



Alta Associates, Inc

EXECUTIVE WOMEN'S FORUM

INFORMATION SECURITY, RISK MANAGEMENT & PRIVACY

CORPORATE SPONSORSHIP BENEFITS

The **Executive Women's Forum** (EWF) is an elite gathering of the nation's most influential female executives within the Information Security, Privacy, and Risk management arenas. Over the last six years, the EWF Forum has provided sponsors with an exclusive environment to build personal, professional and lasting relationships with key industry decision makers.

Sponsors take an active role, participating in all daily and evening events inclusive of attending the "Women of Influence" awards ceremony. The WOI awards are co-presented by CSO magazine, the resource for security executives and Alta Associates, the industry's leading executive recruitment firm. Sponsors benefit from inviting executives within their organization as well as strategic customers and partners to attend the conference.

The EWF has established a proven track record of exceeding sponsor's expectations. The industry's most prominent women choose the EWF as their community to share best practices, build relationships, and network amongst their peers. Don't miss your opportunity to benefit from this experience!

EWF sponsorship grants your company an opportunity to:

- Strengthen your corporate brand via exposure to industry decision makers
- Develop lasting relationships with top executives and influencers
- Gain visibility through active participation in all events
- Interact with attendees and obtain valuable market data regarding customer needs and requirements
- Spend valuable time with your strategic customers and partners

This is a unique opportunity to present your message to:

- Over **200** of the most influential decision makers from the **Fortune 100 CSOs, CPOs and Senior Executives from organizations such as:**
 - Allstate
 - Bank of America
 - American Express
 - FedEx
 - Merck
 - Goldman Sachs
 - Morgan Stanley
 - Procter & Gamble
 - CitiGroup
- **Executive corporate ranks:**
 - 27 % CXO
 - 42 % EVP/SVP/VP
 - 31 % Director

"The EWF is unique in providing thought provoking content in an atmosphere which is unrivaled by any other event."

– Bernadette V. Nixon
SVP, GENERAL MANAGER,
CA, NORTH EAST & CANADA

"The EWF is the first conference I put into my schedule every year. I have not found a better venue for networking and content."

– Suzanne Hall,
CISO, AMERICAN RED CROSS

To renew your sponsorship or for additional information, please contact Joyce Brocaglia or Stephanie Gates of Alta Associates at ewf@altaassociates.com

Details for the EWF 2009 Annual Conference are located at www.infosecuritywomen.com

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SPONSORSHIP OPPORTUNITIES

- DIAMOND SPONSORSHIP**\$50,000
- PLATINUM SPONSORSHIP**\$30,000
- GOLD SPONSORSHIP**\$15,000
- SILVER SPONSORSHIP**\$ 7,500

	Diamond 50K	Platinum 30K	Gold 15K	Silver 7.5K
Logo in EWF Ad in <i>CSO Magazine</i>	X			
Cocktail Party Sept. 23rd	X			
Executive Briefings Product Demos Sept. 23rd	X			
Logo on Conference Bag	X	X		
Moderator of Round Table Lunch Discussions	2	1		
Conference Bag Filler	X	X		
Conference Passes	8	5	2	1
Carnegie Mellon INI Program	X			
Logo, Company Description & URL in Program Guide & Website	X	X	X	X
Advertisement in Program Guide	FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
Breakfast September 24th			X	
Logo on Large Podium Sign in Front of Room	X	X	X	X

