



# ISF

# SPONSORSHIP 2024

**The world's premier face-to-face  
networking events for cyber  
security professionals**

## **Congress**

9–12 November 2024

# ISF World Congress ORLANDO 2024

## **Regional Conferences**

Africa Conference  
Central European Conference  
India Conference  
Nordic Spring Conference  
North America Conference  
UK Conference

## **Regional Chapter Events**

Over 30 events held worldwide for our 24k participants  
from our Member organisations

## **Digital Events**

Webinars  
Panel discussions  
Round tables  
Interviews



## ISF sponsors include:



(Participating sponsors at ISF worldwide events)



# ISF sponsorship and exhibition opportunities

The ISF global events programme offers a wide range of sponsorship packages allowing you to showcase your technology and service solutions to global business leaders and security professionals.

Access to the *ISF World Congress* and regional Chapter events is limited to our Members and sponsors. The number of sponsorship packages available is capped for each event, providing an exclusive, world-class platform for organisations to interact with global decision makers.

ISF events welcome business leaders, senior security professionals and specialist cyber security and risk management practitioners.

If your business operates in an area of interest to ISF Member organisations, then we can provide you with an unparalleled opportunity to build business relationships with some of the world's most powerful and influential cyber security decision-makers.

Being an ISF sponsor or exhibitor positions your company at the heart of this global cyber security community.

*"Probably one of the best conferences I've been to."*

– ISF Member



# About the ISF

**Information Security Forum (ISF) is an international not-for-profit association of the world's leading organisations who recognise the importance of protecting their business information.**

ISF has been helping organisations develop cyber resilience for over 30 years and our Members range from Fortune 500 and Forbes 2000 listed corporations to public sector bodies and government departments. Dedicated to meeting the increasing demand for practical business-driven solutions to cyber security and risk management problems, ISF undertakes a leading-edge research programme, providing Members with the opportunity to develop best practices and share a wealth of expertise. The key event enabling Members to do this is **ISF World Congress**.

In addition, the ISF provides Members and non-members with a full range of consultancy services to assist in the implementation of ISF tools, research and methodologies addressing issues relating to governance, risk and compliance.

*“If you choose to go to one information security event each year make sure it is ISF World Congress. The quality of the conference content and the invaluable interactions between delegates and sponsors means you could not use your limited time better.”*

- ISF sponsor

# Membership profile

ISF Member organisations fall into the following sectors:

-  **Agriculture, Forestry, Fishing and Hunting**
-  **Construction**
-  **Educational Services**
-  **Finance**
-  **Information**
-  **Insurance**
-  **Manufacturing**
-  **Mining, Quarrying, and Oil and Gas Extraction**
-  **Professional, Scientific, and Technical Services**
-  **Public Administration**
-  **Retail Trade**
-  **Transportation and Warehousing**
-  **Utilities**


# Our reach

• Digital presence\*

**25k+** **ISF LIVE**  
registered ISF Live users

**485** ISF Member organisations globally

**43** countries represented at Congress

 **38k+** LinkedIn followers

## Global events programme

- |   |   |  |
|---|---|--|
|  Africa Conference           |  Australasia Chapter |  Ireland Chapter      |
|  Central European Conference |  Canada Chapter      |  Norway Chapter       |
|  India Conference            |  Denmark Chapter     |  Orange Chapter       |
|  Nordic Spring Conference    |  Finland Chapter     |  South Africa Chapter |
|  North America Conference    |  Francophone Chapter |  Sweden Chapter       |
|  UK Conference               |  Grey Chapter        |  UK Chapter           |
|   |  India Chapter       |  US Chapter           |

