

NATIONAL HARBOR, MD • OCTOBER 24-30, 2009 • GAYLORD NATIONAL  
EXHIBITION: OCTOBER 26-27, 2009

# CSI 2009

THE NEXT PHASE IN SECURITY



**A Changing  
Environment  
Demands that  
Security Evolves.**



**Evolve your security plan.  
Join us at CSI 2009—  
*October 24-30, 2009.***

**CSIannual.com**

**For information on exhibiting, contact:  
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Phone: (212) 600-3363  
Nadine.Schwartz@ubm.com**



United Business Media

*The largest information security conference on the East Coast is also the only security conference event expressly gathering experts to challenge the status quo.*

**The time has come figure out what's next, which strategies and which game-changing technologies are going to help us regain control of the information security playing field.**

It's time to grapple with the issues and technologies that can radically strengthen our posture against cybercriminals. We don't know whether a Web 2.0 or Identity Management 2.0, or a Cloud Computing scheme will ultimately change the balance, but we have reasons to believe that each is at least a step in the right direction. Each new technology brings up issues that are certain to cause significant debate—issues like how much large-scale media companies should have over what's allowed to run on your desktop system. There's much to be decided, but it's time to focus on these debates, rather than continually battling on the defensive.

## **CSI 2009 – Where Information Security Technology and Policy Meet**

Information security is at a turning point because the traditional firewall-and-perimeter model is broken. CSI is a community with a paid membership at its core, and that core is the leading wave of post-perimeter implementation. It's where the real change within enterprise organizations happens because

- **CSI has the trusted reputation.** CSI has been defining information security as a profession for over three decades.
- **CSI has independence.** We're not a vendor; we don't sell encryption solutions. We have a crack editorial team so we're not just a conference. And our members set the agenda: these are senior managers focused on strategy, policy, and process within their organizations.
- **CSI hosts the enterprise agenda-setting events.** CSI SX is a peer exchange conference that is co-located with Interop Las Vegas, the Annual event in October sets priorities for the coming year, while the GoCSI Webcasts deliver online.
- **CSI is backed by the world's leading IT media company, TechWeb.** We've got the resources and the depth which includes industry leading brands like Black Hat, Interop and Information Week.

### **EXHIBITION OPEN HOURS**

**Monday, October 26, 2009: 11:00 am–5:00 pm**  
**Tuesday, October 27, 2009: 11:00 am–6:00 pm**  
**OctoberFest, Tuesday, October 27, 2009: 4:00 pm–6:00 pm**

**RESERVE YOUR SPACE NOW  
FOR BEST LOCATION.**



### **AUDIENCE DEMOGRAPHICS**

#### **Job Function/Responsibility**

**65%** Management\*  
**25%** Executive/Senior Management/Director\*\*

#### **Buying Authority\*\***

**80%** Authorize, Approve, Specify or Recommend  
the purchase of IT security-related products

#### **Importance of CSI to their Jobs\*\***

**87%** Agree or Strongly Agree that CSI  
events are a valuable source of information on  
security vendors, products and services

#### **Attendee Company Size\***

**52%** are from Companies with more than  
**500 Employees**  
**27%** are from Companies with more than  
**10,000 employees**

*"Last year's conference was excellent and provided very useful information directly related to some of my projects."*

PRINCIPAL ENGINEER, RAYTHEON

\*CSI 2008 Pre-Registered Attendees, 11/7/2008

\*\*CSI 2008 Technology Deployment & Brand Awareness Study

## THE SESSION/EXPO FLOOR SCHEDULE\*

	MONDAY		TUESDAY		WEDNESDAY
8:30–9:30am	Keynote		Keynote		Keynote
9:45–10:45am	Keynote		Session 1	Sponsored Session	Session 1
11:00am–12pm	Session 1	Sponsored Sessions Expo Floor (11am - 5pm)	Session 2	Expo Floor (11am - 6pm)	Session 2
12pm–1:30pm	Lunch		Lunch		
1:45–2:45pm	Session 2		Session 3		Awareness Peer Group and Dinner
3:00–4:00pm	Break	Vendor Theatre	Break	Passport to Prizes	
4:00–5:00pm	Session 3	Vendor Theatre	Session 4	OctoberFest (4pm - 6 pm)	
5:00–7:00pm	Welcome Reception			Passport to Prizes Drawing (5:45pm)	

