CONNECT WITH YOUR NEXT CUSTOMER AND CULTIVATE SUCCESS

Information security is a rapidly evolving, highly competitive industry. Locking in successful customer relationships requires the ultimate marketing strategy that optimizes time, communication, and investments. This is especially true as in-person events begin anew within the industry and competition increases to meet your customers face-to-face after an entirely digital era. Sponsoring the ISE® Programs opens your team up to exclusive environments, targeted security professionals, and unique VIP benefits so you can have crucial conversations that establish lasting customer relationships and unprecedented successful sales. Ensure a successful year by incorporating T.E.N. into your sales strategy and meet your targets face-to-face for renewed customer connections.

MAXIMIZE INVESTMENTS IN CUSTOMER RELATIONSHIPS

1. Establish relationships with key decision makers in exclusive environments.

2. Heighten your marketing advantage through impactful promotions and social media campaigns.

3. Access the extensive ISE® Community to enable your representatives to shake hands with the perfect mix of potential buyers, decision makers and influencers to accelerate your sales cycle.

4. Leverage our pre-event business intelligence reports to garner insider knowledge on InfoSec executives' buying power and new top priorities, as well as obtain recommendations on top leads that align with your solutions.

5. Connect with target executives to establish new business opportunities and strengthen relationships with existing customers you may have missed out on during the remote work era.

6. Experience the advantages of exclusive venues, vetted executive attendees, and a streamlined delivery strategy ensure you make the most out of your sponsorship investment.

> *ACCELERATE YOUR MARKETING STRATEGY TOWARD LASTING CONNECTIONS, TRUSTED PARTNERSHIPS, AND A FUTURE OF SUCCESSFUL SALES WHILE MAXIMIZING YOUR INVESTMENTS—SPONSOR ISE® PROGRAMS IN 2023!*

SPONSORSHIP LEVELS

EXABYTE – As the presenting sponsor, your company receives the ultimate set of sponsorship benefits to include featured speaking roles, valuable event tools, elevated marketing opportunities and unparalleled access to attendee connections at the ISE® Programs. The Exabyte Sponsorship also provides complete immersion into the ISE® Experience:

> Facilitate a 15-minute industry presentation with an elected thought leader during the ISE® Executive Forum.*

> Sponsor the ISE® Signature Welcome Luncheon** and discussion.

> Participate in an T.E.N. Tech Talk or an ISE® Fireside Chat with a sponsored executive representative panelist. Create an ISE® Tabletop Conversation about an industry hot topic that relates to your solutions.

> Receive Six Customized Top Sales Leads that align to your company's solutions, current security initiatives and demographic criteria (company size & industry) plus pre-event business intelligence.

*This cannot be a product demonstration or a direct sales pitch, and the presenter cannot be in a sales or marketing role. | ** F&B and AV are not included and will be billed at actual expense.*

KILOBYTE – As our most popular sponsorship package, the Kilobyte Sponsorship provides access to a plethora of benefits that include pre-event business intelligence; access to premium networking and relationship building opportunities during the ISE® Executive Forum and VIP reception; and participation announcement on T.E.N.'s social media platforms, potentially reaching nearly 30,000 security professionals.

DISPLAY – Our basic package enables your team to connect with executives during the ISE® VIP Reception, Sponsorship Pavilion, ISE® Awards Gala as well as the Champagne and Dessert Reception, circumventing the cold outreach process and instead enabling direct premium networking opportunities to security leaders and top decision makers.

See our Sponsorship Benefits on page 5 for a full list of package features for each sponsorship level.

ISE® PROGRAMS SCHEDULE

May 2023
ISE® East Summit and Awards
Atlanta, GA

October, 2023
ISE® West Summit and Awards
Dallas, TX

ISE® TABLETOP CONVERSATION SPONSORSHIPS: DRIVE DISCUSSIONS & GAIN FIRSTHAND INSIGHT

Included in Exabyte. Available as a $3,000 upgrade for Kilobyte Sponsors. Maximum four (4) per program.