\*Figures supplied are based on 2022 ISF events

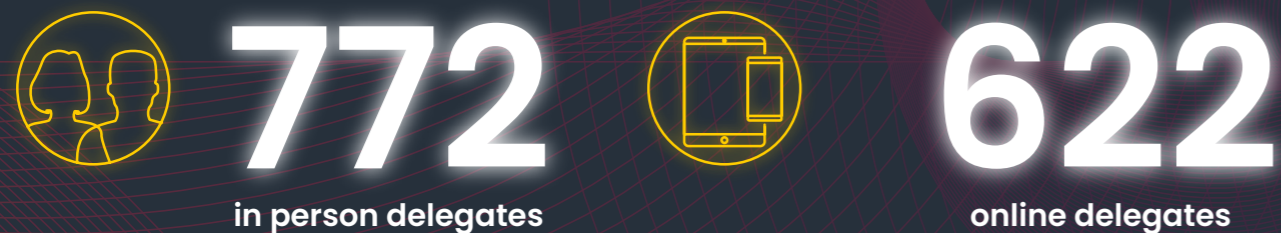


# Your audience at Congress

## The primary roles of delegates were...



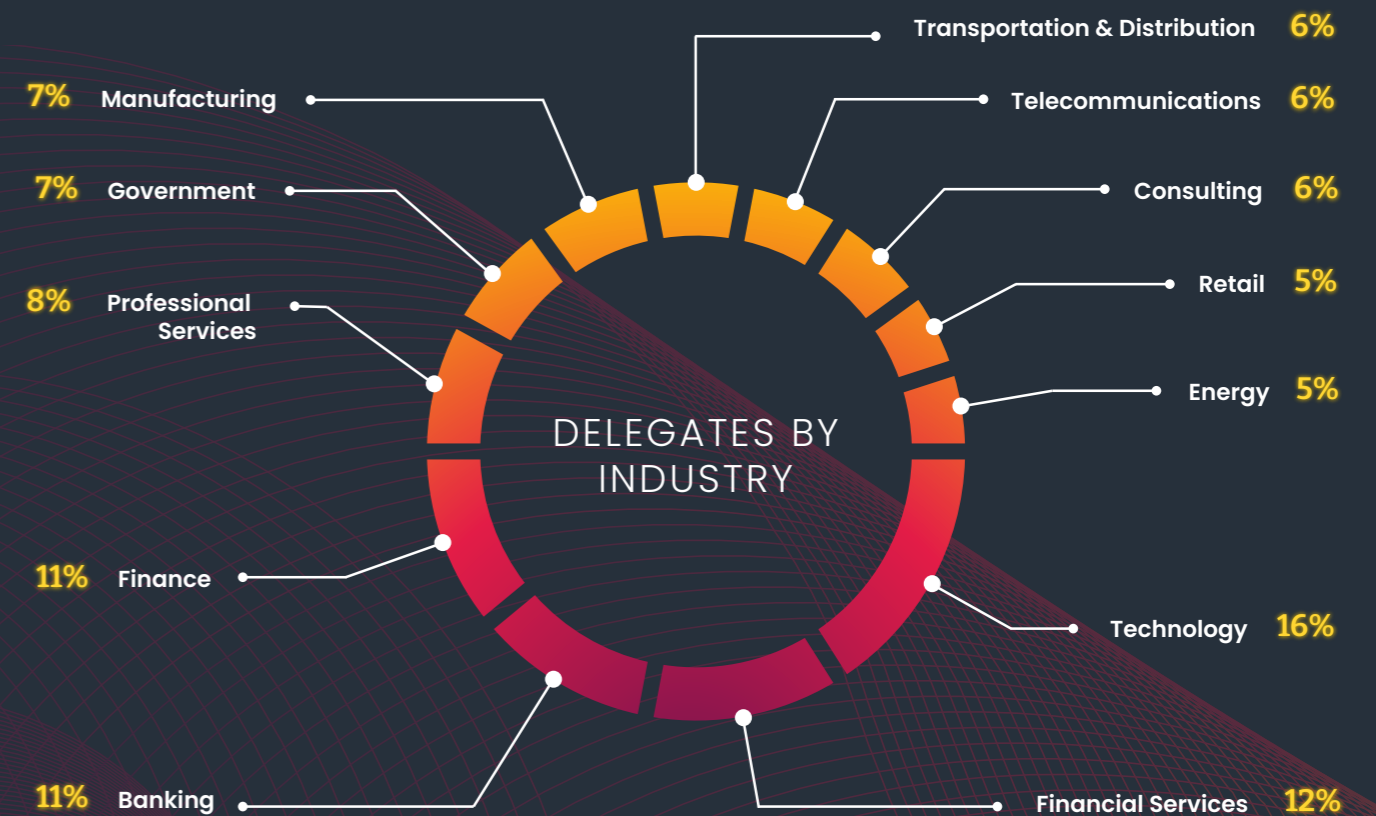
## in 2022 ISF World Congress had...



