

Est. 2017

2022

IT SECURITY & RISK SYMPOSIUM

Atlantic Canada's premier Fall conference focused on cybersecurity, IT audit, risk, and privacy located in the heart of downtown Halifax, Nova Scotia.



OCT 24 & 25, 2022

Rated 4.5/5 by Sponsors



18

Sponsors

200

Attendees

20

Speakers



ISACA

Atlantic Provinces Chapter

www.isacaconference.ca

ABOUT THE SYMPOSIUM

The ISACA Atlantic Provinces Chapter is pleased to announce the 2022 IT Security & Risk Symposium being held at the Halifax Harbourfront Marriot Hotel, on October 24 & 25, 2022. Founded in 2017, this event has become one of the premier IT events in Atlantic Canada, known for great speakers, great food, and our infamous bacon break.

The Chapter is a registered non-profit affiliated with ISACA Global, operated by a group of elected volunteers supporting our 200 members located in all Atlantic Canadian Provinces including New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador.

Our goal is to enhance their skills, expand their professional knowledge and connect them with a vibrant community of peers. As such, the Atlantic Provinces chapter hosts this two-day event to promote education and networking between our members and non-members.

ISACA Global has served the professional community for more than 50 years. The association was incorporated as the EDP Auditors Association in 1969 by a small group of individuals who recognized a need for a centralized source of information and guidance in the new field of electronic data processing audit. Today, ISACA serves 150,000 professionals in 188 countries, who span several roles in assurance, governance, privacy, risk, and information security.



SPONSORS



Our ability to hold such a high-quality event each year is dependent on sponsorships from generous IT vendors and service providers. As such we take great pride and care to ensure our partners see value from these sponsorships.

Feedback from our sponsors during our last in person event was extremely positive with an overall satisfaction rating of 4.5/5.

QUESTIONS	RATING
What is your overall level of satisfaction with this event?	4.43
What is your level of satisfaction with the venue?	4.86
How would you rate the quality of the event staff?	4.86
How would you rate the overall organization of the event?	4.50
What is your level of satisfaction with the overall sponsorship process?	4.50
How would you rate the value obtained from your sponsorship?	4.32
How would you rate traffic to your booth?	4.39
How likely would you be to sponsor our annual event again?	4.43

While we welcome attendees who are just entering their fields to those are at the end of their careers, our event inherently attracts many attendees in management positions representing provincial or municipal government entities and public sector industries including and not limited to banking, telecom, and power.

These attendees have a higher chance of having purchasing influence or purchasing power increasing the quality of leads generated by our sponsors.

SPONSOR PACKAGES

2022 (Halifax Marriott Harbourfront Hotel)

Platinum	Gold	Silver	Bronze
\$6,500	\$4,000	\$3,000	\$1,000
2 Available	6 Available	10 Available	5 Available

LEVEL	BENEFITS
Platinum	<ul style="list-style-type: none"> • 30-minute lunch presentation (Day 1 or Day 2) in ballroom A/B • Opt-in contact information by attendees • One booth to present and interact with attendees • One free pass for booth attendant and three additional free passes • Sponsor acknowledgement and logo on website, social media, and throughout the event. • Specific acknowledgement of sponsorship during opening and closing remarks • Post-event wrap-up report
Gold	<ul style="list-style-type: none"> • Opt-in contact information by attendees • One booth to present and interact with attendees • One free pass for booth attendant and two additional free passes • Sponsor acknowledgement and logo on website, social media, and throughout the event. • Post-event wrap-up report • Guaranteed Speaking Spot (1 Available) or (7) other sponsorship options valued at \$1500.00 each including sponsor of: <ul style="list-style-type: none"> • The Bacon Break (1), Social Event (1), Keynotes (3), or Lunches (2). • Option choices are based upon registration sequence (first come, first serve basis) <p>Note: Details for gold sponsorship options can be found below. Sponsorship options include additional acknowledgement during the conference and advertising on social media.</p>
Silver	<ul style="list-style-type: none"> • One booth to present and interact with attendees • One free pass for booth attendant and one additional free pass • Sponsor acknowledgement and logo on website, social media, and throughout the event. • Post-event wrap-up report
Bronze	<ul style="list-style-type: none"> • Company logo on conference website (linked back to your website) • One free pass • Joint signage throughout conference • Sponsor acknowledgement and logo on website, social media, and throughout the event. • Post-event wrap-up report

