2022 Auto-ISAC
Cybersecurity Summit

SPONSOR PROSPECTUS
2022 Auto-ISAC Cybersecurity Summit

WHO WE ARE

Formed in 2015, the Auto-ISAC is a community of automotive OEMs, suppliers, commercial vehicle companies, academia, and trade associations working together to develop a robust sharing network to increase the safety and security of the ever-evolving connected vehicle ecosystem.

AUTO-ISAC MISSION

Serve as an unbiased information broker to provide a central point of coordination and communication for the global automotive industry through the analysis and sharing of trusted and timely cyber threat information.

SUMMIT GOAL

Foster relationships to enhance cybersecurity resiliency for the connected vehicle ecosystem. We will accomplish this objectives with engaging conversations on topics, including:

- Information sharing
- Incident response
- Legal viewpoints
- Organizational maturity
- Security technologies
- Collaboration challenges and mitigation tactics
- Global cybersecurity strategy
- Standardization efforts
**Why be a Summit Sponsor?**

**SUPPORT THE AUTOMOTIVE INDUSTRY**

**Why Participate**

- Network & share at an industry-led vehicle cyber event
- Demonstrate your expertise to vehicle cyber leaders
- Build relationships with key stakeholders
- Be seen as an industry partner
- Learn from other experts across the industry

**Why Act Now?**

- Have your choice of engagement opportunities.
- Maximize the duration of your exposure.
- Showcase your commitment.

Read on to discover how your brand can be exposed to the Auto-ISAC community.

**Many opportunities sell out quickly, don’t delay!**
Summit Attendee Overview

Company Types

Auto-ISAC Members
- Light and Heavy-Duty Vehicle OEMs
- Light and Heavy-Duty Vehicle Suppliers
- Commercial Vehicle Companies (e.g. fleets, carriers)
- EV/AV Companies

Non-Members
- US & International Public Agency Partners
- Prospective Members
- Industry Associations
- Security Sponsors
- Academia
- Research Institutions

Sample Functions
- Vehicle Cyber
- Safety
- Quality
- Privacy
- Product Development
- Engineering
- IT/InfoSec
- Manufacturing
- Enterprise Risk Mgmt.
- Legal
- Communications
- Public Policy

Sample Role Titles
- CISOs
- CTOs
- CIOs
- Vice Presidents
- Directors
- Managers
- Analysts
- Engineers
**Sponsorship Call to Action**

**LET’S WORK TOGETHER!**

We ask our partners to support this key yearly event and engage with our community from an educational, technical, and awareness perspective.

**Will the event be in-person or virtual?**
Both! We will be in-person at the The Henry Autograph Collection Hotel, Dearborn, MI, and we will live stream the event for virtual attendees. A room block is available for in-person attendees at the hotel.

**Since I am a sponsor, does that mean I have already registered?**
No – you have reserved your sponsorship slot. You must register to assign your passes.

**Since I am a Sponsor, can we register extra company elders?**
No – each sponsor has an attendee limit.

**Can I speak if I don’t want be a sponsor?**
We have limited speaking slots which require a sponsorship, an abstract, and approval by the Summit Task Force.

**When do we pay, after the Summit?**
Each sponsor will be invoiced before the Summit & expected to pay before the event directly to Auto-ISAC.

**If I sponsor, what are my booth options?**
Every sponsor will have the option to have a Virtual or In-Person Booth OR they can have both!
Virtual Platform
# Levels and Pricing Overview

<table>
<thead>
<tr>
<th>Details</th>
<th>Gold*</th>
<th>Silver*</th>
<th>Bronze</th>
<th>Virtual Booth Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$30,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Quantity available</td>
<td>0</td>
<td>14</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Passes included</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>30-minute Speaking Session on stage, shared live to virtual audience</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-minute Speaking On-Demand Video on virtual platform</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Exhibit Booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual Exhibit Booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Attendee List (name, company, title, email in PDF only)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Live booth chat rooms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1:1 Meeting Scheduler</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual Booth Branding</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Short Video (1) and Downloadable Content (3) Virtually</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo branding on signage, website, mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* Gold Sponsorships require approval from Summit Task Force. All CFP submissions will be reviewed and the top 4 will be chosen; the deadline to submit is August 10, 2022.
### Additional Options