## The origin of in-person delegates attending in North America...



## The industries delegates worked in were...

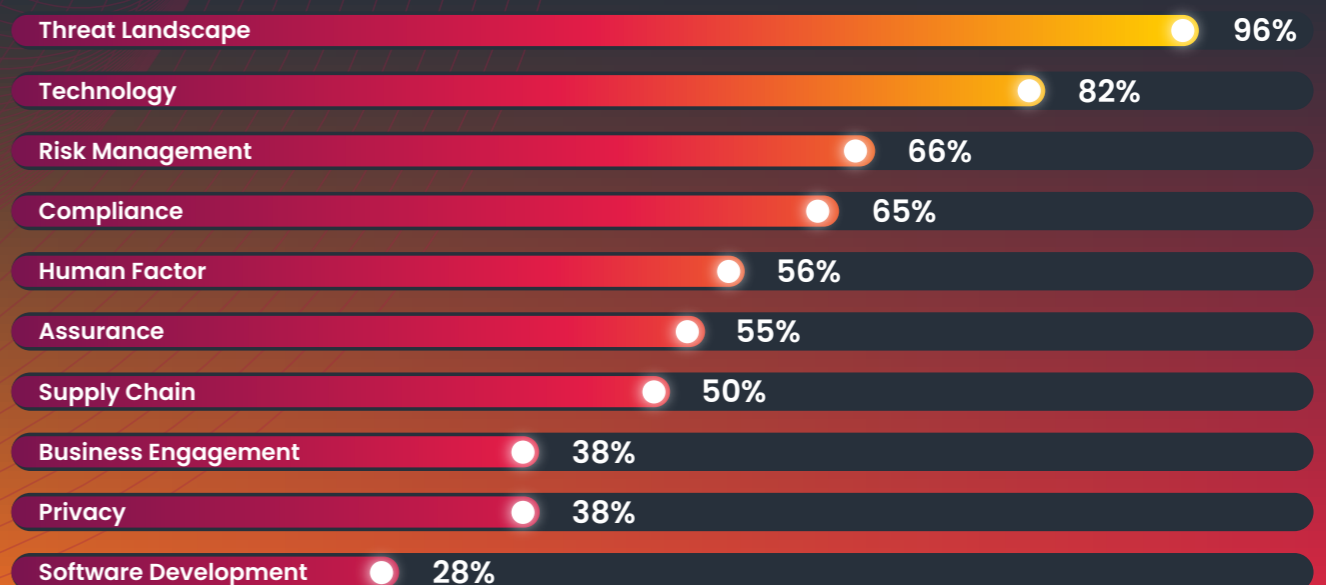


Over

**62%**

of delegates are key decision makers

## ISF World Congress





# Sponsoring ISF World Congress

The ISF World Congress is a key international event for world leaders in information, cyber security and risk management.

