

Sponsor Opportunities



Thursday, April 20 & Friday, April 21, 2023
Halifax Convention Centre
Halifax, NS

ABOUT US

AtISecCon is the premiere, non-profit security conference in Atlantic Canada focusing on bringing 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 multiple tracks of programming prepared by experienced security and privacy professionals. We provide an unmatched and inclusive 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 has shown great growth each year. It started with one room and 75 attendees and has grown to a high-profile, diverse event that includes several learning tracks, 500+ attendees over 2 days with a full tradeshow, Vendor's Reception and Speakers Dinner.

OUR ATTENDEES

It is imperative to AtIsecCon that attendees and sponsors remain relevant to each other. Whether attendees are users, influencers, or buyers, the AtIsecCon goal is to invite sponsors that will bring value and establish a relationship with our attendees. The opportunity to develop quality leads, that will drive revenue, is what brings security related corporations to AtIsecCon, and why those corporations come



back each year. AtIsecCon attendees represent a range of company sizes from the small (25+) to the very large (25,000+). Most attendees have strong security skills and are middle to senior level management.

A note regarding attendee contact lists: *AtIsecCon has committed to attendees that they will remain in control of their personal contact information. We ask sponsors to develop their on-site collection of client contact information through conversations, business card collections or prize draws, to name a few. Attendees will be provided with a badge identifying them by name and company or organization.*

OUR SPEAKERS

What makes AtIsecCon a “must-attend” event for both attendees and sponsors is the unmatched quality, skill, expertise and knowledge of our speakers. Unique to Canada, AtIsecCon 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 with the full list of keynotes and sessions announced in March. This approach 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

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 at all levels are available with investments starting at \$5,000 and include space in the conference's tradeshow, reserved for participating sponsors only. In addition, sponsors will be included in AtISecCon's *Vendor Passport*. Attendees complete their passport by visiting all exhibitors and are then entered into a door prize draw. This encourages attendees to interact with sponsor vendors while providing sponsors the opportunity to collect more leads and educate attendees about available products and services.

The following benefits are suggestions to customize your sponsorship level. Please let us know if you have a new idea we could consider:

NOTE: All sponsorships are payable in Canadian dollars via cheque, e-transfer, Paypal or wire transfer no later than April 1, 2023. AtlSecCon is a society and is exempt from collecting HST.

\$15,000 (CDN) 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
 - branded t-shirts for on-site staff with prominent inclusion of your brand
 - Access to the menu of add-on opportunities reserved for Platinum and Gold sponsors only
- Event Audience Access Benefits
 - Prime 10x20 booth location in Vendor Tradeshow
 - *please refer to Appendix A Sponsor Vendor Kit for details regarding booth requirements and exhibiting hours*
- Hospitality Benefits
 - Conference passes for two(2) tradeshow booth attendants
 - Conference passes for five(5) guests
 - Vendor Reception Package:
 - The Vendor Reception will be held on Day 1 from 4:00 to 6:00 pm. The package includes eighteen (21) complimentary drink tickets with reserved tablespace
- Loyalty Benefits
 - Use of a branded comfort room, exclusive for Platinum sponsors only, to conduct private meetings or host clients
 - Support of the event's designated charity of choice, in your name, if applicable

\$10,000 (CDN) 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 10x10 booth location in Vendor Tradeshow
**please refer to Appendix A Sponsor Vendor Kit for details regarding booth requirements and exhibiting hours*
- Hospitality Benefits
 - Conference passes for two(2) tradeshow booth attendants
 - Conference passes for three(3) guests
 - Vendor Reception Package:
 - The Vendor Reception will be held on Day 1 from 4:00 to 6:00 pm. The package includes ten (10) complimentary drink tickets.

\$8,000 (CDN) SILVER BENEFITS

- Marketing Benefits
 - Branding profile on event website
 - Branding profile in on-site digital promotions
 - Branding profile in Vendor Passport program
- Event Audience Access Benefits
 - 10x10 booth in Vendor Tradeshow
**please refer to Appendix A Sponsor Vendor Kit for details regarding booth requirements and exhibiting hours*
- Hospitality Benefits
 - Conference passes for two(2) tradeshow booth attendants
 - Conference passes for one(1) guest

\$5,000 (CDN) BRONZE BENEFITS

- Marketing Benefits
 - Branding profile on event website
 - Branding profile in on-site digital promotions
 - Branding profile in Vendor Passport program
- Event Audience Access Benefits
 - 10x10 booth in Vendor Tradeshow
 - *please refer to Appendix A Sponsor Vendor Kit for details regarding booth requirements and exhibiting hours*
- Hospitality Benefits
 - Conference passes for two(2) tradeshow booth attendants

\$5,000 (CDN) VILLAGE BENEFITS

***Only 2 Village Spaces Are Available**

- Marketing Benefits
 - Branding profile on event website
 - Branding profile in on-site digital promotions
- Event Audience Access Benefits
 - Open-air workshop space
 - *Space size, presentation offering and associated infrastructure requirements will be reviewed for final approval and may incur additional costs to implement.*
- Hospitality Benefits
 - Conference passes for two(2) workshop attendants

**Tickets for the Speakers Dinner are sold separately and not included in the sponsor opportunities due to the dinner's popularity and limited number of seats available. Please visit the conference website at www.AtISecCon.com to purchase tickets.*

ADD-ON MENU OF OPPORTUNITIES (Platinum and 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.

Investment: \$5,000 (CDN) per meal or all four for \$15,000 (CDN)

All Day Coffee

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

Investment: \$10,000 (CDN) per day or \$15,000 (CDN) for both days

CONTACT US

A link to book your preferred sponsor package and choose your tradeshow booth location will be provided to you in January 2023. Prior to that date, please email Leanne@AtlSecCon.com to reserve your level.

If you are interested in a **speaking opportunity** please contact:

Darryl MacLeod

Darryl@AtlSecCon.com

902.322.1679

For questions regarding **sponsorship opportunities** please email:

Leanne Andrecyk

Leanne@AtlSecCon.com

Appendix A:

Sponsor Vendor Tradeshow Kit

LOCATION

Halifax Convention Centre
1650 Argyle Street, Halifax, NS B3J 0E8

*The Sponsor Vendor Tradeshow will be housed in the Ballroom Salon as part of the **Conference Café**, the central hub of the conference where all guests will arrive, meet and network. This space will also host the coffee break stations and Vendor Reception.*

SCHEDULE

Move-in and set-up:

Wednesday, April 19, 2023	2:00 pm – 5:00 pm
Thursday, April 20, 2023	6:00 am – 7:30 am

Please note: Exhibits must be completely set-up and ready by 7:45 am on April 20

Conference Exhibit Hours:

Thursday, April 20, 2023	8:00 am – 4:30 pm
Vendor Reception	4:30 pm – 6:00 pm
Friday, April 21, 2023	9:00 am – 3:00 pm

Dismantle and Move-out:

Friday, April 21, 2023	3:00 pm – 5:00 pm
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Please note: Exhibits must be completely dismantled by 5:00 pm

EARLY SHIPPING, STORAGE AND DELIVERY

Items that must be shipped and received prior to April 19, 2023, must be routed through the event's supplier and customs broker, Global Convention Services. Additional information and instructions will be provided to confirmed sponsors. All shipping and receiving costs are at the expense of the sponsor vendor.

BOOTH SPACE

Spaces include:

One(1) 6' skirted table

Two(2) chairs

One(1) power outlet

**It is imperative that sponsor vendors supply their own extension cords or arrange for additional equipment rental, including furniture, carpet or draping, with Global Convention Services.*