



60<sup>TH</sup>  
CELEBRATION

POPULATION 650,000,000  
DISNEYLAND

Disneyland  
RAILROAD

**SPONSORSHIP PROSPECTUS**  
12TH ANNUAL SECURITY AND COMPLIANCE SUMMIT  
ANAHEIM, CA | AUG. 22-24, 2016

# Invitation

Dear Potential Sponsors:

I am very pleased to welcome you to the EnergySec 12<sup>th</sup> Annual Security and Compliance Summit on August 22<sup>nd</sup> thru 24<sup>th</sup> at the Disneyland Hotel in Anaheim, CA. As you may know, our Summit has been growing in popularity for several years in a row, so we encourage you to register early to guarantee your participation! And...we are doing it at Disneyland this year; so, you know it's going to be extra popular ;-)

This year's summit will feature **more interactive sessions than ever before** with over 30 speakers, panelists and instructors who represent the very best in our field. Our speakers and panelists will freely share best practices, cutting-edge strategies, and hard-learned lessons. There will also be plenty of social opportunities for attendees to meet with you and learn more about your offerings including welcome receptions and our infamous awards ceremony.

The EnergySec 12<sup>th</sup> Annual Security and Compliance Summit is the premier networking and career development event for energy sector professionals working in operations and planning, regulatory compliance, communications, physical security and cyber security. You will have an opportunity to meet prospects from municipalities; rural cooperatives; independently owned utilities; public power utilities; federal, regional, state and local government; community colleges and universities; and, trade organizations.

I especially want to acknowledge the hard work and outstanding efforts of the many EnergySec volunteers, staff and members who continue to show their support of our 501(c)3 non-profit organization. The success of the Summit depends on the support of these dedicated individuals and from our sponsors. We hope you take advantage of all that the Summit and the Disneyland Resort have to offer.

I look forward to seeing you in August.

Sincerely,



Stacy Bresler  
EnergySec | VP, Outreach and Operations

Our Venue

# *Disneyland Hotel*

1150 Magic Way

Anaheim, California 92802



# Why Sponsor?

Sponsoring the EnergySec 12th Annual Security Summit presents an opportunity for stakeholders within the industry to highlight their commitment and support to this unique sector.

It offers your organization:

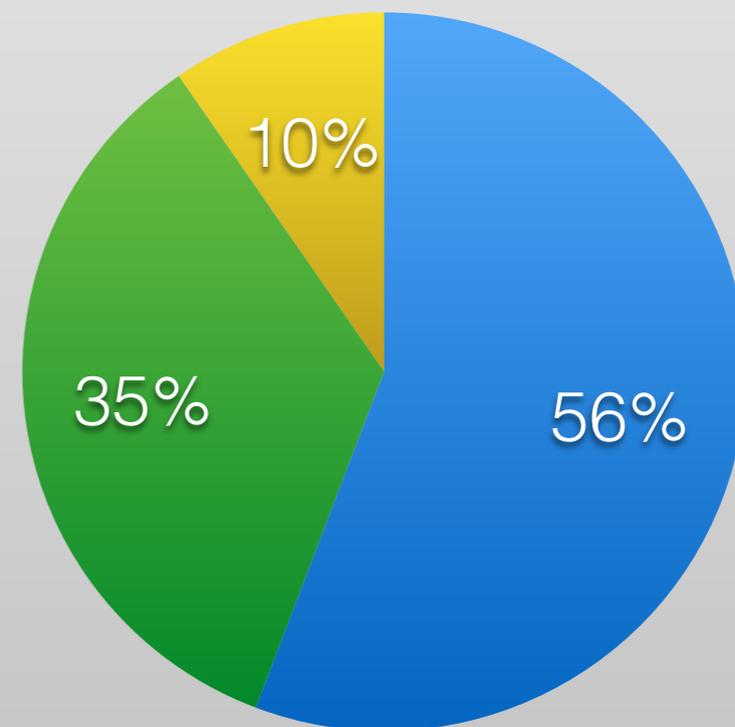
- Marketing opportunities and international exposure during the entire life of the event;
- Access to approximately 150 influential and engaged participants;
- Connections with leading energy sector security professionals;
- The chance to unlock and share knowledge; and
- The opportunity to support attendance of leading energy sector security professionals from all over the world.

