



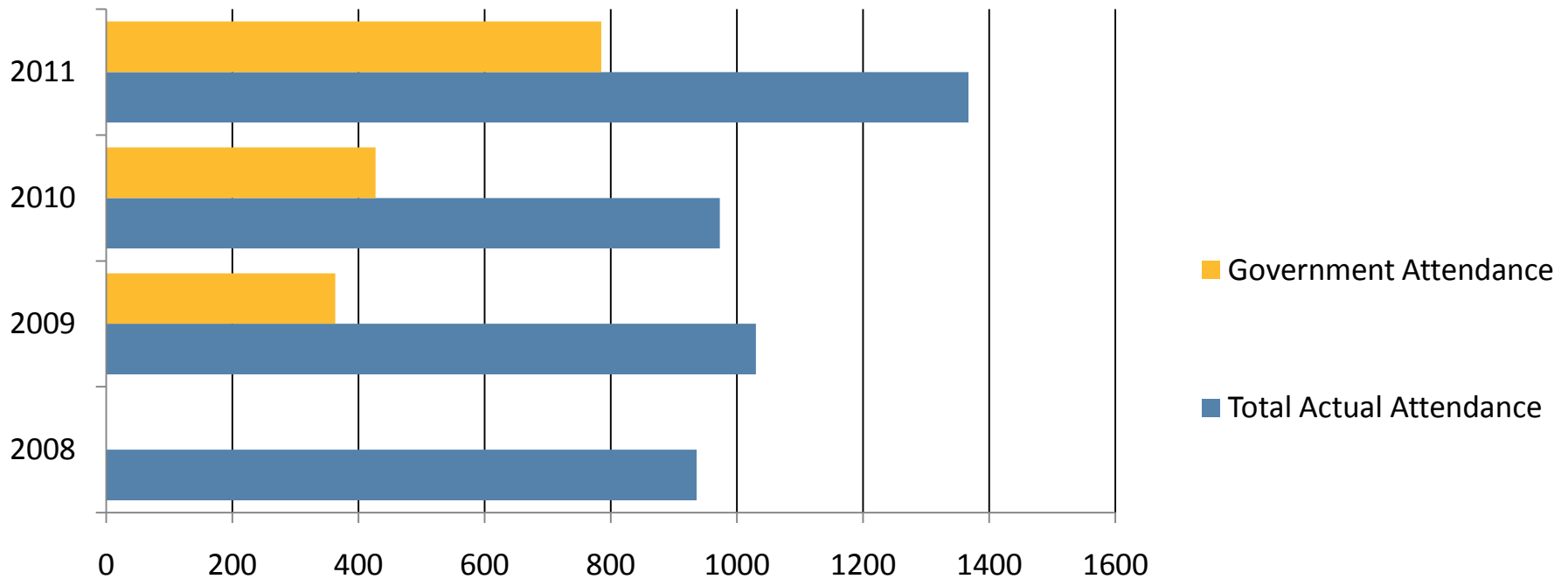
# **Symantec Government Symposium 2012 Sponsorship Prospectus**



# **Symantec Government Symposium 2011 Review**

# 2011 Government Symposium Attendee Break-down

- Total attendance: **1,367**
- 64% of pre-registrants (1,751) attended; there were also 244 onsite registrants
- Government attendance up by 13% (57% of attendees)



# Program Summary

- 67 speakers
- 36 government speakers
- Response overwhelmingly positive:



*“General Powell was a brilliant speaker and presenter. His stories and anecdotes perfectly helped convey his discussion of the cyber and information opportunities vs. vulnerabilities we face as a nation. He was very funny and engaging, as well as a wealth of knowledge. Excellent choice getting General Powell to be a keynote speaker! Wonderful job!”*  
Morning Keynote Attendee

*“Great insight and solutions from the panel and offered in a very thought provoking manner.”*  
Cyber Track Attendee

*“Great connection of 25 point plan to DCC and to implementing cloud.”* Compliance, IT Reform, and Open Standards Track Attendee

*“Best panel on this topic I have seen to date.”* Cloud Track Attendee

*“Very effective moderator and panelists who had provocative and compelling thoughts to express.”* Information Sharing and Risk Management Track Attendee

# Cyber Awards Program

- **The Cyber Awards** recognize individuals who exemplify excellence in government cyber security through individual contributions to cyber security programs that protect our nation's data and systems. The awards also recognize thought leaders who have developed and operationalized innovative strategies or programs to address government cyber security challenges.
- **2011 Winners:**
  - **U.S. Congress/Capitol Hill:** Congressman Michael McCaul (R-TX), U.S. House of Representatives
  - **Federal – Civilian:** Dion Herbert, Deputy, Bureau of Diplomatic Security, Office of Computer Security, Enterprise Security Services, Department of State
  - **Federal - Department of Defense:** Tony Sager, Chief, Information Assurance Directorate's Vulnerability Analysis & Operations Group, National Security Agency
  - **State and Local:** Alex Pettit, Chief Information Officer, Office of State Finance Information Services Division, State of Oklahoma
- **New categories for 2012 include People's Choice and Industry**

# 2011 Sponsors

**GENERAL DYNAMICS**  
Advanced Information Systems



DLT SOLUTIONS



vmware®



Quantum.



