

Exhibitor & Sponsor Prospectus 2014

The 17th New York State Cyber Security Conference
AND
9th Annual Symposium on Information Assurance

SOLVING THE SECURITY

P U Z Z L E

MOBILE APPLICATION
BUSINESS NEED
USER AWARENESS
RISK MANAGEMENT
FUNDING

BYOD

Empire State Plaza, Albany, NY
June 3 - 4, 2014

What is the Cyber Security Conference?

The 17th Annual New York State Cyber Security Conference (NYSCSC '14) and 9th Annual Symposium on Information Assurance (ASIA '14) is a two-day event co-hosted by the New York State Office of Information Technology Services Enterprise Information Security Office, the University at Albany's School of Business and College of Computing and Information, and The NYS Forum, Inc. The Conference is held in Albany, New York on June 3 and 4 at the Empire State Plaza. The Conference features prominent industry experts presenting the latest innovations in cyber security and includes peer networking and sessions on leading-edge cyber security topics and issues.

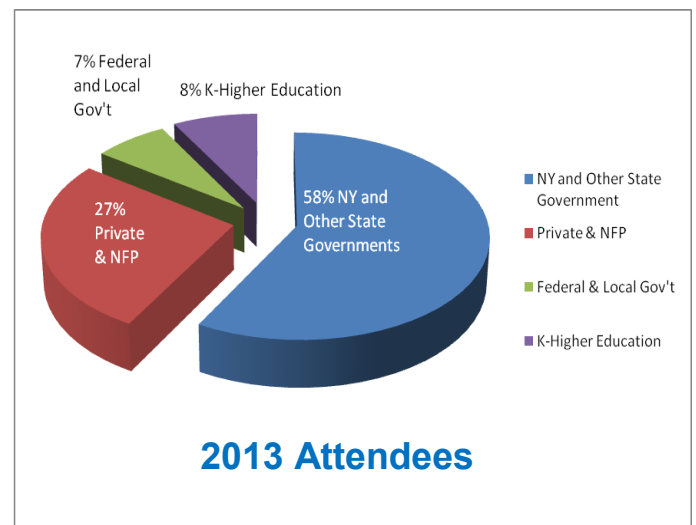
ASIA '14 complements the NYS Cyber Security Conference, as its Academic Track, with the goal of increasing interaction among security practitioners and researchers to foster the infusion of academic research into practice.

With each successive year, interest and attendance has grown. Last year's conference drew more than 1,000 attendees. This year's Conference theme, *Solving the Security Puzzle*, focuses on the many "pieces" (risk management, user awareness training, mobile applications, BYODs, funding, cloud solutions, etc.) involved in providing a secure environment to meet today's business demands.

Who Are the Conference Attendees?

Attendees include all government levels, academia, private business, not-for-profit organizations, and citizens interested in learning more about cyber security, including:

- Auditors
- Business Managers
- Critical Infrastructure Owners and Operators
- Educators
- Executives
- Information Security Professionals (CISO, ISO, Security Administrators, Cyber Incident Responders, Security Engineers, Computer Forensic Specialists)
- Information Technology Professionals (CIO, IT Directors, System Administrators, Network Administrators, Web Developers, Application Programmers)
- Law Enforcement
- Lawyers
- Process Improvement Managers
- Project Managers



Call for Exhibitors

Why Exhibit?

- Reach OVER 1,000 attendees from all government levels, private business, and not-for-profit organizations
- Key audience of Executives/CIOs, Information Security Officers, IT Directors, Business Managers
- Exhibitors consistently said the quality of the audience and their success in meeting corporate objectives were deciding factors to return
- Many participants spend 30 minutes or more with exhibitors



Who Should Exhibit?

Any company with a product or service that meets any of the following Conference goals:

- To educate the community about protecting information
- To increase awareness about cyber security threats and risks
- To sharpen staff technical skills
- To present cutting edge information to broaden cyber security professionals' knowledge
- To ensure that participants leave the event with practical information that can be applied directly to their specific cyber security environment

Note: Conference Management reserves the right to refuse an organization's Contract for Exhibit Space.