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- **Diamond - Cocktail Party.** Special recognition will be given at the Cocktail Party on September 23, 2009 both verbally and with signage displayed at the event. The Hyatt will provide upscale appetizers, desserts, a carving station, coffee and tea, open bar featuring call brands, house red & white wines, domestic beer, mineral water and soft drinks.
- **Diamond - Passport of Prizes, Executive Briefing and Product Demo Reception.** Diamond sponsors will be provided with a table top at the Wednesday evening cocktail party where they can display their product and/or services, provide brochures, or conduct demos. Every EWF attendee will be given a "passport" that they will have stamped at each table top. Sponsors will each donate a prize or prizes to be listed on the passport. Once an attendee has received a stamp from every Diamond sponsor, the Passport will be entered into the prize drawing. Winners will be announced and prizes awarded. (Details of specific requirements will be provided).
- **Diamond - Opportunity to develop a specialized relationship with Carnegie Mellon University's Information Networking Institute (INI) and their graduate degree students.** We are developing a program to provide unique exposure and fostering of relationships that may include the following:
 - Opportunity to act as an INI guest lecturer
 - Direct access to graduate student resumes
 - Recognition on the INI website and news release regarding EWF
 - Opportunity to establish a mentoring relationship
 - Act as a liaison to INI's women's organization W@INI
- **Diamond - Your company name and logo will be displayed on the canvas totes.** This will provide your company with high-visibility and exposure.
- **Diamond - Your company logo will be listed in three (3), full page, 4-color EWF ads in CSO Magazine.** (May, June & July issues).
- **Diamond & Platinum - Conference tote bag contents.** Be in the hands of every attendee by placing one piece of your company's literature in the conference tote distributed upon registration.
- **Diamond & Platinum - Your company representative will moderate a Round Table Discussion** on a relevant topic which has been pre-determined by the EWF. This is an opportunity to share your company's expertise in the industry.
- **Diamond, Platinum, Gold & Silver - Full conference attendee registrations to the EWF.** You will be able to invite qualified Executive women from your organization, your firm's clients and/or customers. (value \$1795 per registration) Additionally, you will receive 20% off of the registration fee of any qualifying clients you invite and 10% off of any qualifying employee.
- **Diamond, Platinum, Gold & Silver - Your logo will be prominently displayed during the event.** Your company name and logo will be displayed on a large sign that will be located in the front of the room during each session. Diamond sponsors will be listed first and have the greatest visibility.
- **Diamond, Platinum, Gold & Silver - Your company name, logo and description will be listed in the EWF program guide.**
- **Diamond, Platinum, Gold & Silver - Your company name, logo and URL will be displayed on the event website.**
- **Diamond, Platinum, Gold & Silver - Your advertisement will appear in the EWF program guide.**



ADDITIONAL SPONSORSHIP OPPORTUNITIES TO CONSIDER:

WOMEN OF INFLUENCE (WOI) AWARDS

\$40,000 (EXCLUSIVE SPONSORSHIP)

\$35,000 (If in Addition to Diamond Or Platinum Sponsorship)

An executive of the Sponsoring Company along with the editor of CSO magazine will present the four awards at the WOI Ceremony.

- **Exclusive sponsor** of awards ceremony and lunch.
- **Three (3) full conference attendee registrations to the EWF.** You will be able to invite two (2) qualified Executive women from your organization and one (1) of your firm's clients and/or customers. *(value \$1,795 per registration)*
- **Your company logo displayed on WOI 1/3 page ad in CSO Magazine** for May, June & July.
- **Your company name and logo will be displayed on a sign located in the foyer area.** Special recognition will be given at the awards ceremony.
- **Your company name, logo and description will be displayed on the EWF event website and in the EWF Program Guide.**
- **Additional recognition** for sponsorship of the WOI will be given at the cocktail party the first evening of the EWF.
- **The sponsoring company will receive a black and white, full-page ad in the EWF program guide.**
- **E-mail notifications will be forwarded highlighting and mentioning the awards sponsorship** (press release and e-mail blasts, re: WOI nominations). Company name/awards sponsor on all "Call for Nomination" e-mails.
- The EWF will put a **link to the sponsoring company's website on the WOI page** (as the exclusive sponsor of the awards).
- **As a WOI Awards sponsor you can submit content for the EWF website post conference.** For example:
 - White paper or research brief, etc.
 - Academic article or presentation
 - Template – you can modify an existing template you use for wider consumption by conference attendees. (i.e. Threat analysis template).
 - Tools – (those which are permissible for you to re-distribute) on the CD, tools are a great resource
 - Example of metrics and stats, Policy Papers & Case Studies

GOLF OUTING

\$20,000 (EXCLUSIVE SPONSORSHIP)

The Golf Clinic and Tournament will include a continental breakfast, a one hour golf clinic, greens fees and tournament.

