

ATLANTIC SECURITY CONFERENCE

# ATLSECCON RETURNS

Thursday, April 4th & Friday, April 5th, 2024

Halifax Convention Centre

Halifax, NS, Canada



**2024 SPONSORSHIP INVESTMENT OPPORTUNITES**

## **OUR STORY**

ATLSECCON is not-for-profit society, led by a group of volunteers, that has become the premier, 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. Since its early beginnings in 2011, ATLSECCON has shown incredible growth year over year to become a high-profile industry event hosting over 800 attendees with several learning tracks, a full sponsor-exclusive Tradeshow, Sponsor Vendor Reception and Speakers Dinner. 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 to collaborate with their peers and learn from leading industry experts.

## **OUR ATTENDEES**

Our attendees are users, influencers, and buyers - our goal is to invite sponsors who will bring value and establish a relationship with our attendees. Attendees are middle to senior management representing a range of company sizes from the small (-25) to the very large (25,000+), with most attendees having strong security skills. ATLSECCON also provides opportunities for students, with focused studies in cyber security, from Dalhousie University and the Nova Scotia Community College, to attend.

### ***A Note Regarding Attendee Contact Lists***

The ATLSECCON volunteer board is steadfast in their commitment to attendees that individuals will remain in control of their personal contact information. Attendees will be provided with a badge that includes a scannable QR code containing contact information, should they choose to share it. Sponsors will be provided with an exclusive log-in code to our scanning app. Sponsors may also develop their own on-site collection of client contact information through conversations, business card collections or prize draws, to name a few.

## OUR SPEAKERS

One element that makes ATLSECCON a must-attend conference, for both attendees and sponsors, is the unmatched quality, skill, expertise and knowledge of our speakers who showcase the latest attacks, tools and research in the market. The conference features keynotes from the most respected and trusted experts worldwide, having an unparalleled depth of understanding on topics that matter.

## OUR LOCATION

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 the conveniences you expect, while delivering the hospitality the East Coast is famous for! The Halifax Convention Centre is right on the doorstep of downtown and within walking distance of major hotels, upscale restaurants, bars and shopping. Convention Hall offers versatile and flexible space with easy access from the main Argyle Street entrance. This independent convention floor features a column-free hall with adjacent meeting space, ample pre-function space, and a secondary convention hall - the perfect space for our Sponsor exclusive tradeshow and plenary sessions.

## YOUR OPPORTUNITY

This is your opportunity to engage attendees with the goal to develop quality leads; it is what brings security related organizations to ATLSECCON, year after year – 75% of our sponsors are repeat investors. The tradeshow, reserved exclusively for sponsors, is the heart of the conference with investment opportunities starting at \$6,000. Opportunities outside of the tradeshow floor start at \$5,000. The benefits listed for each level are suggestions to help activate your sponsorship. Please let us know if you have a new idea we could consider.

*\*Please note: sponsor benefits do not include speaking opportunities or tickets to the Speakers Dinner.*

## SECURE YOUR SPOT

Visit our website link to easily book your preferred sponsor package – simply “[click here to become a sponsor](#)” to complete the onboarding form and upload your logo. For questions regarding **sponsorship opportunities** please email [Leanne@AtlSecCon.com](mailto:Leanne@AtlSecCon.com) .

**In addition to the exclusive benefits reserved for each level, sponsors will benefit from the following:**

- **10x10 tradeshow floor booth space**  
*(NOTE: Gold, Silver, Bronze only. Platinum sponsors will have a suite)*
- **Branding/logo on the conference website and on-site digital promotions**
- **Branding/logo in the Sponsor Vendor Passport program**  
*(NOTE: Platinum, Gold, Silver, Bronze, only)*
- **Targeted social media mentions**
- **Reserved ticket pricing at \$275, for additional ticket purchases (Standard tickets \$299)**

## **EXCLUSIVE PLATINUM BENEFITS**

### **\$20,000 (CDN)**

- 1000+ square foot suite with entrance facing the tradeshow floor. Uses can include displays, company/product presentations, F&B experiences (with limitations).
- Additional on-site signage and branding
- Conference Package: Passes for 10 (10)  
*\*Sponsors must ensure booth attendants/staff are accounted for, or purchase additional passes.*
- Sponsor Reception Package: TWENTY-FIVE (25) complimentary drink tickets

## **EXCLUSIVE GOLD BENEFITS**

### **\$10,000 (CDN)**

- Prime booth location
- Conference Package: Passes for SIX (6)  
*\*Sponsors must ensure booth attendants/staff are accounted for, or purchase additional passes.*
- Sponsor Reception Package: FIFTEEN (15) complimentary drink tickets

*~ATLSECCON is a not-for-profit Society,  
HST charges are not applicable to sponsor  
pricing~*

## **EXCLUSIVE SILVER BENEFITS**

### **\$8,000 (CDN)**

- Conference Package: Passes for FOUR (4)  
*\*Sponsors must ensure booth attendants/staff are accounted for, or purchase additional passes.*
- Sponsor Reception Package: TEN (10) complimentary drink tickets

## **EXCLUSIVE BRONZE BENEFITS**

### **\$6,000 (CDN)**

- Conference Package: Passes for TWO (2)  
*\*Sponsors must ensure booth attendants/staff are accounted for, or purchase additional passes.*

## **EXCLUSIVE BUFFET BENEFITS**

### **\$5,000 (CDN)**

- On-site signage on/near buffet
- Opportunity to greet guests
- Opportunity to provide branded coffee-cup sleeves (at the sponsor's expense)
- Conference Package: Passes for TWO (2)  
*\*Sponsors must ensure staff are accounted for, or purchase additional passes.*

## **EXCLUSIVE VILLAGE BENEFITS**

### **\$5,000 (CDN)**

- Open-air workshop space/seating for 20
- Conference Package: Passes for TWO (2)  
*\*Sponsors must ensure facilitators/staff are accounted for, or purchase additional tickets.*

## APPENDIX A:

### Sponsor Tradeshow Information

#### LOCATION

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

#### SCHEDULE

##### Move-in and set-up:

Wednesday, April 3, 2024                      2:00 pm – 5:00 pm

Thursday, April 4, 2024                      6:00 am – 7:30 am

*Please note: Exhibits must be completely set-up and ready by 7:45 am on April 4*

##### Conference Exhibit Hours:

Thursday, April 4, 2024                      8:00 am – 4:30 pm

Sponsor Reception                              4:30 pm – 6:00 pm

Friday, April 5, 2024                         9:00 am – 3:00 pm

##### Dismantle and Move-out:

Friday, April 5, 2024                         3:00 pm – 5:00 pm

*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 3, 2024, must be routed through the event's supplier, 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 (Gold, Silver, Bronze)

Spaces include:

Black drape

One(1) 6' skirted table

Two(2) chairs

One(1)power outlet

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