What's Included with Display Space for June 3 and 4?

- A Conference website presence with a direct link to your company website
- Company logo and 100 word description in the Conference program (deadline is 4/25/14)
- Two (2) complimentary event passes for booth personnel
- Printed logo on a "Passport" which encourages attendees to visit booths to enter a drawing for prizes
- Post-event electronic list of Conference attendees who have opted-in to receive information from Exhibitors
- 8' high back drape and 3' high side drape
- One (1) 6' table with cloth skirt and white vinyl top
- Two (2) chairs
- One (1) 7" x 44" single line identification sign
- One (1) complimentary Internet connection available
- One (1) 110v electrical connection
- After hours exhibit booth security

Note: Exhibits requiring 220v will be placed by show management.



Call for Exhibitors

How Do I Reserve Space?

- Complete the CONTRACT FOR EXHIBIT SPACE form on page 12. The form is also available on The NYS Forum, Inc. website at <http://www.nysforum.org/events/csc-2014/> .
- Include payment by check or credit card. A credit card authorization form is on page 13.

Check out the *new* Exhibit Floor Diagram on page 11!

How Much Will It Cost?

Exhibit Booth Pricing \$2,500* per booth for two (2) days of exhibiting.

*20% Discount for The NYS Forum, Inc. IT Corporate Roundtable Members. For further information visit <http://www.nysforum.org/committees/itcorporateroundtable/join.aspx>.



Early Bird Special!

\$2,000 per booth for exhibitors who sign up by Friday, 1/31/14.

What Do I Send In?

Completed CONTRACT FOR EXHIBIT SPACE form. Full payment of \$2,000 per 8' x 10' display space until 1/31/14 or \$2,500 after 1/31/14.

To Whom Do I Make the Check Payable?

University at Albany Foundation

Where Do I Send My Contract and Check Payment?

Meeting Industry Experts, Inc. (MIE)
Attn: CYBER 2014
P.O. Box 957
Schenectady, NY 12301

Note: For credit card payment see Credit Card Form on page 13.

Proposed Show Schedule

Exhibitor Move In: All exhibitors must move in on Monday, June 2, 2014, 2:00 p.m. - 5:00 p.m.

Exhibit Hall Hours - Day 1: Tuesday, June 3, 2014, 8:00 a.m. - 4:00 p.m.

Exhibit Showcase: 8:00 a.m. - 9:00 a.m., 11:30 a.m. - 1:00 p.m., 1:50 p.m. - 2:10 p.m., 3:00 p.m. - 3:15 p.m.

Exhibit Hall Hours - Day 2: Wednesday, June 4, 2014, 8:00 a.m. - 4:00 p.m.

Exhibit Showcase: 8:45 a.m. - 9:30 a.m., 10:30 a.m. - 10:50 a.m., 11:40 a.m. - 1:00 p.m., 1:50 p.m. - 2:10 p.m., 3:00 p.m. - 3:10 p.m.

Exhibitor Move Out: Wednesday, June 4, 2014, 3:00 p.m. - 5:00 p.m.

Who Do I Contact for More Information or Questions about Exhibiting?

Kim Perone,
Meeting Industry Experts, Inc. (MIE)
Email: kperone@meetingie.com
Office: (518) 280-4421
Cell: (518) 301-3593



Sponsorship Opportunities

Sponsorship Packages

Extend your brand identity and marketing capabilities at the 2014 NYS Cyber Security Conference through sponsorship packages.

How Do I Become a Sponsor?

Complete the CONTRACT FOR SPONSORSHIP form. The form is available on page 8.