- **Exclusive sponsor** of golf outing.
- Your corporate **sponsorship acknowledged** at event.
- Your company **logo displayed** during the EWF Golf Clinic and Tournament.
- **Your company name and logo displayed on a sign located in the golf registration area.** Special recognition, both verbally and with signage, will be given at the golf event.
- **Your company name, logo and description will be listed in the golf brochure** detailing the clinic, tournament and prize categories.
- **Your company name and logo will be displayed on the EWF event website.**
- **Additional recognition** for sponsorship of the EWF Golf Clinic and Tournament will be given at the cocktail party the first evening of the EWF.
- **E-mail notifications will be forwarded highlighting and mentioning the golf sponsorship.** There will be an additional cost to the participants for golf club rentals. (We are charging a small fee as we have to reserve the course and need to insure that the women who sign up are committed to attending).
- **As a golf sponsor you can submit content for the EWF website post conference.** For example:
 - White paper or research brief, etc.
 - Academic article or presentation
 - Template – you can modify an existing template you use for wider consumption by conference attendees. (i.e. Threat analysis template).
 - Tools – (those which are permissible for you to re-distribute) on the CD, tools are a great resource
 - Example of metrics and stats, Policy Papers & Case Studies



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ADDITIONAL SPONSORSHIP OPPORTUNITIES CONTINUED...

WINE EDUCATION EVENT

\$20,000 (EXCLUSIVE SPONSORSHIP)

This two hour event designed to teach wine and food pairing is offered on-site by John O'Connell, a Certified Sommelier, with over 28 years in the food and beverage industry. Participants (50 maximum) will sample various wines and appetizers.

- Exclusive sponsor of the wine education event.
- Your corporate sponsorship will be acknowledged at the event.
- Your company name and logo will be displayed on a sign located in the event registration area. Special recognition, both verbally and with signage, will be given at the event.
- Your company name and logo will be displayed on the EWF event website.
- Additional recognition for sponsorship of the EWF Wine Education Event will be given at the cocktail party the first evening of the EWF.
- E-mail notifications will be forwarded highlighting and mentioning the wine education event sponsorship.
- As the wine education event sponsor you can submit content for the EWF website post conference.
For example:
 - White paper or research brief, etc.
 - Academic article or presentation
 - Template – you can modify an existing template you use for wider consumption by conference attendees. (i.e. Threat analysis template).
 - Tools – (those which are permissible for you to re-distribute) on the CD, tools are a great resource
 - Example of metrics and stats, Policy Papers & Case Studies

GALA THEME EVENT: COCKTAILS

\$15,000 (EXCLUSIVE SPONSORSHIP)

The 2009 EWF will have an open bar featuring call brands, house red and white wines, domestic beer, mineral water and soft drinks.

- Special verbal recognition will be given at the Gala Theme Event on September 24, 2009 during the evening with your company logo prominently displayed during the event.
- Your company name and logo will be displayed on signage in the front of the room during the Gala.
- Your company name, logo and description listed in the EWF program guide.
- Your company name and logo will be displayed on EWF event website.
- Your Company can place an upscale promotional item on the dinner table during the Gala for each attendee.

GALA THEME EVENT: DINNER

\$15,000 (EXCLUSIVE SPONSORSHIP)

The 2009 EWF will provide an upscale buffet complete with appetizers, carving stations, pastries, desserts, coffee and teas.

- Special verbal recognition will be given at the Gala Theme Event on September 24, 2009 during the evening with your corporate logo prominently displayed during the event.
- Your company name and logo will be displayed on signage in the front of the room during the Gala.
- Your company name, logo and description will be listed in the EWF program guide.
- Company name and logo will be displayed on the EWF event website.

GALA THEME EVENT: ENTERTAINMENT

\$15,000 (EXCLUSIVE SPONSORSHIP)

The 2009 EWF will have live entertainment for the entire evening at the Gala.

- Special verbal recognition will be given at the Gala Theme Event on September 24, 2009 during the evening with your company logo prominently displayed during the event.
- Your company name and logo will be displayed on signage in the front of the room during the Gala.
- Your company name, logo and description will be listed in the EWF program guide.
- Your company name and logo will be displayed on the EWF event website.

WIRELESS CONNECTIVITY

\$15,000 (EXCLUSIVE SPONSORSHIP)

Sponsor the wireless connectivity during the conference and your brand will be in front of the attendees every time attendees log on to their computer during the conference.

