



# Sponsorship Opportunities



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## Emerging Threats, Trends and Technology

InfraGard is a partnership between the FBI and the private sector. It is an association of persons who represent businesses, academic institutions, organizations, state and local law enforcement/public safety agencies and other critical infrastructure participants dedicated to sharing information and intelligence to prevent hostile acts against the United States. Each InfraGard Members Alliance (IMA) is geographically linked with an FBI Field Office, providing all stakeholders immediate access to experts from law enforcement, industry, academic institutions and other federal, state and local government agencies.

By harnessing the talents and expertise of the InfraGard network, information/education is shared to mitigate threats to our nation's critical infrastructures and key resources, and to develop resiliency. Collaboration and communication are the keys to protection and resiliency. Providing timely and accurate information to those responsible for safeguarding our critical infrastructures, especially at a local level, is paramount in the fight to prevent attacks and protect the United States and its resources.

This year's InfraGard Training Conference, with a focus on *Emerging Threats, Trends and Technology*, will take place from **September 24-27 in Las Vegas, Nevada**. It will be co-located with the security organizations *ASIS International* and *Information Systems Security Association (ISSA)*, bringing in over 20,000 participants from across the United States and from around the world.

By showing your support of InfraGard and our mission, you will stand in front of a national audience of nearly 50,000 individuals and their organizations, which have shown themselves to be firm supporters of our goals and mission. Your support of our Annual Congress and Training Conference will not only further our goals but will allow you to communicate that support to a large, engaged audience. As an exhibitor in Las Vegas, you will have an on-site audience of more than 20,000 security and infrastructure professionals.

We are excited and hope you will consider joining and supporting us in Las Vegas as a proud sponsor of **InfraGard**—and a contributor to the protection of our national security and critical infrastructure.

[WWW.INFRAGARDMEMBERS.ORG](http://WWW.INFRAGARDMEMBERS.ORG)



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## 2017 InfraGard Training Conference / ASIS Seminar & Exhibits

### Statistics

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#### Quick Look

- 22,000 Registered Attendees from 96 countries  
(Note: InfraGard is a domestic US only organization)
  - 45% First-time Attendees
  - 200+ Sessions from ASIS, ISSA, & InfraGard
  - Keynotes: George W. Bush, Mark Cuban, Scott Klosoky, Carey Lohrenz
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#### Who Attends

##### Job Function

- 29% End users
- 19% Service Provider
- 18% Systems Integrator
- 34% Other

##### Title

- 29% Manager
  - 19% CEO/Pres/Owner/Part.
  - 16% Director
  - 9% Staff
  - 7% V.P.
  - 20% Other
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#### Purchasing Role of Attendees

- 90%** Involved in the purchase of security technology, products and/or services
  - 35%** Final decision maker
  - 57%** Recommend products and/or specify vendors
  - 41%** Influence purchase decisions
  - 37%** Research new products
  - 14%** Part of a buying team
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#### Most Popular Educational Sessions

- Critical Infrastructure Protection and Resilience
  - FBI Case Studies: Insider Threat
  - Drivers and Trends in Security, 5-year Outlook
  - Protective Intelligence Bridges the Gap between Threat Assessments and Security Operations
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## SPONSORSHIP KEY

After you choose your sponsor level, either general or specific (see options pg. 4-9), the total amount of your support to InfraGard will place you in one of the categories below. You will then be listed on our website and in our other materials in the requisite category.

### Platinum Level - \$30,000+

- See benefits listed in each sponsorship package
- Acknowledged as **Platinum Sponsor** in InfraGard Training Conference Materials
- Marketing materials in InfraGard Tote Bag, to be given to each InfraGard attendee

### Gold Level - \$20,000+

- See benefits listed in each sponsorship package
- Acknowledged as **Gold Sponsor** in InfraGard Training Conference Materials
- Marketing materials in InfraGard Tote Bag, to be given to each InfraGard attendee

### Silver Level - \$10,000+

- See benefits listed in each sponsorship package
- Acknowledged as **Silver Sponsor** in InfraGard Training Conference Materials
- Marketing materials in InfraGard Tote Bag, to be given to each InfraGard attendee

### Bronze Level - \$5,000+

- See benefits listed in each sponsorship package
- Acknowledged as **Bronze Sponsor** in InfraGard Training Conference Materials
- Marketing materials in InfraGard Tote Bag, to be given to each InfraGard attendee

### Friends - \$1,000+

- See benefits listed in each sponsorship package
- Acknowledged as **Friend of InfraGard** in InfraGard Training Conference Materials
- Marketing materials in InfraGard Tote Bag, to be given to each InfraGard attendee