Terabyte Sponsorship \$10,000

Exclusive Opportunity

One Exhibitor package plus:

- Two (2) additional 8'x10' areas (equaling a triple-sized exhibit space) in a prime location
- Sponsor of the Conference Program book, electronic and hard copy, distributed to all attendees
- Logo on the front cover of the Conference Program book
- Full two-page spread (center) or two full page ads with description and logo in Conference Program book (in black and white (B&W))
- Logo on the inside cover of the ASIA Conference Proceedings Book (shared with other sponsors)
- Live Logo on The NYS Forum, Inc. and ASIA Conference exhibitor pages
- Logo prominently placed on the Pre-Conference Promo Banners to be displayed on the Concourse of the Empire State Plaza (logo deadline 3/25/14)
- One (1) 20-minute live demo at your booth on June 3 and 4 during exclusive exhibit hall time
- Eight (8) complimentary passes to the 2014 NYS Cyber Security Conference
- Access to the conference attendee list (excluding those who opted out) one week prior to the conference for conference promotional purposes
- Opportunity to display retractable banner in high- traffic area
- Logo displayed in registration sponsorship board area
- Recognition as the Terabyte Sponsor during conference opening
- Public recognition announcement during exhibitor hours
- Literature for conference bag (limited to 3 pieces)

Megabyte Sponsorship \$8,000

Two (2) Available

One Exhibitor package plus:

- One (1) additional 8'x10' area (equaling a double-sized exhibit space) in a prime location
- Exclusive sponsor of one of the following items (first-served basis):
 - Lanyards
 - Pens
- Additional 100-word company description (total 200 words) with logo in the Conference Program book
- Full (1) page ad in the Conference Program book (B&W)
- Logo on the inside back cover of the Conference Program book (shared with other Megabyte and Kilobyte Sponsors)
- Logo on the inside cover of the ASIA Conference Proceedings Book (shared with other sponsors)



- Live Logo on The NYS Forum, Inc. and ASIA Conference exhibitor pages
- Logo prominently placed on the Pre-Conference Promo Banners to be displayed on the Concourse of the Empire State Plaza (logo deadline is 3/25/14)
- One (1) 10 minute live demo at your booth on June 3 and 4 during exclusive exhibit hall time
- Six (6) complimentary passes to the 2014 NYS Cyber Security Conference
- Access to the conference attendee list (excluding those who opted out) one week prior to the conference for conference promotional purposes
- Opportunity to display retractable banner in high-traffic area
- Logo displayed in registration sponsorship board area
- Recognition as the Megabyte Sponsor during conference opening
- Public recognition announcement during exhibitor hours
- Literature for conference bag (limited to 2 pieces)

Kilobyte Sponsorship \$5,000

Four (4) Available

One Exhibitor package plus:

- Half (½) page ad in the Conference Program book (B&W)
- Logo on the inside back cover of the Conference Program book (shared with Megabyte and other Kilobyte Sponsors)
- Logo on the inside cover of the ASIA Conference Proceedings Book (shared with other sponsors)
- Live Logo on The NYS Forum, Inc. and ASIA Conference exhibitor pages
- Logo prominently placed on the Pre-Conference Promo Banners to be displayed on the Concourse of the Empire State Plaza (logo deadline 3/25/14)
- Four (4) complimentary passes to the 2014 NYS Cyber Security Conference
- Access to the conference attendee list (excluding those who opted out) one week prior to the conference for conference promotional purposes
- Opportunity to display retractable banner in high-traffic area
- Logo displayed in registration sponsorship board area
- Recognition as the Kilobyte Sponsor during conference opening
- Public recognition announcement during exhibitor hours
- Literature in conference bag (limited to 1 piece)
- Exclusive sponsor of one of the following items (first-served basis):
 - AM Break both days*
 - PM Break both days*
 - Passport Raffle**
 - Notepads

*As a morning beverage or afternoon beverage and snack sponsor, your signage will be placed on each beverage station for attendees to see. Beverage break stations will be located in the Exhibit Halls on Tuesday and Wednesday. Signage must be submitted for approval by May 1, 2014. The Breaks will be highlighted in the Conference Program. Breakfast breaks include coffee and afternoon breaks include cookies, lemonade, and iced tea. Sponsor is welcome to include cups and napkins with logo.

