN
GOVERNMENT CONNECTED NEWS

WashingtonTechnology

DEFENSESYSTEMS
KNOWLEDGE TECHNOLOGIES AND NET-CENTRIC WARFARE

Federal Employees
News Digest

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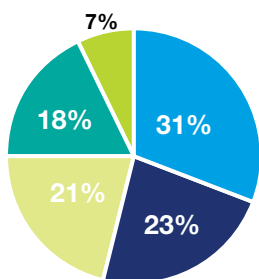


CONNECT WITH TOP GOVERNMENT IT BUYERS SEEKING CYBERSECURITY SOLUTIONS

The Cybersecurity Conference provides government with advanced technologies, strategies and solutions that address global information security threats including cybersecurity, information assurance, network assurance and systems assurance.

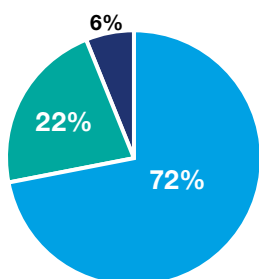
This two-day event features a conference and expo that focus on:

- Threat Intelligence
- Market Updates and Latest Attack Identification
- Security Innovations – Policy and Tools
- Procurement Strategies – Creative Security Funding
- FISMA Compliance
- The ROI of Security
- Insider Threat Detection and Identification
- Continuous Monitoring Tools and Techniques



PROFILE BY TITLE

- IT/Network / Telecom Management
- Systems Analysis / Integrators Programmers
- Executive / Administrative Operations Management
- Program / Project Management
- Personnel / Procurement / Other



PROFILE BY AGENCY

- Federal Civilian Government
- Department of Defense
- State and Local Governments

TOP TECHNOLOGIES ATTENDEES SEEK

- Vulnerability Analysis/Planning
- Intrusion Detection/Monitoring
- Application Security
- Information Sharing Systems
- Embedded Security
- Cloud Security
- Data Security
- Wireless/Mobile Security
- Security Automation/Management
- Access/Identity Management
- Hardware/Firmware Security

SPECIAL FEATURES:

- Keynote held in the Exhibit Hall
- Meet-the-Geek Round Tables
- Live Cyber Attack and Intrusion Detection Demos

BONUS ATTENDANCE EXPECTED! CO-LOCATED WITH:



CLOUD &
VIRTUALIZATION
CONFERENCE



MOBILE
GOVERNMENT
CONFERENCE

RESERVE YOUR SPOT TODAY!

- COMPANIES A-E** Ann Belz ■ (603) 714-4114 ■ abelz@1105media.com
COMPANIES F-O Louis Helms ■ (703) 876-5116 ■ lhelms@1105media.com
COMPANIES P-Z, #'S Patrick Gallagher ■ (617) 512-6656 ■ pgallagher@1105media.com

LIMITED SPEAKING AND SPONSORSHIP OPPORTUNITIES

At all of our conferences, 1105 Media offers an array of speaking and sponsorship opportunities that create maximum exposure for your organization. Our sponsorship options range from a basic booth package to a customized sponsorship package including conference speaking and panel session opportunities. Our sales team is also ready to work with your organization to craft a unique sponsorship opportunity based on your marketing goals.

KEYNOTE SPONSORSHIP \$12,500 WITH BOOTH PACKAGE

Basic Booth Package, plus:

- 2-minute speaker introduction by a senior executive of sponsoring company
- Logo featured on keynote signage
- Logo featured on walk-in slide prior to presentation
- Literature distributed on the chairs during the keynote presentation
- Logo with link on keynote and sponsors' website pages
- Logo by keynote and sponsors' pages in the conference program guide and onsite signage
- Enhanced program guide listing (shaded call out that includes company logo) for sponsor's online listing
- VIP seating for up to ten (10) employees, customers and guests at the keynote presentation
- Full page 4-color ad in conference program guide
- Two (2) "Meet-the-Geek" luncheon round table opportunities

SOLUTION SESSION \$10,500 WITH BOOTH PACKAGE

The Solution Sessions are 45-minute education sessions located inside the exhibit hall theaters. While content is not reviewed by the content team, it is highly recommended that Solution Sessions are on relevant topics and remain highly educational.

Basic Booth Package, plus:

- One (1) 45-minute session
- Lead report of session attendees
- Sponsor logo on session signage
- Sponsorship logo on slide as people enter and leave the Solution Session
- Literature distributed on session seating
- Two (2) full conference passes (over and above the passes provided in the Basic Booth Package)
- Logo with link on session web page
- Logo and session description in program guide
- Two (2) "Meet-the-Geek" luncheon round table opportunities

CONFERENCE SPEAKING \$15,500 ROLE WITH BOOTH PACKAGE

Upon the announcement of the Panel Sessions, one seat per panel will be open for sponsorship. These seats remain open for three (3) months only and are subject to approval by the conference advisory council. Seat sponsorship is open only to companies that can provide an executive or government client that is considered an expert and can add to the relevance of the content.