### Academic Institution Partners

- Acknowledged as **InfraGard Academic Partner** in InfraGard Training Conference Materials
- Marketing materials in InfraGard Tote Bag, to be given to each InfraGard attendee



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## INFRAGARD TRAINING CONFERENCE SPONSORSHIP OPPORTUNITIES

 **InfraGard Guardian Pavilion Sponsor (1) - \$20,000**  
*InfraGard's center of activities on the InfraGard/ASIS/ISSA Exhibit Floor.*

**SOLD!**

### Sponsorship includes:

- 45-minute keynote slot for C-level presenter at the Exhibit Floor Solutions Theater (content to be educational and approved by InfraGard National Members Alliance)
- Sponsor space within InfraGard Pavilion, to be arranged together with InfraGard
- Co-branded signs (InfraGard and Company Logo/Name) at keynote event
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App
- Two complimentary access badges to all InfraGard Keynotes, Education Sessions and Exhibit Hall
- Company name and contacts sent to InfraGard membership prior to conference (50,000+ members nationwide)

### Pavilion activities include:

- InfraGard membership promotion
- Sales of Books, Coins and Apparel
- Meet the speaker: Featured speakers from the InfraGard Training Conference to spend a scheduled 30 minutes in THE HUB for casual networking
- Meet the sponsors: Sponsors of the InfraGard Congress and Training Conference to have scheduled time to network with participants (to be included in conference schedule)

 **InfraGard Host Night Sponsorship: \$10,000 (3) – The Mob Museum**

- “Sponsored by [name of company/logo]” signs at event
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App
- Two complimentary access badges to all InfraGard Keynotes, Training/Education Sessions and Exhibit Hall
- Company name and contacts sent to InfraGard membership prior to conference (50,000+ members nationwide)





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### **InfraGard Training Conference Daily Sponsor: \$10,000 (3)**

- Recognition and introduction of Morning Keynote speaker at the InfraGard Conference
- Two seats at head table with Morning Keynote speaker and InfraGard National Members Alliance Board of Directors
- Co-branded signs (InfraGard and Company Logo/Name) at keynote event
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App
- Two complimentary access badges to all InfraGard Keynotes, Training/Education Sessions and Exhibit Hall
- Company name and contacts sent to InfraGard membership prior to conference (50,000+)

### **InfraGard National Awards Luncheon Sponsor: \$10,000**

- Recognition and 5-minute welcome speech at the 2018 National InfraGard Awards Luncheon, at Planet Hollywood in Las Vegas
- Two seats at luncheon head table with INMA Chairman, President and FBI dignitary
- Co-branded signs (InfraGard and Company Logo/Name) at awards luncheon
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App
- Two complimentary access badges to all InfraGard Keynotes, Education Sessions and Exhibit Hall
- Company name and contacts sent to InfraGard membership prior to conference (50,000+)

### **Keynote Lunch Sponsorship: \$10,000 (1)**

- 2 Seats at head table with Keynote Speaker and INMA Board of Directors
- 10-minute welcome/introduction speech for C-level individual at commencement of luncheon
- Co-branded sign (InfraGard and Company Logo/Name) at entrance of event
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App
- Two complimentary access badges to all InfraGard Keynotes, Education Sessions, Exhibit Hall  
Company name and contacts sent to InfraGard membership prior to conference (50,000+)

### **Keynote Luncheon Sponsor Table: \$500 (5)**

- Table for 10 with Company Sign/Logo featured, including lunch



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### **Conference Workshop Sponsorship: \$5,000 (2)**

- Co-branded sign (InfraGard and Company Logo/Name) at entrance of event
- 10-minute welcome speech for C-level individual at commencement of TTE event
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App
- One complimentary access badge to all InfraGard Keynotes, Education Sessions and Exhibit Hall
- Company name and contacts sent to InfraGard membership prior to conference (50,000+)

### **Co-branded InfraGard Lounge Sponsor: \$2,000 (3)**

- Co-branded InfraGard Lounge (InfraGard and Company Logo/Name), room for InfraGard delegates and training conference attendees to network, work and rest during and between conference sessions. Comfortable seating and afternoon beverages/snacks provided in the Lounge for attendees.
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Event website, and ASIS Event App.
- One complimentary access badge to InfraGard Keynotes, Education Sessions and Exhibit Hall.

### **Co-branded Conference Tote Bag InfraGard Sponsor: \$10,000 (1)**

- Co-branded tote bags (InfraGard and Company Logo/Name) given to all InfraGard Training Conference Attendees and FBI Coordinators with access badge.
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App.
- Two complimentary access badges to InfraGard Keynotes, Education Sessions and Exhibit Hall.