**The Passport Raffle card includes all exhibitor/sponsor logos that attendees receive stamps for by visiting each booth. The Kilobyte Sponsor choosing this option will have their logo on the front indicating that it is sponsoring the Passport. Logo needs to be provided by May 1, 2014.



Additional Sponsorship Opportunities for Exhibitors

Consider these other marketing and promotional opportunities for your company to increase visibility and create a positive impression.



Conference Bags \$3,000

Company B&W logo to be printed on one side of attendee Conference bags. Co-hosts, Terabyte, Megabyte and Kilobyte Sponsors' logos will appear on other side. These customized bags are perfect to tote exhibitor product literature and promotional items. Includes one literature drop in piece. Sponsorship must be purchased by May 1, 2014.

Charging Station \$3,000

By sponsoring the Charging Station you allow Conference attendees to network and relax while charging their electronic devices. This sponsorship allows you to brand the Charging Station giving you greater visibility. The Charging Station will be highlighted in the Conference program.

Conference T-Shirts \$3,000

Company logo and conference logo printed on Conference attendee t-shirts. Your company's logo can be placed prominently on the back of the t-shirt. The Conference logo must appear with co-hosts and Terabyte, Megabyte, and Kilobyte Sponsors.

T-shirts have lasting advertising value. Sponsorship must be purchased by May 1, 2014.



Banners \$1,500

Display your company name and logo on a highly-traveled thoroughfare at the Conference. Sponsor provides retractable (vertical) banner. Banner copy must be submitted for approval by May 1, 2014.

Program Book Advertising \$275 - \$750

In addition to a listing, you may also purchase advertising space in the Conference Program book (electronic and hard copy), distributed to all attendees. The program book provides you with the prime opportunity to promote new products or your company services. Sponsorship must be purchased by May 1, 2014.

✓ Quarter page	\$275
✓ Half page	\$500
✓ Full page	\$750

Literature Drop in Conference Bag \$500

Provide literature on your products for the attendee Conference bag. Limited to one piece.



Contract for Sponsorship

2014 NYS CYBER SECURITY CONFERENCE June 3-4, 2014

Sponsor Contact Person: _____

Sponsor Contact Email: _____

Sponsor Contact Phone: _____

Onsite Contact Person: _____

Onsite Contact Email: _____

Onsite Contact Phone: _____

Sponsor Company Name: _____

(as it is to appear throughout the Conference on signage, badges, promotional materials)

Mailing Address: _____

City, State, Zip: _____

Website: _____

Indicate your preferred Exhibit space choices: # _____

CONFERENCE SPONSORSHIP OPPORTUNITIES	
<input type="checkbox"/> Terabyte \$10,000 (Exclusive)	<input type="checkbox"/> Banners \$1,500
<input type="checkbox"/> Megabyte \$8,000 (2 available)	<input type="checkbox"/> Full page Advertisement \$750
<input type="checkbox"/> Kilobytes \$5,000 (4 available)	<input type="checkbox"/> Half page Advertisement \$500
<input type="checkbox"/> Conference Bags \$3,000	<input type="checkbox"/> Quarter page Advertisement \$275
<input type="checkbox"/> Charging Station \$3,000	<input type="checkbox"/> Literature Drop in \$500
<input type="checkbox"/> Conference T-Shirts \$3,000	

Sign and return by April 25, 2014.
Make checks payable to:
University at Albany Foundation
Mail checks to: Meeting Industry
Experts, Inc. (MIE)
Attn: CYBER 2014
PO Box 957
Schenectady, NY 12301

Sponsor hereby agrees to participate in the 17th Annual 2014 NYS Cyber Security Conference, co-hosted by the New York State Office of Information Technology Services, the University at Albany's School of Business and College of Computing and Information, and The NYS Forum, Inc. as outlined in the chosen sponsorship. This event is scheduled to be held at the Empire State Plaza, Albany, NY.