Delegate attendance is restricted to Member organisations and comprises primarily of senior executives. ISF World Congress has a series of keynote presentations, workshops and networking sessions. Through the sponsorship channel Member and non-member sponsors have the opportunity to share knowledge, best practice and thought leadership in a confidential peer-group environment. To encompass our worldwide Membership the event rotates locations, with two years in Europe followed by a year in North America. Recent locations have included Cannes (2017), Las Vegas (2018), Dublin (2019) and Manchester (2022). We are pleased to offer **ISF World Congress 2024** as an in-person event directly from Orlando, FL USA. Our online event, **Digital 2024**, will broadcast a selection of Congress presentations from our award-winning virtual conference space.

## Premium packages ✦

### Diamond

Designed for a world-leading organisation, the diamond package offers the title of 'Headline Sponsor' and complete visibility across the entire event. With prime positioning across all marketing collateral, opportunity to present, lanyard sponsorship, host of the Welcome Drinks Party and centre stage during **ISF World Congress** itself, this prestigious package provides complete exposure.



### Platinum

The platinum packages offer key positioning across the three-day event. The platform provides the opportunity to educate and network with the ISF member audience. Along with a double footprint exhibition booth, platinum sponsors receive a breakout speaking slot and exclusive sponsorship of either the evening Networking Event or Gala Dinner.



### Gold

A key sponsor package, providing the opportunity to present, engage and network with the ISF Member audience. Preferred presentation time, large exhibition stand, lead-generation and exclusive sponsorship of a lunch or refreshment break.



## Standard packages

### Silver

The silver packages provide your organisation with the opportunity to present, engage and network. With an exhibition stand, mainstream breakout speaking slot and media exposure, you get the chance to position your company to key ISF Members.



### Bronze

The bronze stands located in the refreshment areas provide a platform for organisations to network with top-level decision makers over the three day event. Added benefits of exhibiting include media exposure to maximise awareness of your brand.



# What do our sponsors think?

Percentage of sponsors who rated the following areas 4 or 5 out of 5



Overall satisfaction



Interaction with members



Exhibition hall



Pre-event support and logistics



Relevance

100% of sponsors at ISF World Congress reached an audience they considered relevant to their organisation.

Reach your target demographic

90% of sponsors reached their most important target groups at ISF World Congress



Win new customers

100% of sponsors were satisfied with the number of new business connections and/or new business opportunities made at ISF World Congress

Repeat sponsorship

100% of sponsors would sponsor ISF World Congress again





# Sponsorship packages

ISF World Congress offers unique sponsorship opportunities with in-person, digital and hybrid options available.

The ISF also offers media and exhibition sponsorship opportunities, contact the sponsorship team to find out more.

## À la carte branding opportunities

Please speak to the sponsorship team to discuss any additional opportunities not featured here:

Live demonstration	£6,500
Delegate bag (exclusive)	£4,500
Bag insert (to be provided by sponsor)	£1,300
Advert in the Congress app	£750
Recording of breakout presentation	£500
Mobile charging station	£1,900
Wi-Fi splash screen (exclusive)	£4,000
Water coolers (6 available)	£1,300
Interior branding opportunities	£1,500–£4,000*
Sponsored Chapter dinner	£3,500–£4,000

*“Some great interaction was possible and we made some important new contacts to increase our network and prospects.”*

– ISF Sponsor

\* These prices could vary depending on numbers, design work and implementation.

† Session slots will be allocated according to the level of sponsorship and date of contract.

‡ This information should only be used to arrange one to one meetings for targeted emails to individuals before the event.

§ ISF Member Pass includes access to all social events, the full Congress programme and accommodation. Additional pass: £2,950.