\*The Session/Expo floor schedule is subject to change

## CURRENT & PAST EXHIBITORS & SPONSORS



**NOKIA**



**BlueCoat**

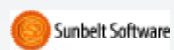
**Guardium**  
SAFEGUARDING DATABASES™



**NETWITNESS**



**SOPHOS**



AccessData Corporation  
ACT Online  
AirPatrol Corp.  
Aladdin Knowledge Systems  
Alta Associates, Inc.  
Astaro Corporation  
autocipher  
Barracuda Networks  
BOSaNOVA Inc.  
Cimcor, Inc.  
CompTIA  
Computer Security Institute  
Core Security Technologies  
Exaprotect

F5 Networks, Inc.  
Gigamon Systems  
Guidance Software, Inc.  
HB Gary  
Huron Consulting Group  
IEEE  
IMSM  
Intridea  
IronKey  
Linoma Software  
Motorola Air Defense Solutions  
nCipher  
Net Optics  
Nokia

Phishme.com  
Prism Microsystems, Inc.  
Qualys, Inc.  
SAI Global  
SanDisk  
Seagate Technology  
SecureWorks  
Security Awareness, Inc.  
Security University  
SSH Communications Security, Inc.  
Trend Micro  
Verdasys  
WhiteHat Security

## ATTENDEE SAMPLE

ADP  
*Sr. Director IT Audit*

AT&T Corporation  
*Sr. Data Network Consultant*

Boeing  
*Information Security Manager*

Bristol-Myers Squibb  
*Associate Director*

First Republic Bank  
*VP Information Security*

Hewlett-Packard Company  
*Chief Strategist, HP SecureAdvantage*

Intel Corporation  
*Director of Security Solutions*

National Archives and Records  
Administration  
*CISO*

Oracle Corporation  
*Chief Security Officer*

Xerox Corp.  
*Principal, Information & Content Security Services*

## Sponsorships

To ensure your brand and sales message stands out clearly amidst all the competitive “noise” of the show, CSI has crafted a number of sponsorships that allow you achieve your exhibit marketing goals and deliver a maximum return on your investment.

### DIAMOND SPONSOR (Exclusive)

- 20x30 Front Row Booth
- Choice of one of the following exclusive sponsorships: Conference E-Mail Center, Attendee Luncheon Monday, Room Keys, Conference Attendee Bag, Badge Holders, Registration Center kick-boards (available first-come, first-choice)
- Exclusive sponsorship of CSI Webcast whose topics will be selected jointly with CSI editorial staff
- Vendor Sessions Speaking Opportunity— a 25 -minute speaking opportunity; co-located with educational sessions
- Premium, two-page, 4-color ad in the Directory & Show Guide, center spread position
- Participation in OctoberFest
- Banner placement in registration area
- Company name and large logo in promotional pieces, including various promotional materials; The CSI 2009 conference brochure, media partner ads and the cover of conference directory
- Company description and executive quote to be included in pre-event press release
- Your envelope of corporate literature or other giveaway in tote bags for conference attendees
- Participation in Passport to Prizes lead generation program
- One-time use of pre-registered conference attendee lists
- Two-time use of conference e-mail or direct mail attendee list (post-event)
- Your logo (linked to your web site) on the conference homepage as well as the Computer Security Institute homepage
- Six complimentary conference registrations for use by staff or VIP guests
- Unlimited expo-only passes for your clients