Signature: _____

Print Name and Title: _____

Date: _____



CONTRACT FOR EXHIBIT SPACE TERMS AND CONDITIONS OF AGREEMENT

EXHIBIT SPACE

One physical exhibit space shall consist of

- 80 square feet occupied as a 10' width (or exhibit front) with an 8' depth (or exhibit side)
- 8' high back drape and 3' high side drape
- One (1) 6' table with cloth skirt and white vinyl top
- Two (2) chairs
- One (1) 7" x 44" single line identification sign
- One (1) dedicated internet service connection
- One (1) 110v electrical connection (Note: Exhibits requiring 220v will be placed by show management.)
- After-hours booth security

Exhibitor agrees to pay for any other services which may be required and/or ordered in conjunction with exhibitor's display.

No signs, placards, or other advertisement are allowed to be posted in exhibitor's space or in any other part of said convention center by means of tacks, tape, nails, or pins to the walls, doors, or woodwork.

Dispensing of alcoholic beverages is prohibited. No exhibitor may display outside the parameters of contracted booth space.

MUSIC

No live music performances or use of recorded music will be permitted unless the Exhibitor can demonstrate that it has obtained the requisite copyright licenses from ASCAP, BMI, and other appropriate organizations and such performance or use does not in any way interfere with other Exhibitors.

EXHIBITOR PLACEMENT

Conference management cannot guarantee that companies exhibiting similar products or a competitor will not be located in a nearby or adjoining booth space.

DISMANTLE

Dismantling of exhibits prior to show closing will result in denial of exhibition privileges at the subsequent conferences.

SUBLETTING SPACE

It is agreed by the parties hereto that the license contracted for by Exhibitor cannot be assigned by the Exhibitor to any other party.

INDEMNITY

Any loss, damage, or injury, which may occur to any person or property as a result of any negligent act by the Exhibitor, its representatives, agents, employees, or contractors, shall be the responsibility of the Exhibitor. Exhibitor shall indemnify, defend, and hold harmless conference co-hosts, their officers, directors, employees, agents, and each of them, and the Empire State Plaza from any and all claims made as a result of the negligent acts of Exhibitor, its officers, directors, employees, agents, or contractors. The terms of this provision shall survive the termination or expiration of this Agreement. Neither the conference co-hosts nor the Empire State Plaza shall be responsible for any loss, damage, or injury which may occur to Exhibitor, its property, or its representatives, agents, or employees unless such loss, damage, or injury is caused by the negligent acts of the conference co-hosts or the Empire State Plaza.

INSURANCE

All property of the Exhibitor is understood to remain under its custody and control, in transit to or from or within the confines of the Empire State Plaza, subject to the rules and regulations of the conference. Exhibitor agrees to carry liability insurance against injury to the person and property of others in the amount of at least \$2,000,000 and shall name the conference co-hosts and the Empire State Plaza as additional insureds on such insurance policy (ies). Exhibitor shall provide conference co-hosts with certificates evidencing such insurance coverage with return of the registration package.



CONTRACT FOR EXHIBIT SPACE TERMS AND CONDITIONS OF AGREEMENT

APPLICABLE LAWS

The rights, duties, and obligations of the parties, and the validity, interpretation, performance, and legal effect of the Agreement shall be governed and determined by the laws of the State of New York.

Exhibitor acknowledges that it has obligations under federal, state and/or local law such as the filing of State and Federal taxes, compliance with State laws, codes, rules and regulations establishing ethical standards for the conduct of business with New York State such as the New York State Public Integrity Reform Act of 2011, and/or the maintenance of required Federal, State or local permits, registrations, licenses or other governmental authorizations, Exhibitor acknowledges that as a sponsor of the event it is compliant with and has satisfied these obligations under federal, state and/or local laws.

SEVERABILITY

Any terms, clauses, or conditions which are subsequently adjudged invalid or illegal shall be stricken from these Terms and Conditions never included and all remaining valid and legal conditions, clauses, and terms will thereupon comprise these Terms & Conditions.