¶ Non-Member Pass includes access to all social events but excludes access to breakout programme. Accommodation is included. Additional pass: £3,700

SPONSORSHIP PACKAGE	Diamond †		Platinum †		Gold †		Silver		Bronze	
	In-person	Digital	In-person	Digital	In-person	Digital	In-person	Digital	In-person	Digital
Member rate	£59,000	£25,000	£46,000	£20,000	£35,000	£18,000	£24,000	£14,000	£11,000	£8,000
Non-Member rate	£62,000	£27,000	£50,000	£22,000	£39,000	£20,000	£26,000	£16,000	£13,000	£10,000
Exhibition booth footprint	4.5x9m	Custom	4.5x6m	Large	4.5x3m	Medium	3x2m	Small	3x2	Small
Breakout speaking slot †	✓	✓	✓	✓	✓	✓	✓	✓		
Lead retrieval subject to attendees' agreement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Title of 'headline sponsor'	✓	✓								
Exclusive sponsorship of Exhibition showcase: Drinks reception and Expo lounge area	✓									
Private meeting area from Congress open to Congress close	✓									
Exclusive sponsorship of the ISF World Congress lanyard	✓									
Exclusive sponsorship of ISF World Congress notepad	✓									
Delegate pack insert	✓		✓							
x1 live demo session	✓		✓							
Exclusive sponsorship of either the ISF Gala Dinner or Networking Event			✓							
Exclusive sponsorship of a lunch or refreshment break					✓					
Participation in 'Passport for Prizes'	✓		✓		✓					
Opportunity to publish reports on ISF Live, our Member-only website		x3		x2		x1				
Company profile in Congress app	✓		✓		✓		✓		✓	
Acknowledgement of sponsors from Master of Ceremonies on opening day	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's material available online post-event for a minimum of two weeks	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo, company profile and URL on ISF websites and platforms (pre and post-event)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company included in pre-Congress social media posts and up to 3 pre-registration emails	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Keynote exposure – logo on banner in main theatre	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to broadcast video advert (up to 3 minutes) before breakout session		✓		✓		✓		✓		✓
Branded holding slides prior to presentations going live and at intervals		✓		✓		✓		✓		✓
Recording of sponsor's presentation available for post event on-demand viewing		✓		✓		✓		✓		✓
Exhibit booth – choice of links to demos, presentations, info packs and videos		✓		✓		✓		✓		✓
Opted in delegate list released to sponsors to arrange one-to-one meetings at Congress ‡		5 days prior		4 days prior		3 days prior		2 days prior		1 day prior
ISF Member pass §		x8		x6		x5		x4		x3
Non-member pass ¶		x5		x3		x3		x2		x2

## UPGRADES

### Gold Plus

Increase your Exhibition footprint from 4.5x3m to **4.5x4.5m. £3,000**

### Silver Plus

Increase your Exhibition footprint from 3x2m to **3x3m. £3,000**

### Hybrid

**15% discount** on rate card price to sign up to a combined in person and digital package.

### Congress Live

A package that captures **video content live and direct from your stand** during the event, comprising an interview and vox pops to stream across our digital platforms and social channels to continue your exposure for weeks and months after Congress. **£6,500k**



# 2024 ISF regional Conferences and Chapter events

With meetings in five continents, the ISF sponsorship programme offers access to security professionals from around the world

## Global companies – local presence

If your company is looking to consolidate or develop its presence in a specific region, ISF Conferences and local Chapter meetings offer an excellent opportunity to network and present to key decision makers who represent global companies at a regional level. We are able to offer sponsorship of regional conferences and Chapter meetings, providing your company with the opportunity to experience the ISF first-hand.

## Regional conferences

The ISF holds two-day regional conferences in the UK, US, the Nordics, Central Europe, India and Africa. These events are designed to give our Members on a regional level more time to interact, network and to share best practice with world-leading organisations. Through the sponsorship platform, you have the opportunity to position your organisation at the heart of this regional community providing unrivalled access to some of the most powerful cyber security experts in the world.

## Chapter meetings

The ISF has 14 Chapters spanning our global network, meeting three times per year, which are available for sponsorship. Choose the Chapter/region and time of year that works for your organisation and through the sponsorship platform you can present, network and build working relationships with these senior information security professionals. ISF Chapter meetings provide opportunities for sponsors to offer industry insights and thought leadership in your given field of expertise. Feedback from Chapter participants highlights that the most valued sponsor presentations are topic and information-led rather than 'hard-sales' pitches.