**PRICE: \$82,000**

### PLATINUM SPONSOR (5 sponsorships available)

- 20x20 Booth
- Choice of one of the following exclusive sponsorships: Conference E-Mail Center, Attendee Luncheon Monday, Room Keys, Conference Attendee Bag, Badge Holders, Registration Center kick-boards (available first-come, first-choice)
- Sponsor Education Sessions Program – a 25-minute speaking opportunity, co-located with other educational session
- Premium position, full page, 4-color ad in the Directory & Show Guide; first-come, first-served choice of cover 2, first RHP, cover 3, back cover of far-forwardd RHP.
- Participation in OctoberFest
- Banner placement in high traffic area
- Company name and logo in promotional pieces, including various promotional materials, The CSI 2009 conference brochure, media partner ads and the cover of conference directory
- Your envelope of corporate literature or other giveaway in tote bags for conference attendees
- Participation in Passport to Prizes lead generation program
- One-time use of pre-registered conference e-mail or direct mail attendee lists
- One-time use of conference attendee list (post-event)
- Your logo (linked to your web site) on the conference homepage
- Your sponsorship announced in the conference catalog (both printed and online) and the Directory & Show Guide
- Two complimentary conference registrations for use by staff or VIP guests
- Unlimited expo-only passes for your clients

**PRICE: \$50,000**

*“It is a very good opportunity to get a view of security issues that you may not have to deal with on a given day...which helps with an understanding of other issues in the world of security.”*

ASSISTANT VICE PRESIDENT, BANK OF AMERICA

## Sponsorships

### GOLD SPONSORSHIP PACKAGE

**(Limited to 18 sponsors)**

- 10x20 Booth
- Sponsor Education Sessions/Theatre Speaking Opportunity—20-25 minute speaking slot. Sponsor Education sessions are co-located with education program and are available on a first-come, first-served basis. Others will appear in the vendor theatre on the show floor at appointed 20-minute time slots
- Your corporate literature in bag for conference attendees
- Full page, 4-color ad in show guide
- Company name and logo in promotional pieces, including various promotional materials, The CSI 2009 conference brochure, media partner ads and the cover of conference directory
- Participation in Passport to Prizes lead generation program
- One-time use of pre-registered conference e-mail or direct mail attendee lists
- One-time use of conference e-mail or direct mail attendee list (post-event)
- Company logo (linked to your web site) on the conference homepage
- OctoberFest Participation
- Your sponsorship announced in the conference catalog (both printed and online), and the Directory & Show Guide
- One complimentary conference registration for use by staff or VIP guests
- Unlimited expo-only passes for your clients

**PRICE: \$26,500**

### STERLING SPONSORSHIP PACKAGE

- Full Page, 4-color ad in Directory & Show Guide
- Passport to Prizes participation
- Your logo (linked to your website) on the conference homepage
- Opportunity to participate in OctoberFest

**PRICE:**

**WITH 10X20 BOOTH: \$14,500**

**WITH 10X10 BOOTH: \$9,250**



## Additional Sponsorship Opportunities

### TECHNOLOGY THEME SPONSORSHIPS

Be seen as a leader in the industry. Tie your brand to a technology theme sponsorship and reach your targeted buyer before, during, and after CSI 2009. Technology theme sponsorships provide your company extensive promotion in association with a specific technology theme throughout the conference and exhibition.

Maximize your visibility, showcase thought leadership and generate demand at CSI 2009 by becoming a Technology Theme Sponsor. Sponsorships are available for each of the following technology themes:

- Web 2.0
- Application Security
- Identity Management
- Endpoint Control
- Secure Virtualization
- DataCentric Security
- Network Awareness
- Secure Information and Event Management
- Compliance Management

**Companies sponsoring a particular technology theme benefit from the following:**

#### Pre-event Awareness/Demand Generation

- Sponsor logo inclusion with education program promotion where appropriate online
- Online banner—120x300 half-skyscraper, 3 month run of site on CSI 2009 and GoCSI Websites
- Company description on dedicated sponsor page online
- 120x300 banner ad included in attendee marketing email
- Online whitepaper

#### Onsite Awareness/Demand Generation

- Full page ad in the Exhibits Guide
- One single-sided sign (Produced by CSI)
- Logo inclusion on one banner identifying theme sponsors
- Logo inclusion in Keynote welcome slides
- Sponsors promoted on conference welcome slides
- Company description on dedicated sponsor page in Exhibits Guide
- Logo inclusion where appropriate with conference signage
- Logo block in Exhibits Guide next to your exhibitor description
- 1 conference tote bag insert