FORCE MAJEURE

Should any circumstance beyond the control of, and not the fault of, the conference co-hosts prevent or materially affect the 17th Annual NYS Cyber Security Conference from being held as scheduled, or the exhibit space not being available for use herein specified due to war, governmental action or order, act of God, fire, strikes, labor disputes, or any other cause beyond the control of the conference co-hosts, this Agreement shall immediately terminate and no fees shall be returned.

AMERICANS WITH DISABILITIES ACT

Exhibitor represents and warrants that its exhibit, and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively "ADA"). Exhibitor shall indemnify, defend, and hold harmless conference co-hosts, its directors, officers, employees and agents, and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with any provision of the ADA.

CONDUCT OF EXHIBITORS/DRESS OF ATTENDANTS

Exhibitors shall be appropriately dressed in business attire. Costumes not regularly associated with the business and professional character of the conference must have the prior written approval of conference management.

PAYMENT TERMS

To guarantee your exhibit space, full payment must be received by April 25, 2014.

CANCELLATION OF EXHIBITION

Organizer may cancel all or any part of the Exhibition or reduce the amount of space allocated to the Exhibition for any reason in its sole discretion. If the Exhibition is canceled in its entirety, this Agreement shall automatically terminate, and Organizer shall refund to Exhibitor all Space Fees in full satisfaction of all liabilities of Organizer to Exhibitor. Refunds shall not be made for partial cancellation or reductions in the size or scope of the Exhibition. Any Exhibitor who cancels this Agreement prior to any cancellation of the Exhibition by the Organizer shall be entitled to a refund only in accordance with "CANCELLATION BY EXHIBITOR," below.

CANCELLATION BY EXHIBITOR

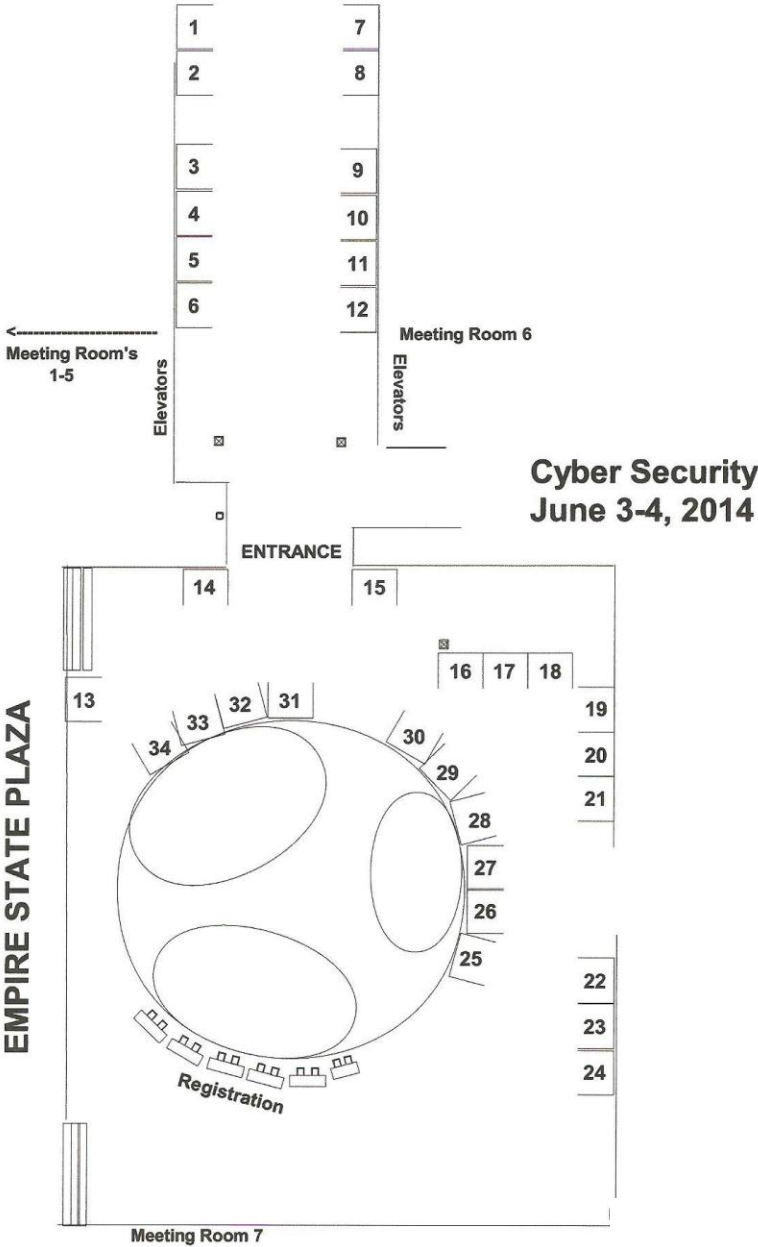
In the event that Exhibitor desires to cancel this Agreement, Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. Exhibitor will be entitled to a refund of Space Fees only if the written notice of cancellation is received by the Organizer on or before April 25, 2014.