### **Name Tag Lanyards Cobranded InfraGard/Sponsor Name/Logo: \$5,000 (1)**

- Co-branded lanyards (InfraGard and Company Logo/Name) given to all InfraGard Training Conference Attendees and FBI Coordinators with access badge
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App
- One complimentary access badge to all InfraGard Keynotes, Education Sessions and Exhibit Hall



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### **InfraGard/FBI Logo Notebook – Sponsor Name/Logo: \$3,000 (1)**

- 500 Notebooks with InfraGard/FBI logos on front and sponsor logo on inside or back
- One complimentary access badge to all InfraGard Keynotes, Education Sessions and Exhibit Hall
- Company Listing, with contact information and description, in InfraGard Conference Directory, InfraGard Magazine, InfraGard Event website

### **Exhibit Floor “Solutions Theater” Presentation – Name/Logo: \$5,000 (3)**

- Presentation (25 minutes) of a security solution on the Exhibit Floor
- One complimentary access badge to all InfraGard Keynotes, Education Sessions and Exhibit Hall
- Company Listing, with contact information and description, in the ASIS Show Directory, InfraGard Conference Directory, InfraGard Magazine, ASIS Event website, InfraGard Event website, and ASIS Event App

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## 2018 INFRAGARD EXHIBITOR SPACE

### **InfraGard Show Exhibit Space Package - \$52 per square foot + \$375 per corner**

#### **EACH BOOTH INCLUDES:**

- 8 exhibitor badges per 100 square feet of exhibit space allowing access to the floor during setup, dismantle, and show hours
- 8’ backwall drape, 3’ side-rail drape, and 1 booth ID sign
- Your company logo, address, company description, and product categories included on the online floor plan and in the mobile app
- Complimentary description and listing included in the printed Show Guide (if committed by 6 August 2018)
- Complimentary marketing toolkit
- Pre-show list of registered media outlets
- Company name and contacts sent to InfraGard membership prior to conference (50,000+)
- *Note: Carpeting is required and NOT included. ASIS exhibitor vendor Arata will offer paid service.*

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## INFRAGARD ACADEMIC & TRAINING PARTNERS

### **InfraGard Scholarship: TBD by Academic or Training Institution**

- Scholarship process to be determined between InfraGard and academic institution
- Scholarships to be awarded at the InfraGard Conference
- Academic institution recognized during InfraGard Conference and on sponsor page of InfraGard website





## SCHEDULE OF INFRAGARD EVENTS

September 23-27, 2018, Las Vegas, Nevada

See [www.infragardtraining.org/conference-schedule.html](http://www.infragardtraining.org/conference-schedule.html)

<b>Sun., Sept. 23</b>	<b>InfraGard Congress (Annual Business Meeting)</b> <b>InfraGard Awards Luncheon</b>	Planet Hollywood	8:00am-5:00pm
<b>Mon., Sept. 24</b>	<b>InfraGard Training Conference / ASIS and ISSA conferences</b> <b>InfraGard Host Night</b>	Las Vegas Convention Center The Mob Museum	9:00am-5:00pm 7:00-10:00pm
<b>Tues., Sept. 25</b>	<b>InfraGard Training Conference / ASIS and ISSA conferences</b> <i>Exhibit Hall open 10:00am-5:30pm</i>	Las Vegas Convention Center	9:00am-5:00pm
<b>Wed., Sept. 26</b>	<b>InfraGard Training Conference / ASIS and ISSA conferences</b> <i>Exhibit Hall open 10:00am-5:30pm</i>	Las Vegas Convention Center	9:00am-5:00pm
<b>Thur., Sept. 27</b>	<b>InfraGard Training Conference / ASIS and ISSA conferences</b> <i>Exhibit Hall open 10:00am-1:00pm</i> <b>InfraGard Workshop TBD</b>	Las Vegas Convention Center	9:00am-12:00pm 12:00-4:00pm



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## Application & Contract for Partner/Vendor Participation

2018 InfraGard Congress & Training Conference /September 23-28, 2018/Las Vegas, NV

### Section 1: Terms of Payment

Application must be received with full payment by June 15, 2018 and is non-refundable. Booth space and sponsorship opportunities will be assigned as applications are received. If a sponsorship opportunity you choose is no longer available and not yet indicated in this Prospectus, we will notify you immediately.