#### Customer Loyalty/Nurturing

- 5 complimentary passes to the CSI conference sessions, Monday through Wednesday (Not including pre- and post-conference sessions)

#### Post-event Lead Generation

- One-time use of CSI conference attendees list through a third-party mail house

**PRICE: \$12,500**

### WELCOME RECEPTION SPONSORSHIP

**(Exclusive Sponsor and Co-Host of)**

**Opening Evening, Monday, October 26, 2009**

- Placement of the sponsor logo on the CSI website as official Welcome Reception sponsor for CSI 2009
- Sponsor logo and sponsorship announced on all outgoing CSI promotional emails
- Sponsorship announced in Show Guide
- Final name of Welcome Reception event to be agreed upon mutually between CSI and Sponsor
- One specific joint email from CSI Sponsor promoting the reception
- Food and Beverage two hours—for up to 1800 people
- A/V at reception for sponsor to make any announcements, play music or to do prize drawings
- Rental of lead retrieval system (optional extra cost) to capture leads at door

**PRICE: \$26,500**

*“The conference was an excellent way to update on future directions for the profession as well as current challenges.”*

PROJECT MANAGER, STATE DEPT - DIPLOMATIC SECURITY



## Additional Sponsorship Opportunities

### PEER GROUP BREAKFAST-EXCLUSIVE SPONSORSHIP

You identify the demographic profile of your most desired prospect, CSI will personally invite attendees that meet this profile, for an intimate discussion group over breakfast. Estimated attendance is 10-12.

This opportunity gives the sponsor a distraction-free environment to have in-depth discussions on a particular topic, while being able to network and build potential relationships with 10-12 best prospects.

**PRICE: \$7,950**

### SPONSOR EDUCATION SESSIONS PROGRAM

The Sponsor Education Program is an opportunity to maximize your visibility and meet face-to-face with the most qualified buyers. By hosting an educational session for all attendees, you will position your company as an invaluable industry resource and solution provider.

#### Sponsor Education Session Features Include:

- 25 minute presentation
- Session topic and company inclusion in the CSI 2009 education program and corporate-level pre-event marketing materials, e-mail blasts and on Website.
- Company description and event sponsors page online
- Inclusion in pre-event e-mail campaign promoting educational programs
- Access to session room with designated AV equipment
- Program/Company logo included where appropriate on conference signage
- Promotion of sponsor session with company logo attribution in Program and Exhibits guide
- Logo on agenda sign outside the conference room
- Logo and 50-word description in the event sponsor area of the Program and Exhibits guide
- Unlimited use of attendee list for sponsored session—leads captured by CSI
- 1/2 page ad in Program & Exhibits Guide

**PRICE: \$7,950**

### FEATURED CSI PODCAST SPEAKING OPPORTUNITY

Sponsors will be interviewed by CSI Director Robert Richardson, and the interview will broadcast during one of CSI's regularly scheduled PodCasts. The PodCast series will be heavily promoted during CSI 2009. Sponsoring vendors will receive a counter card to display at your pedestal promoting your interview. This is an excellent and unique way to position your organization as a thought-leader, and to continue to market to the CSI community after the show.

**PRICE: \$4,770**

### VENDOR THEATRE SPEAKING OPPORTUNITY

Sponsors will be given 20-minute slots to present. CSI will promote your speaking slot in the Show Guide (or addendum, based on deadlines), at that morning's Keynote, and on signage. CSI will also promote and provide an iPod drawing at every vendor presentation.

**PRICE: \$5,300**

### OPENING KEYNOTE SPONSOR

Includes official recognition of the company prior to opening keynote by CSI Conference Director, a slide show or video loop to be played prior to the keynote and presented on main screen, video of presentation to be posted to GoCSI.com and made available on-demand.