Basic Booth Package, plus:

- Potential to participate on the conference program
 - Must submit abstract
 - Government speakers to support abstract message highly recommended
 - Must be approved by Conference Advisory Council
- Two (2) full conference registrations (over and above the passes provided in the Basic Booth Package)
- Logo placement on all marketing materials including email blasts, program guide, conference website, identified as an event sponsor. Subject to production deadlines.
- Two (2) "Meet-the-Geek" luncheon round table opportunities

BASIC BOOTH PACKAGE \$5,500

Events are held in ballrooms or meeting space that is carpeted. All exhibits are table-top with enough space to place a standard width pop-up (8' wide or less) behind the table.

- 8'w x 10'd table top exhibit area
- One (1) 6' table, 30" wide, draped, skirted, two chairs
- One (1) identification sign
- Carpeted exhibit space
- Two (2) full conference registrations and four (4) Exhibits Only Badges (additional full conference and exhibit only registrations beyond the complimentary allotment may be purchased at a discounted rate)
- Company listing in program guide (company name, logo, 50-word description, company URL)
- Company listing and logo on website (link to company homepage from exhibitor page of conference website)

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ADDITIONAL OPPORTUNITIES

Designed to fit any budget, these sponsorship and promotional opportunities will maximize your ROI and ensure added exposure for your company.

MEET-THE-GEEK PROGRAM \$1,500

The Meet-the-Geek program gives you the opportunity to interact directly with full conference attendees as part of the conference program, in a speed-dating-style luncheon event.

- Interaction with full conference attendees, during the conference program in a fun and lively setting
- Lead generation report, post-event, for those attendees to who participated in the Meet-the-Geek program
- Upgrade the Meet-the-Geek opportunity and be identified as prize sponsor for an additional \$500
- Inclusion in (2) Meet-the-Geek promotions to attendees pre-event
- Recognition with logo inclusion on the website, in the show program and on the signage

SPONSORED BREAKFAST \$7,500

ATTENDEE JOURNAL AND PEN \$5,000

CONFERENCE BAG \$5,000

EXECUTIVE BOARDROOM \$2,500 MEETING PACKAGE

CONFERENCE PROGRAM ADVERTISING STANDARD SPACES*

Full Page	\$2,950
Half Page	\$1,950

CONFERENCE PROGRAM ADVERTISING PREMIUM SPACES*

Inside Front Cover	\$3,950	Opposite TOC	\$3,950
Back Cover	\$4,950	Page 1	\$6,500

SCHEDULE-AT-GLANCE**

MONDAY, OCTOBER 22 - CONFERENCE AND EXHIBIT HALL

7:30 AM - 5:30 PM	Registration
7:30 AM - 8:30 AM	Continental Breakfast**
8:30 AM - 9:30 AM	Opening Keynote Presentation
9:30 AM - 5:30 PM	Exhibit Hall Open
9:30 AM - 10:15 AM	Coffee Break Inside Exhibit Hall
10:15 AM - 12:30 PM	Conference Sessions**
10:15 AM - 4:00 PM	Free Education (Solutions Sessions) Inside the Exhibit Hall
12:45 PM - 1:45 PM	Keynote Presentation
1:45 PM - 4:30 PM	Conference Sessions**
4:30 PM - 5:30 PM	Networking Reception Inside the Exhibit Hall

**Indicates open to Full Conference Attendees only, other events are open to all attendees.

TUESDAY, OCTOBER 23 - CONFERENCE ONLY

8:00 AM - 2:00 PM	Registration
8:00 AM - 8:45 AM	Exhibitor and Attendee Continental Breakfast Inside the Exhibit Hall
9:00 AM - 10:00 AM	Morning Plenary Session
10:00 AM - 12:45 PM	Conference Sessions
1:00 PM - 2:30 PM	Meet the Geek Program and Closing Luncheon

Schedule is subject to change.

WEBSITE ADVERTISING (LEADERBOARD 728X90)

Interior Pages	\$3,500
Home Page	\$4,500

* Advertising materials deadlines apply.

The Cybersecurity Conference brand is part of an esteemed portfolio of products such as *Federal Computer Week*, *GCN*, *Washington Technology*, *Defense Systems*, and *Federal Employee News Digest* which has long supported the Government IT community. Through our brands we understand the needs and concerns of the Government IT professional better than any other tradeshow or conference.

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