ISE® Tabletop Conversations during the ISE® Executive Forums center around hot industry topics, the latest security challenges, and upcoming threats on the horizon.

Introduce a tailored discussion topic related to your solutions or goals.

Select an executive to lead dialogue related to your solutions.

Exhibit your brand on table signage.

Position a dedicated company rep at the table to gain direct insight from customers engaged in the discussion.

Successful Past ISE® Program Tabletop Conversations

Sponsor: Island

Topic: Securing a Modern, Cloud Enabled Workforce

Moderator: Edwin Fromayan, Vice President Information Technology Services for Fiserv

Sponsor: SECLORE

Topic: Zero Trust – Unstructured Data Beyond the Perimeter

Moderator: Ray Strubinger, Director of Information Security for Global Payments, Inc.
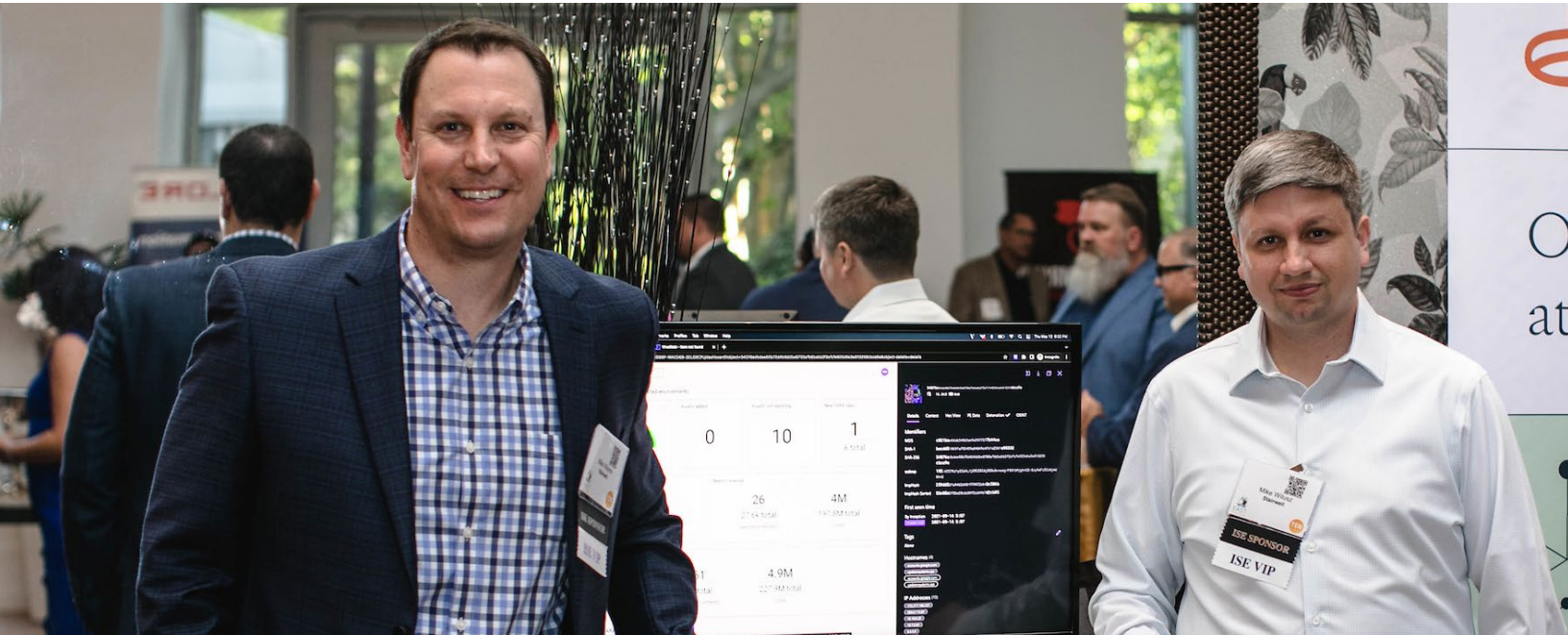
ISE® PROGRAM SPONSORSHIP

View all of the Sponsorship Benefits on the following pages for a breakdown of the investment value in sponsoring an ISE® Program with T.E.N.