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price*</th>
<th># Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wi-Fi Sponsorship (includes custom password)</strong> (\text{SOLD})</td>
<td>$10,000</td>
<td>0</td>
</tr>
<tr>
<td><strong>Lanyard Sponsor (includes name on lanyard)</strong> (\text{SOLD})</td>
<td>$8,000</td>
<td>0</td>
</tr>
<tr>
<td><strong>Reception Sponsor (Tue evening or Wed)</strong> (\text{SOLD})</td>
<td>$7,000 + F&amp;B*</td>
<td>0</td>
</tr>
<tr>
<td><strong>Panel or Moderation option for Non-Members/Partners</strong></td>
<td>$7,000</td>
<td>3</td>
</tr>
<tr>
<td><strong>Board Dinner Sponsorship</strong> (\text{SOLD})</td>
<td>$7,000 + F&amp;B*</td>
<td>0</td>
</tr>
<tr>
<td><strong>Lunch Sponsorship</strong></td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td><strong>Breakfast Sponsorship</strong></td>
<td>$6,000</td>
<td>1</td>
</tr>
<tr>
<td><strong>Notebook Sponsorship</strong> (\text{SOLD})</td>
<td>$6,000</td>
<td>0</td>
</tr>
<tr>
<td><strong>Break Sponsorship</strong></td>
<td>$5,000</td>
<td>2</td>
</tr>
<tr>
<td><strong>Student Sponsorship</strong></td>
<td>$5,000</td>
<td>3</td>
</tr>
<tr>
<td><strong>Cappuccino Cart Sponsorship</strong> (\text{SOLD})</td>
<td>$5,000</td>
<td>0</td>
</tr>
</tbody>
</table>

**Early Bird Rate (closes June 30)**

- Non-Member - either In Person or Virtual: $600

**Standard Rate**

- Non-Member - either In Person or Virtual: $800

* Sponsor responsible for all Food and Beverage costs for reception.
## Branding Sponsorships

<table>
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<tr>
<th>Sponsorship</th>
<th>Price</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wi-Fi Sponsorship</strong></td>
<td>$10,000</td>
<td>0 Available</td>
</tr>
<tr>
<td>• Two (2) Summit Registrations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Customizable password</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Includes in-person and Virtual Exhibit Space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Opt-In Attendee List*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Table tent signage throughout event space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo or name branding on event print materials &amp; platform</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lanyard Sponsorship</strong></td>
<td>$8,000</td>
<td>0 Available</td>
</tr>
<tr>
<td>• Two (2) Summit Registrations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Your logo on lanyard with Auto-ISAC Logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Includes in-person and Virtual Exhibit Space</td>
<td></td>
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<tr>
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<tr>
<td>• Logo or name branding on event print materials &amp; platform</td>
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<td></td>
</tr>
<tr>
<td><strong>Notebook Sponsorship</strong></td>
<td>$6,000</td>
<td>0 Available</td>
</tr>
<tr>
<td>• Two (2) Summit Registrations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Your logo on notebook with Auto-ISAC Logo</td>
<td></td>
<td></td>
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<td>• Includes in-person and Virtual Exhibit Space</td>
<td></td>
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<td></td>
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</tbody>
</table>

*Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.
VIP Board Dinner Sponsorship

$7,000 + additional costs**
0 Available

An ideal opportunity to interact one-on-one with Auto-ISAC Board Members. Personalize the dinner with giveaways and décor. Sponsor pays food and beverage cost in addition to sponsorship fee.

- Two (2) Summit Registrations
- Includes in-person and Virtual Exhibit Space
- Opt-in Attendee List*
- Logo or name branding on event print materials/platform
- Tuesday night after 6:30pm
- Optional private room available in the hotel for up to 12 individuals**

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees. ** Price does not include food and beverage costs ($500 F&B minimum) or room costs.
Welcome Reception
The Henry Presidential Ballroom Foyer
5:00 – 6:30 pm

- Three (3) Summit passes
- Includes In-person and Virtual Exhibit space
- Sponsor responsible for cost of food and beverage (choices will be made with Auto-ISAC Event Lead)
- Attendee list*
- Signage in Reception area (you may provide a pop-up banner)
- Company name or logo on event print materials/Platform
- Sponsor is encouraged to personalize the event with giveaways and décor