REMOVAL OF EXHIBITOR

Organizer hereby reserves the right to eject and remove an Exhibitor or its exhibit without notice for violation of any of the terms of this Agreement without the Organizer being deemed guilty of trespassing in any manner whatsoever, in which case the Space Fees paid by the Exhibitor shall be retained by the Organizer as liquidated damages. Exhibitor agrees to such additional terms and conditions as the Organizer may deem necessary for the proper conduct of the Exhibition.



EXHIBIT FLOOR DIAGRAM



Contract for Exhibit Space

2014 NYS CYBER SECURITY CONFERENCE June 3-4, 2014

Exhibitor Contact Person: _____

Exhibitor Contact Email: _____

Exhibitor Contact Phone: _____

Onsite Contact Person: _____

Onsite Contact Email: _____

Onsite Contact Phone: _____

Exhibitor Company Name: _____
(as it is to appear throughout the Conference on signage, badges, promotional materials)

Mailing Address: _____

City, State, Zip: _____

Website: _____

Is your company a member of The NYS Forum, Inc. IT Corporate Roundtable? Yes No
Check box(es):

I will need dedicated Internet access onsite.

I will need 110v electricity onsite.

I will need 220v electricity onsite.

This Contract for Exhibit Space is a binding agreement between the Exhibitor and NYS Cyber Security Conference. Exhibitor agrees to abide by the Terms and Conditions set forth in this agreement. The undersigned acknowledges that he/she is authorized to sign this Agreement on behalf of Exhibitor.

Signature: _____

Print Name/Title: _____ Date: _____

Sign and return by April 25, 2014.

Exhibitor hereby agrees to participate in the 17th Annual 2014 NYS Cyber Security Conference, co-hosted by the New York State Office of Information Technology Services, the University at Albany's School of Business and College of Computing and Information, and The NYS Forum, Inc. This event is scheduled to be held at The Empire State Plaza, Albany, NY.

Make checks payable to: University at Albany Foundation
Mail checks to: Meeting Industry Experts, Inc. (MIE)
Attn: CYBER 2014
P.O. Box 957
Schenectady, NY 12301



Credit Card Form

UNIVERSITY AT ALBANY FOUNDATION

Date: _____

Account Name: NYS Cyber Security Conference

Account Number: 20-45407

Company Name (Please print full name): _____

Company Address:

Credit Card Amount: \$ _____

Please Circle One: Mastercard / Visa / Discover / American Express

Credit Card Number: _____ Expiration Date: _____

Signature: _____

Verification: _____

RETURN FORM VIA FAX OR U.S.P.S. MAIL TO:

Tiffany D. Williams

Staff Assistant

College of Computing & Information

1400 Washington Avenue

Draper Hall Room 113

Albany, NY 12222

Phone: 518.956.8248

Fax: 518.442.5367