2023 ISE® PROGRAM SPONSORSHIP RATES	EXABYTE	KILOBYTE	DISPLAY
ISE® East Summit and Awards	$47,000	$24,000	$12,500
ISE® West Summit and Awards	$47,000	$24,000	$12,500

Sponsorship packages that meet qualified levels of gross spend across qualified T.E.N. Programs are eligible for pricing incentives. Pricing incentive structure is based on the range of total gross spend as outlined in the following pricing tiers:

SPECIAL INCENTIVE TIERED PRICING START	SPECIAL INCENTIVE TIERED PRICING FINISH	SAVINGS WITH 2022 RATE CARD
$25,000	$74,999	3%
$75,000	$124,999	4%
$125,000	$174,999	5%
$175,000	$224,999	6%
$225,000	$299,999	7%
$300,000	$499,999	8%
$500,000	$699,000	10%
$700,000	$899,999	12%
$900,000	+	14%

ISE® PROGRAM SPONSORSHIP: THE BREAKDOWN

2023 ISE® Program Sponsorship Benefits	EXABYTE	KILOBYTE	DISPLAY
Facilitate a 15-minute industry presentation with your thought leader in the ISE® Executive Forum . (This cannot be a product demonstration, or a direct sales pitch and the presenter cannot be in a sales or marketing role.)	★		
Customized Top Sales Leads that align to your company's solutions, current security initiatives and demographic criteria (revenue & industry).	★ 6 Top Sales Leads	★ 3 Top Sales Leads	
Your company's participation in the ISE® Community is announced via T.E.N.'s social media platform enabling your brand to reach over 30,000 security professionals.	★	★	★
Gain First Access to the Executive Audience as the Exclusive Sponsor of the ISE® Signature Luncheon. The T.E.N. Team will create a security discussion topic of your choice. (F&B and AV are not included.)	★		
Your Thought Leader will be a featured Panelist in either a T.E.N. Tech Talk or an ISE® Fireside Chat at the ISE® Executive Forum.	★		
Sponsor a branded ISE® Tabletop Conversation discussion about an industry hot topic that aligns to your company's solutions.	★	Additional Upgrade Opportunity	
Receive Pre-Event Business Intelligence and learn more about executive attendees' top concerns, business needs, buying preferences and open projects. (File formatted in Excel for easy CRM importing and analysis).	★	★	
Magnified GOBO lighting of company logo during the ISE® Awards Gala.	★		
Power Network at the exclusive ISE® VIP Continental Breakfast to begin the day with maximum customer connections potential.	★	★	★
Sponsor Delegate(s) participate(s) in ISE® Executive Forum which includes unparalleled access to powerful keynote speakers, dynamic roundtables, hot-topic panelist debates, and insightful nominee showcase presentations. (Exabyte Sponsorship allows 2 Reps, 1 Thought Leader, & 1 Exec to attend the Executive Forum.)	★ 2 Reps	★ 1 Rep	
Power Network at the exclusive ISE® VIP Reception. (Additional VIP Reception Passes available for purchase at $750/each. Restrictions apply. Exabyte Sponsorship allows 2 Reps, 1 Thought Leader, & 1 Exec to attend the VIP Reception.)	★ 2 Reps	★ 1 Rep	★ 1 Rep
Access to the ISE® Sponsor Lounge, a quiet conference room with seating and light refreshments, for the sake of regrouping, taking calls, answering emails, and more as needed during the day.	★	★	★
T.E.N. Team will attempt to facilitate On-Site Introductions with Target Executives to accelerate relationship building opportunities.	★ 8 Intros	★ 5 Intros	★ 3 Intros
Use the ISE® Programs Lead Scanner to scan the QR Code on security executives' badges to receive contact information for them.	★	★	★
Feature your company's technology and connect with security executives at ISE® Sponsor Pavilion and Dinner Buffet. (High-boy table will be provided. Additional celebration passes available for purchase at $200/each. Restrictions apply.)	★ Premium Location + 5 Reps	★ 4 Reps	★ 2 Reps
ISE® Awards Gala Attendance. (Additional tickets available at special pricing.)	★ Reserved Table	★ 4 Tickets	★ 2 Tickets