With over 90% of attendees in 2015 being middle to senior level decision makers with their organizations, sponsors have the exceptional opportunity to network and build relationships with those security leaders in the energy sector.

Packages have been developed to maximize brand exposure for all sponsors and we are more than happy to tailor any of them to suit your required benefits and budget. All packages include:

- Promotional and Branding Opportunities;
- Corporate Networking; and
- Marketing Opportunities

- Senior/Key
- Middle/Contributor
- Junior



# Disney California Adventure



# Past Sponsors

CISCO Systems  
Symantec  
nCircle  
Tripwire  
IOActive  
RSA  
Dell SecureWorks  
ICF International  
NetWitness  
AlertEnterprise  
Matrikon  
RadWare  
Thrive Intelligence  
Itron  
PwC  
Sensus  
SkyBox  
Sophos  
Applied Communication Sciences  
SAIC  
SigmaFlow  
SecurityMatters  
Owl Computing  
LockPath  
ICS^2

Revere Security  
PhishMe  
Lockheed Martin  
Mandiant  
SANS  
McAfee  
Qualys  
SourceFire  
HP  
Waterfall Security Solutions  
FireEye  
Honeywell  
TSI  
NetSecuris  
FoxGuard Solutions  
PAS  
Qualtrax  
Ernst & Young  
NovaTech  
Qualtrax  
Bridge Energy Group  
RedSeal  
Greenlight Technologies  
SAP  
2FA

Downtown Disney



## About Anaheim

Anaheim was founded by fifty German families in 1857 and incorporated as the second city in Los Angeles County on March 18, 1876. The city developed into an industrial center, producing electronics, aircraft parts and canned fruit. It is the site of the Disneyland Resort, a world-famous grouping of theme parks and hotels which opened in 1955, Angel Stadium of Anaheim, Honda Center and the Anaheim Convention Center.

Anaheim's city limits extend from Cypress in the west to the Riverside County line in the east and encompass a diverse collection of neighborhoods and communities. Anaheim Hills is a master-planned community located in the city's eastern stretches that is home to many sports stars and executives. Downtown Anaheim has three mixed-use historic districts, the largest of which is the Anaheim Colony.

The Anaheim Resort, a commercial district, includes Disneyland, Disney California Adventure, and numerous hotels and retail complexes. The Platinum Triangle, a neo-urban redevelopment district surrounding Angel Stadium, is planned to be populated with mixed-use streets and high-rises. Finally, Anaheim Canyon is an industrial district north of SR 91 and east of SR 57.

## About the Venue

The Disneyland Hotel, which originally opened in the 1950s under private ownership and was later purchased by Disney, was completely renovated in 2011. Part of Disneyland, this modern theme hotel is within a 15-minute walk of Disneyland Park and Downtown Disney.

The smart, contemporary rooms, some with resort views, feature Sleeping Beauty-themed beds with light-up, musical headboards. All have free WiFi and TVs with the Disney Channel while suites (some with pirate, safari and other Disney themes) also have DVD players, wet bars and eating areas. Club room guests get firework views, free snacks/drinks, and pre-arrival itinerary planning.

For full service dining at the Disneyland Hotel you can enjoy Steakhouse 55 offering high-end steakhouse fare. For character meals, Disneyland Hotel has Goofy's Kitchen. There is now a fast casual (counter service) dining area, Tangaroa Terrace, which takes its architectural cue from the original Tahitian Terrace restaurant in Disneyland Park. They tiki bar, Trader Sam's, features specialty drinks and some tasty bar snacks. There is also The Coffee House, where you can pick up coffee and baked goods for a quick breakfast.

# Splash Mountain @ Disneyland



# Packages

**Platinum Sponsor | \$18,500 | Two (2) available**

## NETWORKING

### Registration

- Five (5) x complimentary registrations including all catering, all summit sessions and social functions

### Attendee Information

- An electronic copy of the attendee list will be provided 2-weeks prior to the summit to allow you to target networking and private meetings to be scheduled
- An electronic copy of the final attendee list will be provided after the summit

## PUBLICITY & PROMOTION

### Printed Materials

- Organization's logo in the Registration Brochure
- Organization's logo in the Program Book, alongside a 100 word organizational profile

### Signage

- Organization's logo on EnergySec Summit signage boards displayed at the registration booth
- Organization's logo on EnergySec Summit sponsor signage displayed at the venue

### Website and Social Media

- Organization's logo placed in the sponsor section on the EnergySec Summit webpage
- Logo displayed will be linked directly to your website
- Sponsor's Twitter handle will be used in various social media blasts.

