



2018 BC AWARE CAMPAIGN

SPONSORSHIP KIT

JANUARY 29 - FEBRUARY 9, 2018

PRESENTED BY:



PROTECT . ENABLE . THRIVE

BCAWARE.CA | @BCAWARECA

ABOUT THE CAMPAIGN

► **ISACA VANCOUVER** and its affiliates are once again taking a leadership role in cultivating the growth and development of the security profession in the Province of BC.

BC AWARE CAMPAIGN 2018 (“BC AWARE”) is a professional development campaign designed to engage information technology and cybersecurity professionals as well as students who are interested in entering into these fields.

A “Calendar of Events” will be hosted by various IT security, privacy and risk assurance organizations from **January 29 to February 9, 2018**, offering sponsors a wide range of venues to extend their corporate brand, showcase their solutions, and demonstrate leadership when it comes to privacy and security concerns.

Privacy and security professionals will be invited to leverage the BC AWARE Campaign to inform executives while strengthening their own employee awareness programs. Sponsors wishing to target this audience will find the BC AWARE Campaign an attractive method of doing so.



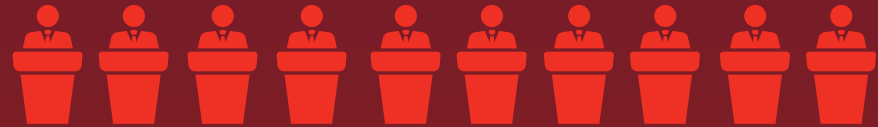
All members of society must deal with privacy and security risks as we interconnect a multitude of public, private and corporate networks via an ever-increasing number of devices. As employers, employees and citizens, we must be vigilant like never before in the face of a rapidly evolving threat landscape where more and more, the bad actors seem to be gaining the upper hand. BC AWARE Sponsors will be in a position to leverage the leadership position aligning with this initiative affords.

LAST YEAR: 2017 BC AWARE



300+ ATTENDEES FOR BC AWARE DAY
125+ ATTENDEES FOR CXO EVENT
800+ ATTENDEES FOR ALL BC AWARE EVENT COMBINED

BC AWARE DAY WAS SOLD OUT!



20+ SPEAKERS

PAST SPONSORS INCLUDE:

ABOVE
SECURITY

box

CISCO

EY
Building a better
working world

FireEye

FORTINET

LogRhythm
The Security Intelligence Company

MNP
ACCOUNTING > CONSULTING > TAX

pwc

TELUS RSA

WHO IS OUR TARGET AUDIENCE?

- PUBLIC & PRIVATE SECTOR LEADERS
- RISK MANAGEMENT PROFESSIONALS
- INFORMATION TECHNOLOGY PROFESSIONALS
- CYBERSECURITY PROFESSIONALS
- EDUCATORS
- UNIVERSITY & COLLEGE STUDENTS
- TECHNOLOGY EXECUTIVES

PROTECT . ENABLE . THRIVE

BCAWARE.CA | @BCAWARECA

LAST YEAR: 2017 BC AWARE



[VIEW FULL GALLERY ONLINE HERE](#)

UP NEXT: 2018 BC AWARE DAY

2018 BC AWARE DAY

JANUARY 30, 2018

VANCOUVER, BRITISH COLUMBIA

SFU DOWNTOWN CAMPUS

2018 BC AWARE DAY IS A ONE-DAY CONFERENCE

FOR PROFESSIONALS IN THE CYBER SECURITY

SPACE, PRESENTED BY ISACA VANCOUVER.



WHY ATTEND?

- ▶ LEARN NEW THINGS
- ▶ MEET NEW PEOPLE
- ▶ MAKE NEW DEALS

TANGIBLE BENEFITS

- ▶ AWARENESS & EXPOSURE
- ▶ BRANDING & MARKETING OPPORTUNITIES
- ▶ CLIENT ENGAGEMENT

EXPERIENTIAL BENEFITS

- ▶ COMPELLING CONTENT
- ▶ RECEPTIVE AUDIENCE
- ▶ AUTHENTIC PROGRAMMING

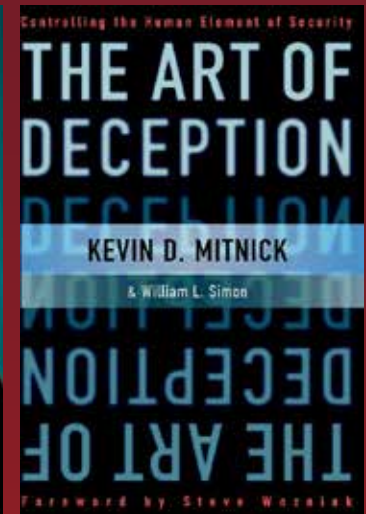
HIGHLIGHTS: 2018 BC AWARE DAY

JANUARY 30, 2018
VANCOUVER, BRITISH COLUMBIA
SFU DOWNTOWN CAMPUS

FEATURING:

KEVIN MITNICK

THE WORLD'S MOST FAMOUS HACKER



25+
INFLUENTIAL
SPEAKERS

talks on
SECURITY
PRIVACY
TECHNOLOGY

BREAKFAST,
LUNCH &
WRAP-UP
RECEPTION

PLUS:
CYBER
DEFENCE
CHALLENGE



CXO EVENT

IN PARTNERSHIP WITH THE CIO
ASSOCIATION OF CANADA & CPABC

ISACA Vancouver is partnering with the CIO Association of Canada and CPABC to host a CXO Security Event on the evening of January 29, 2018 at SFU's Segal School of Business.