ITEM	DESCRIPTION OF BENEFITS
Booth	<p>This is your opportunity to show case the products and services of your organization in our lively Exhibit foyer right outside our conference room. Exhibit booths will be set in a way that is conducive to networking, providing maximum exposure for your organization.</p> <p>Refreshments and the luncheon in the foyer over the two days encourages participants to visit all booths. Passport stamps will drive traffic to your booth for a chance to win prizes at the end of day 2. In addition, we will work with you to promote any prizes to support driving traffic to your booth.</p> <p>Requirements</p> <ul style="list-style-type: none"> • ISACA Atlantic Provinces Chapter will be required to be notified of any prizes to be promoted 30 days prior to the event to be included in the marketing campaign.
Lunch 30 Min Presentation	<p>While all presentations to our attendees are required to be educational and vendor neutral, this is a 30 -minute opportunity at lunch to provide a presentation that can also promote your relevant products or services to a dedicated crowd of attendees.</p> <p>Attendance is optional and we will help promote the session by promoting any prize(s) that maybe offered for attending. We do require that your presentation is still educational.</p> <p>Requirements</p> <ul style="list-style-type: none"> • Presentation abstract is required to be submitted and approval by ISACA one month prior to event. • Session should still be educational in nature. • Choice of presentation day request is on a first-come first-serve basis, however can be changed as the discretion of ISACA. • Attendance is optional and requires working with the conference to drive traffic to the session.
Opt-In contact Information	<p>Be able to connect with attendees whom opt-in to our sponsor’s mailing list when registering for our event. This provides you with the ability to contact attendees after the event to make additional connections or sales.</p>
Sponsor Acknowledgement	<p>We want to make sure that attendees know that their attendance to our event is highly dependent on the financial support provided by our sponsors. As a result, we want to acknowledge your support on social media (Twitter & LinkedIn), our website and signage throughout our event.</p>
Speaking Opportunities	<p>Get in front of our attendees as a speaker to build your organizations profile in the IT community within Atlantic Canada and position yourselves as experts that can lead to new business opportunities and an increase in sales and new customers</p> <p>.</p>
Post-Event Wrap-Up Report	<p>We will provide you with a one-page post event wrap up report outlining:</p> <ul style="list-style-type: none"> • The number of attendees, speakers, sponsors, geographical representation of attendees, • Results of surveys by attendees

GOLD SPONSOR OPTIONS

Qty	Item	Description
3	Keynote Speakers	<p>The most prominent speakers at a conference are the keynotes. This is your opportunity to sponsor their attendance to the conference and be recognized along with our advertising of their participation</p> <p>Summary</p> <ul style="list-style-type: none"> • Be recognized as a keynote sponsor • Acknowledgement on social media (Twitter & LinkedIn) of sponsorship • Acknowledgement on Conference website of sponsorship linked back to your organization's website • Acknowledgement of sponsorship during Keynote introduction
1	Social Event	<p>After a first day of listening to great speakers, what is better than an opportunity to have a few drinks, great food, socialize, and network with other attendees and sponsors in the Marriott's Harbourstone Private Dining Room. Let us help associate such a great experience with your organization.</p> <p>Summary</p> <ul style="list-style-type: none"> • Sponsorship of conference social • Advertising on social media of event and sponsorship
1	Bacon Break	<p>Who doesn't like bacon? What is better than bacon? That is right, bacon and chocolate. Our famous bacon break is back for another year with rave reviews by past attendees. After a long day of learning, some bacon will keep attendees held over until our evening social. Let us associate this mouth-watering break at the conference and on social media with your organization.</p> <p>Summary</p> <ul style="list-style-type: none"> • Sponsorship of the now famous afternoon bacon break! • Announcement of sponsorship at the conference • Social media marketing of the bacon break once a week for 1 month prior to the event.
2	Lunch	<p>With a focus on quality, our conference ensures that our attendees leave the conference with two full days of education and very full stomachs with a desire to attend the conference again if nothing more than the food. If your customers associate your products or services with quality, here is an opportunity for the perfect marriage to promote your organization.</p> <p>Summary</p> <ul style="list-style-type: none"> • Sponsorship of Luncheon (Buffet and Refreshments) • Announcement of sponsorship at the conference, • Signage of sponsorship • Social media marketing of the sponsorship once a week for 1 month prior to the event

VENUE



Halifax Marriott Harbourfront Hotel in Nova Scotia's bustling capital city is situated along the scenic waterfront, with easy access to the shops and restaurants along the boardwalk as well as the Historic Properties.

The venue is only 26 minutes from the Halifax International Airport with one way taxi or limo fees on average of \$70. The Marriott also has underground parking and Purdy's Warf parking available next door if driving.