### Audio Visual

Audio visual logo recognition in the plenary room

### Trade exhibition

- Exhibition 6' or 8' table top space including power supply (value: \$3000. Table size dependent on hotel availability)

### Marketing/advertising (sponsor supplied)

- One (1) x 400 word article in an EnergySec Electronic Newsletter prior to the summit
- One (1) x full page, full color advertisement in the Summit Program Book
- One (1) handout given to attendees at a plenary session and displayed in the attendees's lounge

### Special Opportunities

- Recognized as breakfast sponsor for one of the two breakfasts
- 45-minute Keynote speaking opportunity
- One representative to participate in a panel discussion
- Organization's logo prominently displayed in attendee bag or portfolio folder
- Organization's logo displayed on attendee lanyard

*We are more than happy to tailor the above package to suit your desired benefits and budget while maximizing your exposure.*

# Packages

Gold Sponsor | \$13,500 | Three (3) available

## NETWORKING

### Registration

- Four (4) x complimentary registrations including all catering, all summit sessions and social functions

### Attendee Information

- An electronic copy of the attendee list will be provided 1-week prior to the conference to allow you to target networking and meetings
- An electronic copy of the final attendee list will be provided after the summit

## PUBLICITY & PROMOTION

### Printed Materials

- Organization's logo in the Registration Brochure
- Organization's logo in the Program Book, alongside a 75 word organizational profile

### Signage

- Organization's logo on EnergySec Summit sponsor signage displayed at the venue

### Website

- Organization's logo in the sponsor section on the EnergySec Summit webpage
- Logo displayed will be linked directly to your website

### Audio Visual

Audio visual logo recognition in the plenary room

### Trade exhibition

- Exhibition 6' or 8' table top space including power supply (value: \$3000. Table size dependent on hotel availability)

### Marketing/advertising (sponsor supplied)

- One (1) x 300 word article in an EnergySec Electronic Newsletter prior to the summit
- One (1) x 1/2 page, full color advertisement in the Program Book
- One (1) handout displayed in the attendees's lounge

### Special Opportunities

- Two representatives to participate in a panel discussion
- Organization's logo prominently displayed in attendee bag or portfolio folder

*We are more than happy to tailor the above package to suit your desired benefits and budget while maximizing your exposure.*

# Packages

**Silver Sponsor | \$9,500 | Three (3) available**

## NETWORKING

### Registration

- Three (3) x complimentary registrations including all catering, all summit sessions and social functions

### Attendee Information

- An electronic copy of the final attendee list will be provided after the conference

## PUBLICITY & PROMOTION

### Printed Materials

- Organization's logo in the Registration Brochure
- Organization's logo in the Program Book, alongside a 50 word organizational profile

### Signage

- Organization's logo on EnergySec Summit sponsor signage displayed at the venue

### Website

- Organization's logo in the sponsor section on the EnergySec Summit webpage
- Logo displayed will be linked directly to your website

### Audio Visual

Audio visual logo recognition in the plenary room

### Trade exhibition

- Exhibition 6' or 8' table top space including power supply (value: \$3000. Table size dependent on hotel availability)

### Marketing/advertising (sponsor supplied)

- One (1) x 200 word article in an EnergySec Electronic Newsletter prior to the summit
- One (1) x 1/4 page, full color advertisement in the Program Book
- One (1) handout displayed in the attendees's lounge

### Special Opportunities

- One representative to participate in a panel discussion

*We are more than happy to tailor the above package to suit your desired benefits and budget while maximizing your exposure.*

# Packages

**Bronze Sponsor | \$6,000 | Five (5) available**

## NETWORKING

### Registration

- Two (2) x complimentary registrations including all catering, all summit sessions and social functions

### Attendee Information

- An electronic copy of the attendee list will be provided after the conference

## PUBLICITY & PROMOTION

### Printed Materials

- Organization's logo in the Registration Brochure
- Organization's logo in the Program Book, alongside a 30 word organizational profile

### Signage

- Organization's logo on EnergySec Summit sponsor signage displayed at the venue

### Website

- Organization's logo in the sponsor section on the EnergySec Summit webpage
- Logo displayed will be linked directly to your website

