



## Converge Conference 2019 Sponsor Prospectus



Converge Conference’s structure creates a higher degree of engagement between decision makers, implementers, and influencers. Sponsoring takes your message beyond the vendor booths and to the heart of the conversation. Our sponsors send technical staff and thought leaders who discuss real world problems and offer practical solutions. Be prepared to be a part of the conference, sharing ideas, meeting people, and interacting with the local community.

### Conference Details

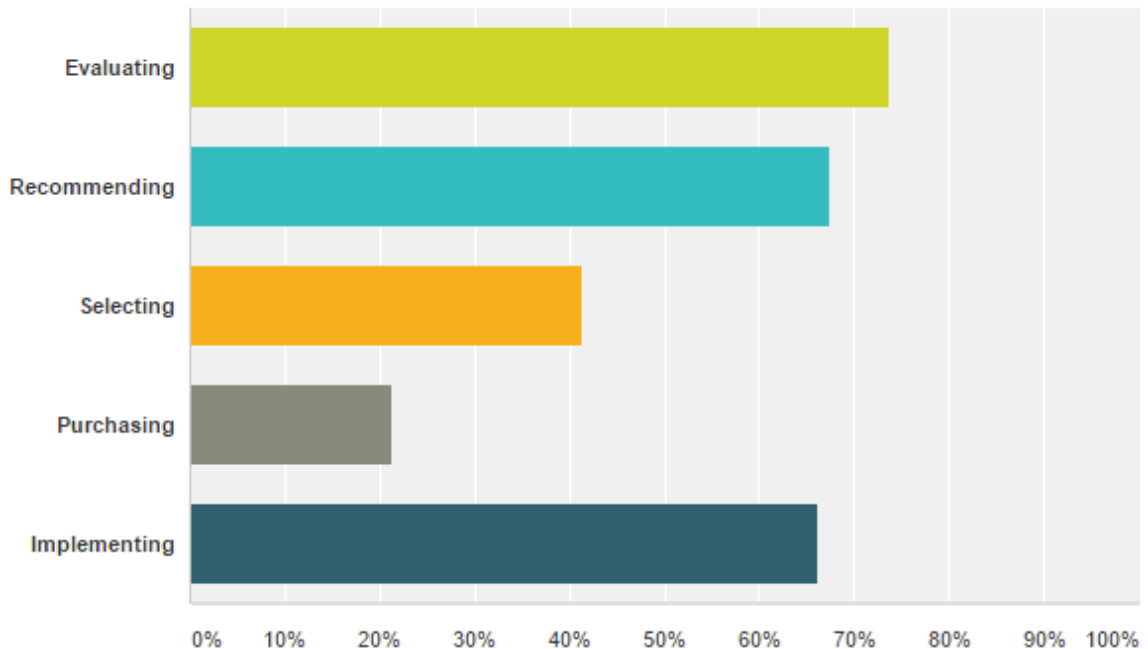
Conference name ..... Converge Conference, 6th annual  
Conference date ..... Thursday and Friday, May 16<sup>th</sup> & 17<sup>th</sup>, 2019  
  
Venue location ..... Cobo Hall and Conference Center  
Audience ..... IT Security (40%), IT Operations (25%), Penetration Testers (20%),  
and Developers (15%)