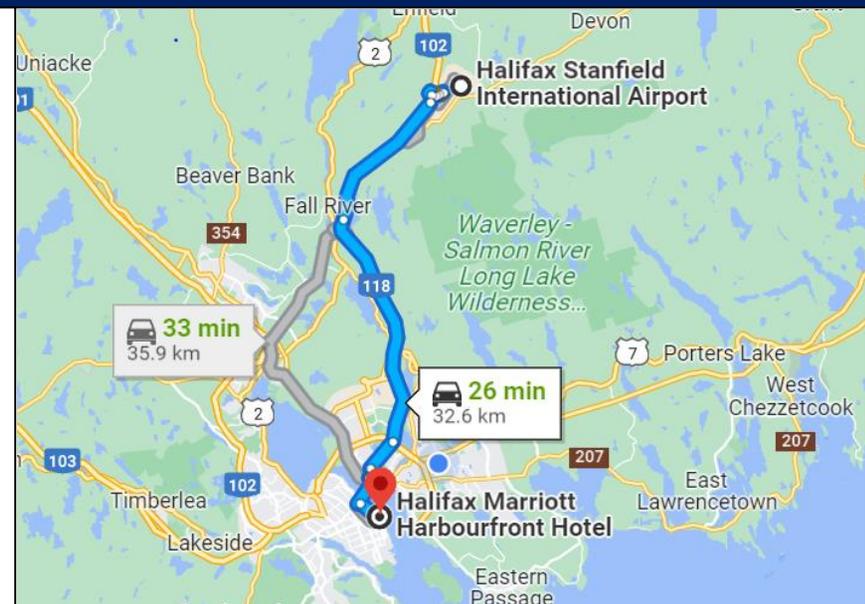
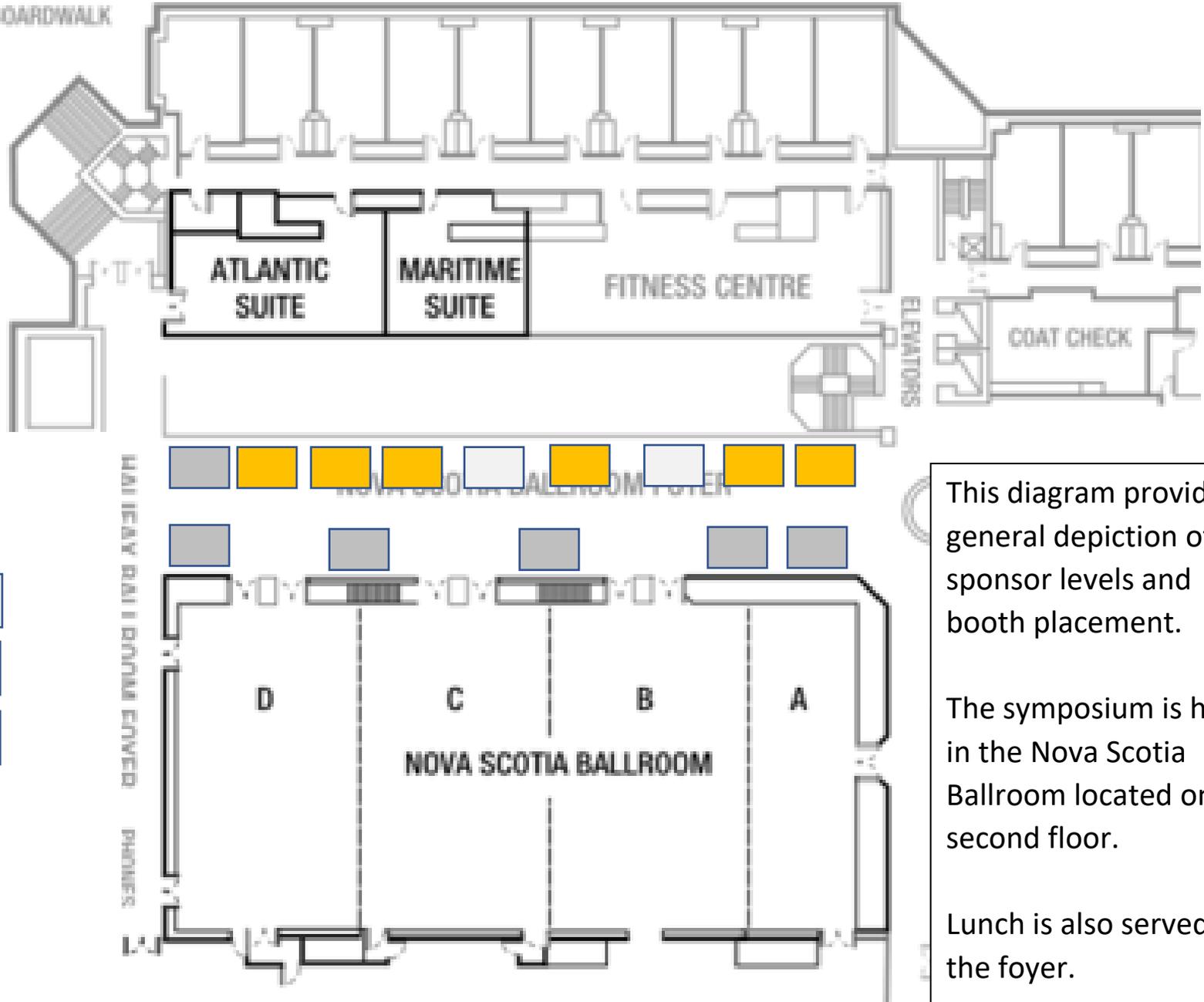


EXHIBIT HALL

EXIT TO BOARDWALK



This diagram provides a general depiction of sponsor levels and booth placement.

The symposium is held in the Nova Scotia Ballroom located on the second floor.

Lunch is also served in the foyer.

- Platinum
- Gold
- Silver

BACON BREAK!



The bacon break made its debut when the Symposium was founded in 2017 and has become an annual tradition. After two years of hosting the event virtually, we are excited to bring this back in 2022.