### Audio Visual

Audio visual logo recognition in the plenary room

### Trade exhibition

- Exhibition 6' or 8' table top space including power supply (value: \$3000. Table size dependent on hotel availability)

### Marketing/advertising (sponsor supplied)

- One (1) handout displayed in the attendees's lounge

*We are more than happy to tailor the above package to suit your desired benefits and budget while maximizing your exposure.*

# Packages

## Additional Opportunities

Don't have the budget this year for that premium sponsorship you've been thinking about? Or you want to increase your exposure even more? Consider one of the following Additional Opportunities with their unique level of exposure, to ensure you're in the forefront of each attendee's mind.

### **Lunch Sponsor (2 available) | \$4000**

Participating as the Lunch Sponsor, your organization's logo will be displayed on signs located on all catering lunch stations and outside the lunch area during your day as sponsor. Includes a 5-10 minute speaking opportunity during the lunch session.

### **Reception Sponsor (1 available) | \$5000**

This will be the main welcome reception where the sponsor will have its logo prominently displayed at various locations throughout the evening. Refreshments and light evening fare will be served. a 5-10 minute speaking opportunity during the reception event.

### **Awards Sponsor (1 available) | \$2,500**

This is the premier energy sector security awards ceremony and an opportunity for your organization to be associated with this honor. The sponsor's logo will be proudly displayed on the podium and throughout the ceremony.

### **Tabletop Sponsor (15 available) | \$3000**

Purchase a space you can call your own! As a tabletop sponsor you will receive a space large enough for an 6' or 8' table (big enough for most exhibitor tabletop displays) with power in the exhibitor room. Table size dependent on hotel availability

### **Name Badge Sponsor (1 available) | \$3000**

As Name Badge Sponsor, your organization's logo will be displayed alongside the summit logo on all attendee's name badges.

### **Summit Registration Materials (unlimited) | \$750**

Place your marketing collateral with the materials handed out at registration. We will be providing each attendee with a bag or folder and we will include your giveaway, marketing insert or other item at the same time with this sponsorship option!! This will assure your materials get into everyone's hands.

# Reception Room

@ Disneyland Hotel



# Payment and Conditions

- All prices listed are in United States dollars.
- All payments must be made in United States dollars.
- Bank checks, direct transfers and credit card payments will be accepted.

## **Sponsors' responsibilities**

It is the responsibility of sponsors to provide the materials listed in the package, once the commitment has been made.

The companies which get the most out of their sponsorship are those who actively promote their presence at the conference and provide any required materials in a timely manner.

## **Sponsor agreements**

Once your preferred sponsorship package has been negotiated, the Event Organizers will prepare a Sponsor Agreement for your signature. The Agreement is to be signed and returned within the timeframe specified.

## **Sponsorship cancellation policy**

Sponsorship cancellations must be made in writing. Please note that the detailed cancellation policy will be outlined in the Terms & Conditions included with the Sponsor Agreement.

## **Disclaimer**

The entitlements listed in this document are offered on the basis that confirmation of a sponsor's involvement is received prior to the deadline specified by the Event Organizer (e.g. production of promotional material).

EnergySec reserves the right to amend these packages subject to change in the program format and/or facilities.

# Contacts

**Vicky Maloney**

Speaker/Sponsor Coordinator  
[vicky.maloney@energysec.org](mailto:vicky.maloney@energysec.org)

**Kristen Bresler**

Summit Logistics  
[kristen.bresler@energysec.org](mailto:kristen.bresler@energysec.org)

**Stacy Bresler**

VP, Outreach and Operations  
[stacy.bresler@energysec.org](mailto:stacy.bresler@energysec.org)

**Karl Perman**

Director, Member Services  
[karl.perman@energysec.org](mailto:karl.perman@energysec.org)



# ENERGYSEC

THE NATIONAL ENERGY SECTOR  
CYBERSECURITY ORGANIZATION

12TH ANNUAL SECURITY AND COMPLIANCE SUMMIT

ANAHEIM, CA | AUGUST 22-24, 2016

## About EnergySec

The Energy Sector Security Consortium, Inc. (EnergySec) is a United States 501(c)(3) non-profit organization formed to support organizations within the energy sector in securing their critical technology infrastructures. We support collaborative programs and projects that improve the cyber security posture of these organizations.