**PRICE: \$25,000**

### GALA COCKTAIL RECEPTION

#### (POSE VIP LOUNGE) EXCLUSIVE: \$50,000

Includes:

- 100 laminated Guest Passes with Sponsor's branding
- Welcoming remarks
- Includes 3-hour open bar plus light hors d'oeuvres
- Company signage in elevator lobby
- Cocktail napkin branding
- Opportunity to provide attendee gift(s)
- E-mail invitation to select pre-registered attendees

#### (POSE MAIN CLUB) 5 HOST SPONSORS: \$20,000

- 60 Guest Passes
- Company Logo on signage outside of nightclub entrance
- Opportunity to provide gift in attendee bag
- E-mail invitation to select pre-registered attendees



## CSI 2009 Sponsorships At-A-Glance

### SPONSORSHIP OPPORTUNITIES      LIMIT      PRICE

#### Sponsorship Packages

Diamond Sponsorship Package .....	Exclusive .....	\$82,000
Platinum Sponsorship Package .....	Limit 5 .....	\$50,000
Gold Sponsorship Package .....	Limited Availability.....	\$26,500
Sterling Sponsorship Package .....	10 x 20 Booth.....	\$14,500
Sterling Sponsorship Package.....	10 x 10 Booth.....	\$9,250

#### NEW! Speaking Opportunities

CSI 2009 Preview Webcast .....	Exclusive.....	\$25,000
Sponsor Education Sessions Program .....	8 available.....	\$7,950
Vendor Theatre Speaking Opportunity .....	6 available.....	\$5,300
Sponsored Peer Group Breakfast .....	5 available.....	\$7,950
Featured CSI PodCast Speaking Opportunity .....	4 available .....	\$4,500

#### Exclusive Branding Opportunities

Welcome Reception .....	Exclusive.....	\$26,500
Conference Bags .....	Exclusive .....	\$15,900
Attendee Notebooks .....	Exclusive .....	\$10,975
Technology Theme Sponsorships .....	Exclusive .....	\$12,500
Gala Cocktail Reception:		
POSE VIP Lounge .....	Exclusive .....	\$50,000
POSE Main Club .....	Limit 5 .....	\$20,000

#### High Impact Visibility

Attendee Break Sponsorship .....	\$5,300 per day / \$9,000 both days (Mon/Tues)
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#### Banners

Upper Conference Session Escalators (limit 6) .....	\$5,300	
Lower Exhibit Hall Area (limit 8) .....	\$7,950	
Conference Tote Bag Inserts .....	\$1,590	
Exhibit Hall Aisle signs.....	Limit 7 .....	\$1,590
Exhibit Hall Bags (logo) .....	Limit 5 .....	\$1,060

#### Lead Generation

OctoberFest .....	\$1,060
Passport to Prizes Program.....	\$1,000
Attendee Lists *	
• Direct Mail.....	\$850 Pre-list/ \$1,325 Post-list / \$1,725 Both
• Email .....	\$1,525 Pre-list/ \$2,050 Post-list / \$2,900 Both

#### Advertising Opportunities

Outside Back Cover .....	\$5,300
Inside Front Cover .....	\$5,300
Inside Back Cover .....	\$2,650
Center Spread .....	\$5,300
Full Page .....	\$2,400
Half Page .....	\$1,950

\* On-time usage through bonded 3rd party mail house.

### TURNKEY BOOTHS

Let CSI take care of your booth logistics so you can focus on communicating your sales message and connecting with attendees.

#### 10X10 TURNKEY: \$9,400

Booth includes:

- ID header sign
- Carpet—no padding
- One star base table with 2 chairs
- 3 lights
- Basic electric
- Waste basket
- Plexi pocket

#### 10X20 TURNKEY: \$17,800

Booth includes:

- ID header sign
- Carpet—no padding
- Two star base tables with 4 chairs
- Lights
- Basic electric
- Waste basket
- Plexi pocket

#### EXHIBIT BOOTH SPACE ONLY:

- 10x10 exhibit space: \$5,600
- 10x20 exhibit space: \$11,250
- 20x20 exhibit space: \$20,000
- 20x30 exhibit space: \$29,750

**For information on exhibiting, contact:**

**Nadine Schwartz, Sales Manager**

**Phone: (212) 600-3363**

**Nadine.Schwartz@ubm.com**



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