

CORPORATE SPONSORSHIP PROPOSAL

for



ABOUT ISSA

The ISSA2010 Conference is the ninth annual conference being held under the auspices of the University of Johannesburg's Academy for Information Technology, the University of Pretoria's School of Information Technology and the University of South Africa's (Unisa) School of Computing. The ISSA2010 Conference will run from **2 to 4 August 2010, just after the 2010 Soccer World Cup**, at the School for Tourism and Hospitality, University of Johannesburg, in Gauteng, South Africa.

Each year has seen increased recognition and participation by industry and academia alike. In 2003, the conference formally extended the opportunity of sponsorship for the first time.

The Conference was originally developed to afford local players in information security the opportunity to attend an international conference in their own country, and encourage international players to share their knowledge, at the same time receiving exposure to local thinking, and being able to appreciate our beautiful country. Since its humble beginnings in 2000, this conference has certainly become a recognised opportunity for professionals from industry as well as researchers to access a platform to share their knowledge, experience and research results in the field of information security.

As custodians of the knowledge imparted on future leaders in IT Security, the three higher education institutions involved have taken up the challenge to grow the conference each year in terms of delegate numbers, international participants, reviewed speakers, content and overall quality. We trust that the programme planned for ISSA2010 will be appealing to a broad spectrum of practitioners and academics. In addition to traditional Information Security, the programme typically also contains contributions in Digital Forensics and Information Privacy. An Organising Committee has been formed that is responsible for arranging the conference while a Review Committee, consisting of both local and international experts, has been established to ensure the quality of research papers.

To ensure ongoing improvement, we again encourage input from all those interested in the field of Information Security, particularly those who are actively seeking to progress the field, to take part and share their knowledge and experience.

CONFERENCE OBJECTIVES

Broadly, the Conference focus areas will include:

- Best practice processes and methodologies for information security
- Information security training and education
- Professional development
- Technology for information security
- Managing information security in different industry sectors
- Maintaining a customer focus through information security

The objectives of the conference have been defined as follows:

- The sharing of local and international experiences and lessons
- To promote networking and business opportunity development
- To encourage the study of information security
- To support the development of a professional information security community
- To assist self development
- To provide a forum for education, knowledge transfer and the development of new skills and professional development
- To promote best practice in information security and its application in Southern Africa
- To facilitate the meeting of diverse cultures in sharing and learning from each other in the quest for safer information systems

The conference website (www.infosecsa.co.za) was launched in September 2009 and the associated call for papers (CfP) and event announcements have been distributed to relevant sources and publications both locally and internationally.

The Organising Committee of ISSA2010 is committed to ensuring that this conference is on par with international standards. This is evident from the growth in international participation and attendance.

SPONSORSHIP

WHY SPONSOR?

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool.

Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy.

To be effective, sponsorship of any event must serve the interest of four constituent groups:

- It must serve the business interest of the sponsoring company
- It must serve the best interests of the event and its participants
- It must have a positive impact upon the sponsor's direct consumers
- It must benefit the consumer who use the products or services

BRAND POSITIONING

Your brand will be included in all conference material and you will have the opportunity to include signage, and make brochures and other materials available to delegates over the course of the conference.

Sponsorship goals may include:

- Maximising brand awareness
- Increasing brand loyalty
- Introducing a new brand to the market
- Establishing new contacts with decision makers in the public and private sectors
- Introducing new products or services to the information security community

INVESTMENT REQUIRED

BRONZE SPONSORSHIP - R10 000

- A standard Exhibition Stand as well as one free exhibitor entrance for the duration of the conference.
- One free delegate for all three days of the conference (including gala dinner ticket.)
- Permission to undertake seat drops in the plenary each morning of the conference
- Access to complete database of all conference delegates
- Branding space on the ISSA website and the conference e-mail

SILVER SPONSORSHIP - R25 000

(Maximum of two Silver sponsors)

- A standard Exhibition Stand as well as one free exhibitor entrance for the duration of the conference.
- Two free delegate places for all three days of the conference (including gala dinner ticket) plus two additional gala dinner tickets.
- Space on the CD proceedings for company information
- Logo placement on the back cover of the CD proceedings.
- Guest speaker presentation slot in one of the streams
- Permission to undertake seat drops in the plenary each morning of the conference
- Access to complete database of all conference delegates
- Branding space on the ISSA website and the conference e-mail