The CXO event will be a "C-Level Cocktail Party & Panel Discussion" format targeting CIO's CFO's, COO's and members of Boards of Directors from BC's top organizations. Sponsors will be recognized and are encouraged to attend (complimentary tickets are included with each sponsorship package).

The CXO panel discussion will feature Kevin Mitnik (the world's most famous hacker) and other senior ISACA and industry executives (TBA). The panel discussion topic will revolve around what executives must do from a risk management and governance perspective to protect themselves from hackers like Kevin Mitnick!



GET TO KNOW US



[VIEW GALLERY ▶](#)



[VIEW PROCLAMATIONS ▶](#)

SPONSORSHIP LEVELS

SOLD

TITLE SPONSOR

\$20K | ONE (1) AVAILABLE

- Recognition as 'Title Sponsor'
- Two (2) Keynote Speaking Opportunities
- Recognition in Press Materials (Press Releases & Media Advisories)
- Sponsors Trade Booth
- Recognition on marketing materials (website, program book, posters, signage)
- Recognition in social media
- Recorded video of your session
- Five (5) Tickets for the January 29th CXO VIP Event

\$20K

PLATINUM SPONSOR

\$15K | THREE (3) AVAILABLE

- Recognition as 'Platinum Sponsor'
- Exclusive Keynote Speaking Opportunity for Sr. Sponsor Executive
- Recognition in Press Materials (Press Releases & Media Advisories)
- Sponsors Trade Booth
- Recognition on marketing materials (website, program book, posters, signage)
- Recognition in social media
- Recorded video of your session
- Two (2) Tickets for the January 29th CXO VIP Event
- Five (5) Tickets to 2018 BC AWARE DAY

\$15K

CONTINUED ON NEXT PAGE ►

SPONSORSHIP LEVELS

GOLD SPONSOR

\$7K | EIGHT (8) AVAILABLE

- Recognition as 'Gold Sponsor'
- Keynote Speaking Opportunity at BC AWARE DAY
- Sponsors Trade Booth
- Recognition on marketing materials (website, program book, posters, signage)
- Recognition in social media
- Recorded video of your session
- Two (2) Tickets for the January 29th CXO VIP Event
- Two (2) Tickets to 2018 BC AWARE DAY

\$7K

NON-PROFIT COMMUNITY SPONSOR

\$1500 | UNLIMITED

- Verbal Recognition, and other flexible benefits

Contact for more details: bcaware@isaca-vancouver.org

\$1500

SPONSORSHIP LEVELS

BENEFITS	TITLE	PLATINUM	GOLD	COMMUNITY
VALUE	\$20,000	\$15,000	\$7,000	\$1500
NUMBER OF SPONSORS AT THIS LEVEL	1	3	8	Unlimited
RECOGNITION	Title Sponsor	Platinum Sponsor	Gold Sponsor	Non-Profit
TWO (2) KEYNOTE SPEAKING OPPORTUNITIES	✓			
EXCLUSIVE KEYNOTE SPEAKING OPPORTUNITY FOR SR. SPONSOR EXECUTIVE		✓		
KEYNOTE SPEAKING OPPORTUNITY AT BC AWARE DAY			✓	
RECOGNITION IN PRESS MATERIALS	✓	✓		
SPONSORS TRADE BOOTH	✓	✓	✓	
RECOGNITION ON MARKETING MATERIALS (WEBSITE, PROGRAM BOOK, POSTERS, SIGNAGE)	✓	✓	✓	✓
RECOGNITION IN SOCIAL MEDIA	✓	✓	✓	
RECORDED VIDEO OF YOUR SESSION	✓	✓	✓	
TICKETS FOR THE JANUARY 29 th CXO VIP EVENT	5	2	2	
TICKETS TO 2018 BC AWARE DAY	10	5	2	
VERBAL RECOGNITION	✓	✓	✓	✓

2018 BC AWARE CAMPAIGN

Here at BC AWARE we believe in curated, custom-tailored brand collaborations. Each partnership is unique, ensuring we work closely with you to not only reach but exceed your goals.

Access our audience of influential thought-leaders who are socially active and loyal. Our partners gain organic, long-lasting relationships with our community through curated custom-tailored brand partnership packages.

Thank you!

INTERESTED IN BECOMING A SPONSOR?

JUSTIN MALCZEWSKI, DIRECTOR OF SPONSORSHIPS

BCAWARE@ISACA-VANCOUVER.ORG

NOTE

Net proceeds from corporate sponsorships will be reinvested into fostering excellence in the Cybersecurity, IT Assurance & Risk professions within the Province of British Columbia.