Off-site Wednesday Evening Reception
Location TBD
6:00 – 7:00 pm

- Three (3) Summit passes
- Includes In-person and Virtual Exhibit space
- Sponsor responsible for cost of food and beverage (choices will be made with Auto-ISAC Event Lead)
- Attendee list*
- Signage in Reception area (you may provide a pop-up banner)
- Company name or logo on event print materials/Platform
- Sponsor is encouraged to personalize the event with giveaways and décor

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.
** Price does not include food and beverage costs ($500 F&B minimum) or room costs.
Food & Beverage

Breakfast/Lunch Sponsorships
- Two (2) Summit Registrations
- Includes In-person and Virtual Exhibit Space
- Signage in Break Area (you may add a pop-up banner)
- Reserved VIP table at luncheon
- May run a video or slides during food service (in-person and virtually)
- Attendee list*
- Company name or logo on event print materials/platform

Break Sponsorship
- Two (2) Summit Registrations
- Includes In-person and Virtual Exhibit Space
- Signage in Break Area (you may add a pop-up banner)
- Attendee list*
- Company name or logo on event print materials/platform
- Can host 1 individual break or All-day Break ($5K)

Cappuccino Cart Sponsorship
- Two (2) Summit Registrations
- Includes In-person and Virtual Exhibit Space
- Attendee list*
- Company name or logo on event print materials/platform
- Signage near Cart
- Option to use your own stencil (at your expense)

Breakfasts
$6,000 ea.
1 Available

Lunches
$7,000 ea.
1 Available

SOLD

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.
Student Sponsorships

GREAT WAY TO BRING IN TALENT TO AUTOMOTIVE!

$5,000
Up to 10 Students

Student Sponsorships

• Opportunity to find early talent!
• Companies sponsor up to 10 students* for $5K for the Summit
• Specific signage with company name/logo
• Recognition on Conference website with hyperlink
• Reserved VIP table at luncheon with students
• Sponsor identification on attendee badge(s)
• Name to appear in Conference App
• 1 Free Conference Pass

* Students who enrolled in university computer science / cyber security / embedded security program, etc.
Important Dates

Due immediately
- Company logo and description due
  - April 13: Sponsor Prospectus Call
  - June 1: Summit Task Force notifies sponsors / approval of content / theme alignment
  - July 25: All Speaker information due (Biography, headshot, draft PPT)
  - July 25: Virtual speaker practice sessions start
  - August 1: Sponsor Booth materials completed for Auto-ISAC Approval
  - August 1: Full payment due. All sponsorships must be paid in full. Nonpayment results in forfeiture of sponsorship.
  - August 8: Final PPT due to erikobrian@automotiveisac.com. No changes made after this date.
  - August 10: Sponsor Logistics Call
  - August 26: On-site Sponsor Representative registration deadline

On-site Information
- **Tuesday, September 6**
  - Speaker Rehearsals: 8:00 am – 5:00 pm EDT
  - Booth Set-up: 3:00-5:00 pm EDT
  - Welcome Reception: 5:00-6:30 pm EDT
- **Wednesday, September 7**
  - Full event day
  - Reception: 5:00-7:00 pm EDT
- **Thursday, September 8**
  - Full event day
  - Booth Tear-down: after 3:00 pm EDT

Booth Hours
- **Tuesday, September 6**
  - 5:00 pm – 7:00 pm EDT
- **Wednesday, September 7**
  - 8:00 am – 5:00 pm EDT
- **Thursday, September 8**
  - 8:00 am – 5:00 pm EDT
Auto-ISAC values its sponsors, members, and participants at all events. To make our summit a success, we ask that sponsors stay away from the following behavior: sales pitches, pursuing reluctant attendees, and other behavior that might make attendees feel uncomfortable.

We encourage our sponsors to take time to get to know all of our attendees to form lasting engagements that will result in future business partnerships and shared successes.

We see our sponsors as part of the Auto-ISAC family and hope that all attendees will feel the same way through collegial conversation, informative discussions, and camaraderie built on a shared vision of safety and security for the automotive sector.
Our Contact Info

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