## Typical event packages include:

- ✓ Speaking opportunity
- ✓ Company logo visibility on all collateral relating to a specific Chapter meeting
- ✓ Opportunity to network, exhibit and distribute literature
- ✓ Lead retrieval subject to attendees' agreement
- ✓ Company logo and weblink on all email communications regarding the event

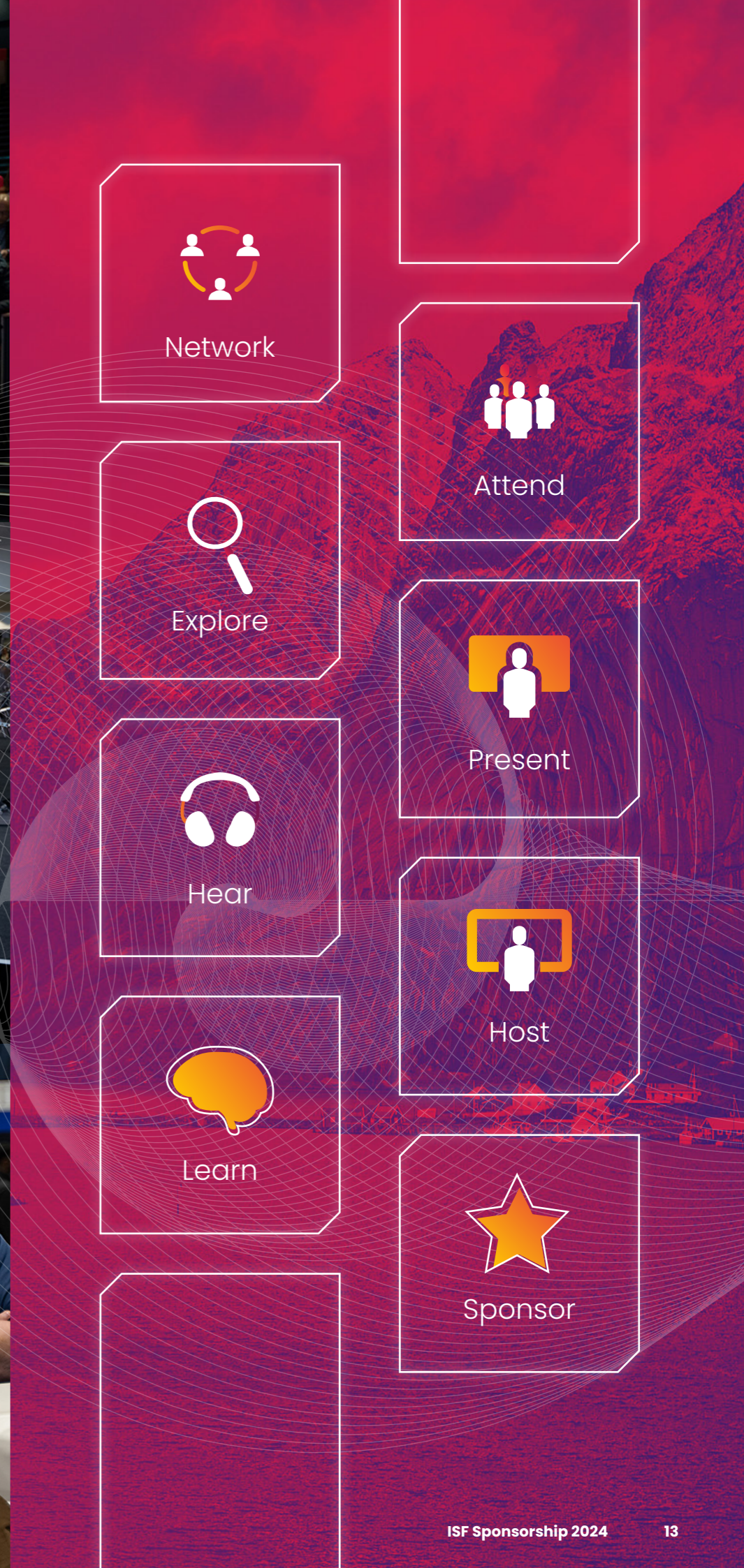
Please request the 2024 Chapter programme of events and specific package details for the region you would like to sponsor.