### Section 2: Exhibit and Partner Eligibility

Participation by vendors is an integral part of the Conference & Congress. InfraGard has the sole right to determine the final eligibility/qualification of any firm, organization, agency or product for inclusion in the Conference & Congress.

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space to which they are allocated. Only those products and/or services that are provided, manufactured or distributed by the contracted exhibiting organization may be displayed at the Conference & Congress.

### Section 3: Contact Information

The contact listed in this section will be designated as the official contact to receive all partner/exhibit related materials and communications.

Company Name: \_\_\_\_\_

(This company name will also be used for the Final Program, booth signage, website and other related materials)

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

### Section 4: Critical Sector(s) represented:

### Section 5: Products and Services to be Featured:



## Section 6: Exhibit Space Rental Rates

Exhibit Space Opportunity	Cost
InfraGard Pavilion Sponsor	\$20,000 <b>SOLD</b>
\$52 x ____ square feet of exhibit space (100 sq. ft. minimum)	\$
# Corners at \$375 each	\$
<b>TOTAL EXHIBIT FEE:</b>	

Note: Exhibit space is available on a first come, first service basis. **Exhibit space does not include carpet, furniture, power or Internet connections.** These services will be made available through the conference center partner, and contact information will be provided.

## Section 7: Sponsorship/Marketing/Brand Awareness Opportunities

Sponsorship opportunities are available on a first come, first serve basis. If your choice is no longer available, we will alert you immediately.

Sponsorship Opportunity	Cost
InfraGard Host Night – The Mob Museum, Las Vegas (3)	\$10,000
InfraGard National Awards Luncheon – Planet Hollywood, Las Vegas	\$10,000
InfraGard Training Conference Daily Sponsor, Las Vegas Convention Center (3)	\$10,000
Keynote Lunch Sponsorship, LVCC (1)	\$10,000
Keynote Lunch Table of 10, LVCC (5)	\$500
InfraGard Lounge Sponsorship, LVCC (3)	\$2,000
InfraGard/Sponsor Cobranded InfraGard/Sponsor Name/Logo Tote Bag (1)	\$10,000
Name Tag Lanyards Cobranded InfraGard/Sponsor Name/Logo (1)	\$5,000
InfraGard/FBI Logo Notebook – Sponsor Name/Logo (1)	\$3,000
Exhibit Floor “Solutions Theater” Presentation – Name/Logo (3)	\$5,000
InfraGard Scholarship: TBD by Academic or Training Institution (enter amount of scholarship in box)	
<b>TOTAL SPONSORSHIP CONTRIBUTION:</b>	



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## Section 8: Cancellation Policy

Applications must be paid promptly. All payments are non-refundable.

## Section 9: Acknowledgement

As an authorized representative of the above stated Partner/Exhibitor, I have received and reviewed the Partner/Exhibitor Prospectus and the InfraGard Rules, Regulations and Policies available online at [www.infragardmembers.org](http://www.infragardmembers.org) (as existing on the date hereof and as the same may be amended or changed hereinafter referred to as "Partner/Exhibitor Prospectus and Rules"). Partner/Exhibitor agrees to comply with the Partner/Exhibitor Prospectus and Rules, which are incorporated herein by reference and made part of this contract. In the event of any change in the Partner/Exhibitor Prospectus and Rules, the most up-to date versions available online at [www.infragardmembers.org](http://www.infragardmembers.org) will prevail.

I agree and understand that the contact information provided on this Application and Contract for Partner/Exhibit Space will be shared with other organizations assisting in the production of the 2018 InfraGard Congress & Training Conference.

The parties hereto agree that upon exhibitor's authorized signature and InfraGard's acceptance and approval, this Application and Contract for Partner/Exhibit Space, together with the Partner/Exhibitor Prospectus and Rules, will constitute a legal and binding contract between the Partner/Exhibiting Company and InfraGard enforceable in accordance with its terms.

Partner/Exhibitor Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone: \_\_\_\_\_

## Section 10: Payment Information

Payment in U.S. funds drawn on a U.S. Bank must accompany this application. All credit cards are processed in U.S. Dollars. Purchase orders are not accepted. The partner/exhibitor sponsor is responsible to the general service contractor, or any other show related vendors or companies, for additional related expenses.

**Credit Card Payment:** An online invoice will be sent to the email address provided below.

Email: \_\_\_\_\_

**Check Payment:** If paying by check, please mail the original application with the check made **payable to "INMA"** and mail to: INMA, c/o Kimberly Pratt, PO Box 385, Murphys, CA 95247.

## Questions?

Email questions to [kpratt@infragardmembers.org](mailto:kpratt@infragardmembers.org)