GOLD SPONSORSHIP

-

R50 000

(Maximum of one gold sponsor)

- Plenary room branding by means of pull-up banners etc.
- A standard Exhibition Stand as well as two free exhibitor entrance for the duration of the conference.
- Three free delegate places for all three days of the conference (including gala dinner ticket) plus seven additional gala dinner tickets (Gold sponsor table)
- Promotional opportunities to build brand awareness and loyalty through banners, letterheads, programmes, invitations and menus
- Press Coverage of all events associated with the conference will include the phrase “ sponsored by <gold sponsor>”
- Logo placement on the cover of the CD proceedings
- Space on the CD proceedings for company information
- Guest speaker presentation slot in two of the streams
- An opportunity to contribute to the opening and closing addresses.
- An opportunity to contribute to the opening addresses of the Gala dinner.
- Permission to undertake seat drops in the plenary each morning of the conference
- Access to complete database of all conference delegates
- Branding space on the ISSA website and the conference e-mail

Ad Hoc SPONSORSHIP

Ad Hoc Sponsorship is available of certain items eg. wine at gala dinner, speaker gifts etc. Please enquire for further details.

Organising Committee

Hein Venter

Associate Professor at the Department of Computer Science at the University of Pretoria, Prof. Venter received a PhD (Computer Science) from the Rand Afrikaans University, South Africa. He is also a research group leader of the department's Information and Computer Security Architectures (ICSA) research group. His research interests are in computer and Internet security, which include network security, Intrusion detection, information privacy, and digital forensics. Prof. Venter has published in a number of accredited international subject journals and presented his work at acclaimed international conferences. He is also involved in consulting work from time to time, as well as setting up and creating information and computer security courses for industry.



Email: hventer@cs.up.ac.za Tel:(012) 420-3654,

Website: <http://www.cs.up.ac.za/~hventer>

Les Labuschagne

Head of the Department of Business IT at the University of Johannesburg, Prof. Labuschagne's professional and academic expertise lies in IT project management, risk management, information security and electronic commerce. He provides consultation services to industry on a part-time basis in the above fields and is associated with the University of Johannesburg on a full-time basis. He received his PhD in Informatics from RAU in 2000.



Email: lesl@uj.ac.za, Tel: (011) 559-1218, Fax: (011) 559-1239,

Website: <http://www.uj.ac.za/bit>

Marijke Coetzee

Dr Coetzee is a Senior Lecturer at the University of Johannesburg, in the Academy for Information Technology. Her expertise lies in the area of Information Security and Trust Management.



Email: marijkec@uj.ac.za, Tel: (011) 559-2907

Website: <http://adam.rau.ac.za/~marijke>

Financial Terms and Conditions

As with any sponsorship opportunity as soon as you financially commit to becoming a sponsor your name will be associated with the conference and exposure will commence. The conference marketing is well underway with the website up and running, the conference e-zine going out regularly and press releases and associated exposure being distributed / organised.

Payment Terms are as follows:

100% payment by April 30th.

If you are interested in taking up any of these sponsorship opportunities please fill in the attached form and e-mail to hventer@cs.up.ac.za

If you would like to discuss the sponsorship in more detail please feel free to contact: **Prof Hein Venter, hventer@cs.up.ac.za**

Alternatively, visit the conference website at: <http://www.infosecsa.co.za>

[Insert Company Letterhead / Name / Address]

ISSA Conference 2009

Att: Prof Hein Venter

Email: hventer@cs.up.ac.za

Fax: 012 362-5188

Date:

RE: REQUEST FOR SPONSORSHIP FOR ISSA 2009 CONFERENCE

Thank you for your recent letter requesting sponsorship for the above event.

We would like to offer the following sponsorship:

Gold R 50,000 _____

Silver R 25,000 _____

Bronze R 10,000 _____

Ad hoc, please specify amount _____

Ad hoc sponsorship details: _____

Please invoice us for the following amount and send the invoice to the following address:

Invoice amount _____

Invoice address - Att: _____

Our liaison / contact person for the above sponsorship is:

Name _____

Designation _____

Department _____

Contact Details

Tel _____

Email _____

Fax _____

Cell _____

We look forward to a successful association with ISSA and an exciting conference.

Yours sincerely

Signature _____

Name _____

Designation _____

Department _____

Company _____