\* Opportunities to sponsor regional events are subject to the approval of the individual region/Chapter group. Prices and packages will vary between territories and the prices above are a guide.

**RATES**

£4,000–£12,000\*

dependent on size of region





# Sponsoring webinars

If your business operates in an area which is of interest to ISF Member organisations – many of which are found in the Fortune 500 and Forbes 2000 listings – and you are looking to share your industry expertise with your target audience, the ISF's sponsored webinar programme can provide you with an unrivalled platform to communicate with some of the world's most senior and influential cyber security professionals.

## Host a sponsored webinar at a key time of the year for your organisation



**Network with some of the world's leading CISO's and security professionals**



**Position your company at the forefront of the ISF cyber security community**



**Share your expert industry knowledge, insights and trends**



**Deliver a return on investment and achieve your marketing goals**



**Present an innovative cyber security topic**

## Webinar package

- ✓ Choice of date and topic\*
- ✓ Pre-event branding and marketing across ISF platforms
- ✓ Participate in a live 45–60 minute interactive webinar
- ✓ Post-event exposure hosted online and across the ISF platforms
- ✓ Archived for on-demand viewing
- ✓ Details of all attendees captured

Sponsor 1 webinar	£14,000
Sponsor 2 webinars – £2,000 discount	£26,000
Sponsor 3 webinars – £6,000 discount	£36,000

\* The ISF does not endorse non-ISF products and services.

# Who's watching?

ISF LIVE

25k+

registered ISF Live users

2K+

new website users on our public website per month

## ISF DIGITAL PRESENCE

38k+

LinkedIn followers

## 2023 WEBINARS

300+

pre-registrations per webinar on average

4k+

webinar attendees

4.6/5

average webinar rating

# Digital offering



## Digital fireside chat/interview

This a 20 minute, talking heads style discussion. Editorially led by an ISF analyst and joined by a major buyer/ISF CISO, this session is aimed at positioning the sponsor as a thought provoking leader in the selected topic of discussion.

£15,000



## Digital panel

An editorially moderated 30 minute panel discussion with up to 3 ISF members, ISF analyst and vendor sponsor. This open floor discussion will be driven by the sponsors objectives bring up informative opinions, pain points, trends and solutions. Wrapped up with a live Q&A. The audience will be made up of the sponsors key target organisations from both ISF member companies and public companies.

£20,000



## Strategy roundtable

This is a 45-minute editorially moderated discussion on a key topic of importance. The round table can consist of up to 6 'Buyers' or ISF members plus the vendor sponsor and ISF analysts. A 3–5 minute talking heads interview video would also be created off the back of this session and published across our ISF Live network, LinkedIn and Twitter.

£20,000



## 'Best of Today' show

An ISF moderated broadcast live from one of our events in conjunction with the sponsor. With live streamed discussions, interviews with key speakers and Q&A session with our members, this is a great chance to position your organisation at the heart of the ISF community, providing insightful and thought provoking content. This will be broadcast live across all channels, rolled out across our socials and hosted on demand for future viewing.

£30,000



# The ISF sponsorship programme offers:

- Global security events where major players and visionaries in the cyber security world gather to meet and exchange ideas.
- An unparalleled opportunity to connect with senior cyber security professionals in a relaxed and confidential setting.
- Unique events where delegates can draw on the best practice of world-leading organisations.

**For more information on how your organisation can take best advantage of these unique opportunities, please contact one of the team below.**

## Sponsorship and exhibition

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