## Target Audience

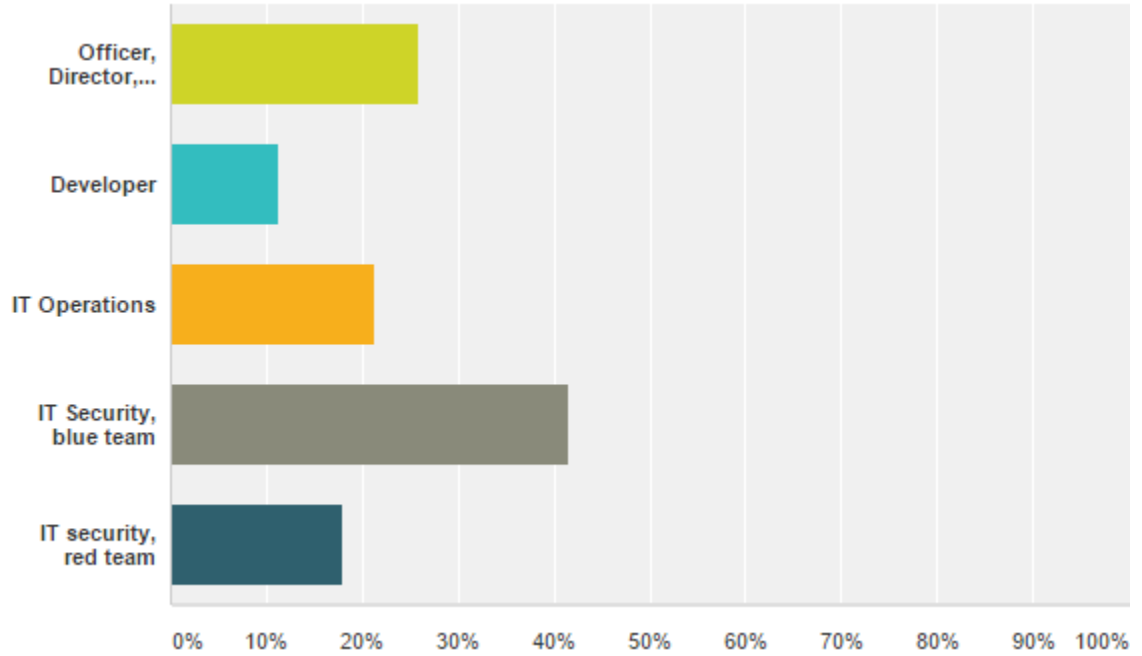
Converge Conference is Michigan's blue team conference. We target the industry professional looking to offset or augment their current security skill set and protect their organizations' IT and applications. These are industry leaders, thought leaders, IT professionals, security professionals, and even students who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them.

Companies represented: AAA, Abbott Laboratories, Ascension, Advia Credit Union, AlixPartners, Ally Financial, Altair Engineering, Amerisure Insurance, Baptist Health, Blue Cross Blue Shield of Michigan, Beaumont Health, Borg Warner, BPI Information Systems, Caelum, Caesars Windsor, Caretech, Cartthart, CHI, Chrysler, Consumers Energy, Covenant Health, Domino's, DTE Energy, Ford, GE, General Motors, Great West Life, GreenPath, Genisys Credit Union, Henry Ford Health Systems, IHS, KPMG, London Life Insurance Company, Marathon Petroleum, Title Source, Volkswagen, and more.

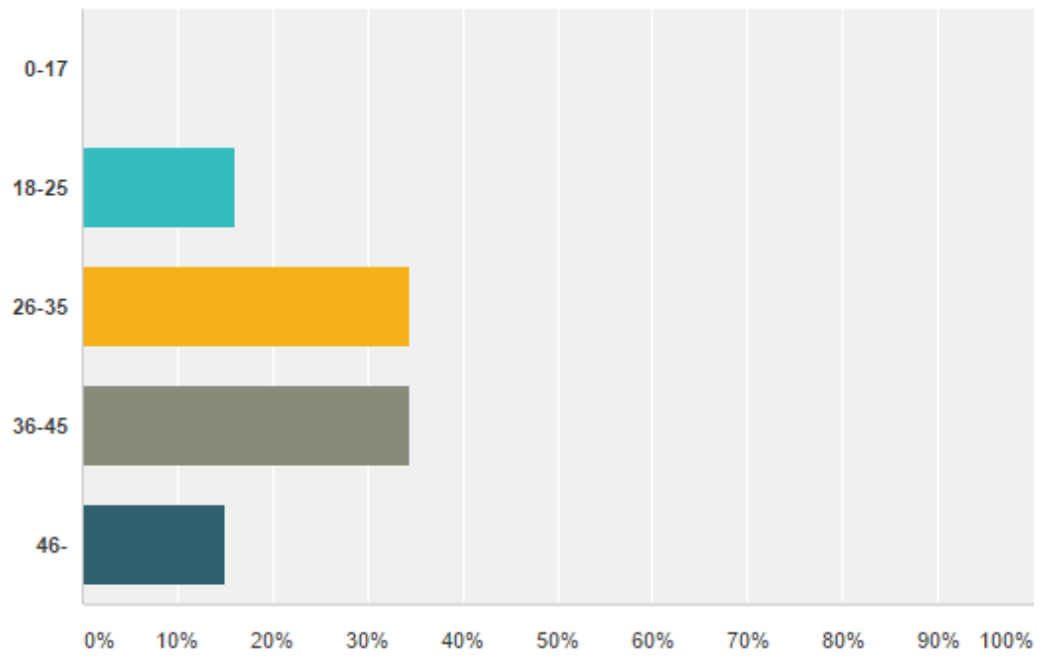
Function in the decision making process:



Career role:



Demographics:



## Sponsorship Benefits

Brand recognition and awareness. Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Based on your level of participation, create and custom branding may be arranged including transportation, banners, and podcast interviews.

Targeted and direct audience. You didn't enter the security industry selling your product to everyone the same way, so why approach events that way? Instead of marketing to the broader security community connect directly with the security practitioners who write about, talk about, recommend, and implement security products and services.

Big fish in a small pond. For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring the event enables to be that big fish in a small pond and better communicate your message to an active audience.

Stay in touch with the industry. Converge Conference enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

## Sponsorship Packages

Benefit	Community	Bronze	Silver	Gold
Social media mentions	X	X	X	X
Website logos	X	X	X	X
Logo on T-Shirt		X	X	X
YouTube Video Logos		X	X	X
Volunteer/Speaker Lounge		X	X	X
Conference Passes	1	4	6	10
Inclusion in Converge Passport		X	X	X
Sponsor Table		X	X	X
Inclusion in CTF313		X	X	X
Media/Press Mentions			X	X
Opt-In Attendee Information			X	X
Speaker Slot				1
Opening Comments				X
Speaker Dinner Invites				2
Sponsorship cost	\$500	\$2,500	\$6,000	\$10,000

- **Social media mentions:** Your Company name will be listed on the Converge website as a sponsor, and in thank you announcements pre- and post-conference. Continuous Sponsor Tweet outs.
- **Website logos:** Your Company logo will be placed on the Converge website as a sponsor. The recommended size is 60 by 120 pixels.
- **Logo on T-Shirt:** Your Company logo will be placed on the Converge T-Shirts that are given out at the conference.
- **YouTube Video Logos:** Your Company logo will be placed on every speaker video uploaded to the conferences YouTube channel.
- **Volunteer/Speaker Lounge:** Access to the Volunteer/Speaker Lounge area. This area will have refreshments and snacks throughout the conference.
- **Conference Passes:** Your Company's team will be provided with a discount code for complementary tickets for both events. Depending on the sponsorship level, additional passes will be provided for your prospects and clients.

- **Inclusion in the Converge Passport:** Your Company will be included in a passport that requires attendees to visit specific conference locations to be entered into the final give-away drawing at the end of Converge. Only fully filled out passports are eligible for prizes.
- **Inclusion in the 313CTF:** The 313CTF team hosts a multi-day capture the flag event every Converge and depending on your sponsorship level, CTF contestants will be able to earn points by performing a challenge at your sponsorship table. This will drive attendees to you for additional discussion. The 313 team will provide the challenges.
- **Opt-in Attendee Information:** Your Company will be provided all of the collected opt-in attendee data. Attendees will have the right to share their data when they purchase a ticket.
- **Speaker Slot:** Your company will have a guaranteed speaker slot. Talks should be focused on industry topics and not sales pitches. This will give your brand additional recognition in the Michigan community and create discussion.
- **Speaker Dinner Invites:** Your Company will receive invites to the speaker dinner (in addition to any speakers of your Company accepted as speakers).
- **Opening Comments:** Your Company will be invited to open the conference, say a few words about your organization, and introduce the morning keynote.
- **Media/Press Mentions:** Your Company name will be included as sponsoring the event in press releases and media mentions.
- **Sponsor Meeting Space:** Your Company will have access to a sponsor meeting room for conference calls or private meetings with prospective clients.