- Your company name and logo will be displayed on signage in the front of the room throughout the event.
- Your company name, logo and description will be listed in the EWF program guide.
- Your company logo and URL will be displayed on the EWF event website.

MEMORY STICK

\$12,500 (EXCLUSIVE SPONSORSHIP)

This sponsorship opportunity prominently displays your company logo on memory sticks distributed to each attendee at registration.

- These devices will contain the conference agenda and session handouts. In addition, you can pre-load the memory sticks with your company description and contact information, as well as White Papers, reports and other relevant and beneficial documents (upon mutual agreement between sponsor and EWF).



ADDITIONAL SPONSORSHIP OPPORTUNITIES CONTINUED...

AUDIENCE RESPONSE SYSTEM

\$12,000 (EXCLUSIVE SPONSORSHIP)

Sponsor the Audience Response Technology providing the opportunity for active audience participation and contribution.

- Your company logo will be visible each time attendees are polled for their feedback during panel discussions. *(The EWF and sponsor will work together to determine pertinent questions for achieving accurate data and promoting audience involvement.)*
- Your company name, logo and description will be listed in EWF program guide.
- Your company logo and URL will be displayed on the EWF event website.

HOTEL KEY CARDS

\$7,500 (EXCLUSIVE SPONSORSHIP)

Sponsor the Hotel Room Key Cards of attendees staying at the Hyatt. Your brand will be visible each time the attendees enter their hotel room.

- Your company logo will be printed on one side of each room key card. Sponsor has the option of designing the key card within hotel specifications.

CONFERENCE TOTE BAG CONTENTS

\$5,000 (NON-EXCLUSIVE SPONSORSHIP)

- Be in the hands of every attendee by placing one high-end promotional item in the conference tote, distributed upon registration. *(The promo item to be provided by your company and approved by the EWF).*

BREAKFAST

\$5,000 (EXCLUSIVE SPONSORSHIP)

- Breakfast sponsorship is available for Friday, September 25th. Sponsorship signage with your company logo will be provided by the EWF.

PROMO MATERIALS ROOM DROP

\$4,000 (LIMITED AVAILABILITY)

- We'll place your promo under the door of every attendee, speaker, and press rep registered for the conference. *(The promo material to be provided by your company and approved by the EWF).*

COMPANY NOTEPADS

\$3,000 (EXCLUSIVE SPONSORSHIP)

- Attendees will take note of your company name and logo on the conference notepads they'll use throughout the event and back at the office!

SWIVEL SPLIT-RING KEYHOLDER

\$3,000 (EXCLUSIVE SPONSORSHIP)

- We'll imprint your company name and logo on a hand polished, nickel finished keyholder to be distributed at the EWF conference.

GOLF ACCESSORY BAG

\$2,500 (EXCLUSIVE SPONSORSHIP)

- Your company name and logo will be screen-printed on the golf accessory bags for the 6th Annual Golf Outing scheduled for September 23rd. The bag has a pocket for storing accessories including golf gloves, tees and a divot tool.

GOLF TOWELS

\$2,000 (EXCLUSIVE SPONSORSHIP)

- Your company name and logo will be screen-printed on a heavyweight golf towel distributed to the EWF golfers at the 6th Annual Golf Outing scheduled for September 23rd.

VISORS

\$2,000 (EXCLUSIVE SPONSORSHIP)

- Your company name and logo will be placed on a Sun Visor distributed to the EWF golfers at the 6th Annual Golf Outing scheduled for September 23rd.

GOLF TEES

\$1,000 (EXCLUSIVE SPONSORSHIP)

- Your company name will be placed on golf tees distributed to the EWF golfers at the 6th Annual Golf Outing scheduled for September 23rd.

DISPLAY ADVERTISING IN THE EWF PROGRAM GUIDE

- Every conference attendee receives a copy of the 2009 EWF Program Guide. This provides the advertiser with maximum exposure:

• ¼ page ad (b/w)	\$ 500
• ½ page ad (b/w)	\$ 750
• Full page ad (b/w)	\$1,500
• Inside front cover (2-color ad).....	\$2,000
• Inside back cover (2-color ad).....	\$2,000

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