carahsoft



# Media Coverage – Highlights

[Government IT Security: Running to stand still](#)

*Government Computer News, Bill Jackson*



[Businesses urged to share more information on cyber threats](#)

*NextGov, Aliya Sternstein*

[Symantec CEO: Protect Info, Identity](#)

*FedScoop, David Stegon*



[Powell: Security, Utility Balance a Must in Ongoing Cyberwar](#)

*FedScoop, David Stegon*



[McCaul receives national award for cybersecurity](#)

*Houston News*



[Symantec honors gov cyber leaders](#)

*FedScoop, David Stegon*

[Special Report: Government in cyber fight but can't keep up](#)

*Reuters, Phil Stewart, Diane Bartz, Jim Wolf and Jeff Mason*

# **Symantec Government Symposium 2012 Sponsorship Opportunities**

# Symantec Government Symposium 2012

- Symantec Government Symposium 2012
  - Date: November 7, 2012; 8AM – 4PM
  - Walter E. Washington Convention Center, Washington, D.C.
  - One day event – featuring two keynote sessions – that brings together more than 1,300 attendees spanning government and industry
  - Reception immediately following
  - [www.symantec.com/symposium](http://www.symantec.com/symposium)



# Platinum Sponsorship

## ➤ **Advance Promotion:**

- Recognition included in radio, online and print advertising
- Logo on Symposium Web site with hyperlink
- Advisory Group committee membership (one per sponsor)

## ➤ **Onsite Participation and Promotion:**

- Speaking opportunity for two sessions
- Co-Sponsorship of Cyber Awards program
- Full-page color advertisement in Symposium program guide with premium placement
- Onsite signage and recognition at Symposium
- Literature placement in Symposium attendee bag
- Fifty-word company description in Symposium program
- 10' x 20' booth in vendor pavilion with premium placement
- Lead scanner
- Unlimited Passes

## ➤ **Cost: \$40,000 (maximum of five)**

# Gold Sponsorship

## ➤ Advance Promotion:

- Logo on Symposium Web site with hyperlink

## ➤ Onsite Participation and Promotion:

- Speaking opportunity in one session
- ½ page color advertisement and Fifty-word company description in Symposium program guide
- Literature placement in Symposium attendee bag
- Onsite signage and recognition at Symposium
- 10' x 10' booth in vendor pavilion with premium placement
- Lead scanner
- 10 passes to Symposium

## ➤ Cost: \$20,000 (maximum of 5)



# Silver Sponsorship

## ➤ Advance Promotion:

- Logo on Symposium Web site with hyperlink

## ➤ Onsite Participation and Promotion:

- Table-top display in vendor pavilion with draped table and two chairs
- 50-word company description in Symposium program guide
- Literature placement in Symposium attendee bag
- ¼ page color ad in Symposium program guide
- Onsite signage at the Symposium
- Lead Scanner
- 6 passes to Symposium

## ➤ Cost: \$7,500

## ➤ Upgrade to a 10x10 booth space for an additional \$2,500



# Additional Sponsorship Opportunities

## ➤ Breakfast Sponsorship:

- Signage in vendor pavilion
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 2 passes to Symposium

➤ **Cost: \$3,000**

## ➤ Snack Break Sponsorship:

- Signage in vendor pavilion
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 2 passes to Symposium

➤ **Cost: \$3,000**

## ➤ Mobile Survey Sponsorship:

- Exclusive Sponsor of mobile polling during morning keynote session
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 2 passes to Symposium

➤ **Cost: \$3,500**

## ➤ Agenda-at-a-Glance Sponsorship:

- Agenda sponsorship with logo included as addendum to Symposium program
- 4 passes to Symposium

➤ **Cost: \$5,000**

## ➤ Lanyard Sponsorship:

- Company logo on all registrant lanyards
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 4 passes to Symposium

➤ **Cost: \$6,500**

## ➤ Padfolio and Pen Sponsorship:

- Custom-designed padfolios and pens with company logo distributed to all registrants
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 4 passes to Symposium

➤ **Cost: \$7,500**

➤ **A tabletop sponsorship can be added to any additional sponsorship for \$2,500.**

# Additional Sponsorship Opportunities

## ➤ Water Bottle Sponsorship:

- Sole Sponsor of Water Bottle and Water stations at the Convention Center
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 6 passes to Symposium

➤ **Cost: \$10,000**

## ➤ Popcorn Sponsorship:

- Exclusive sponsor of Popcorn station in vendor pavilion for 4 hours
- Signage and 10' x 10' booth in vendor pavilion
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 6 passes to Symposium

➤ **Cost: \$10,000**

## ➤ Coffee Kiosk Sponsorship:

- Exclusive sponsor of Coffee Bar in Vendor Pavilion for 4 hours with logo coffee holders included
- Signage and 10' x 10' booth in vendor pavilion
- Acknowledgement and ¼ Page Ad in Symposium program guide
- 6 passes to Symposium

➤ **Cost: \$10,000**

## ➤ Post Event Sponsorship

- Co-sponsor of Post Event reception
- 10' x 10' booth in vendor pavilion
- Inclusion on Invite and signage at event
- 10 passes to Symposium
- Leads from raffle prize

➤ **Cost: \$20,000**

- A tabletop sponsorship can be added to any additional sponsorship for \$2,500.



# Thank you!

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