ISE® PROGRAM SPONSORSHIP: THE BREAKDOWN

2023 ISE® Program Sponsorship Benefits (cont.)	EXABYTE	KILOBYTE	DISPLAY
Include your company's white paper(s) in the ISE® Knowledge Base and have it promoted on social media.	★ 3 White Papers	★ 1 White Papers	
Receive Pre-Program Executive Attendee List to help you prepare for your Power Networking at the event.	★	★	★
Have your company logo displayed on on-site signage.	★ Premium Positioning	★	★
Be designated as a sponsor on all external communications to include email campaigns, social media and onsite program materials.	★	★	★
Feature your company logo, 150-word company description on T.E.N.'s website and social media	★	★	★
Share a pre-event call with your Sales Leader to learn about the best practices and insider tips for maximizing your sponsorship investment.	★	★	★
Access to T.E.N. Email Letter Templates to invite leading executive customers and top prospects to be your special guest at the ISE® Program.	★	★	★
Receive opt-in Post-Event Executive Attendee List. List will be in Microsoft Excel format for easy CRM importing.	★	★	★
Participation in the Passport for Prizes. (Gifts valued at $100 or more and are provided by sponsors).	★	★	★
	EXABYTE	KILOBYTE	DISPLAY
ISE® Program Executive Forum and Awards	$47,000	$24,000	$12,500

SAFETY AND COMFORT AT THE ISE® PROGRAMS

Safety and comfort of our sponsors and attending guests is top-of-mind with T.E.N. when it comes to hosting the ISE® Programs. In light of the new culture surrounding networking in a face-to-face environment, we will be taking measures to follow safety guidelines as advised at the federal and state level, as well as additional requirements established in restaurants and venues where our ISE® Programs will be held. We will also be asking all attendees to sign a waiver regarding risk and safety when taking part in the program.
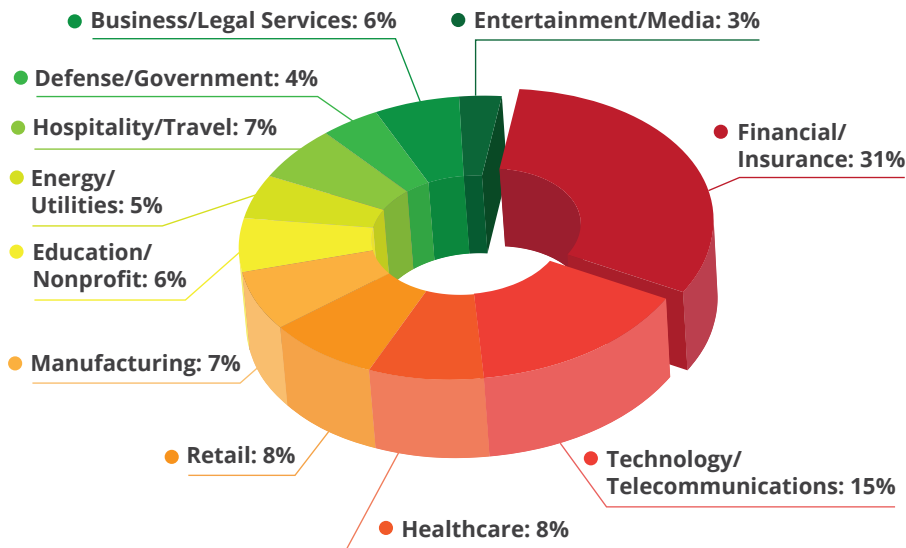
Should guidelines change or mandates be issued during the planning of the event, T.E.N. will work with your team to create an equivalent event experience if necessary. Please speak with your T.E.N. Sales Representative to learn more about how T.E.N. handles changing regulations in relation to ISE® Programs.
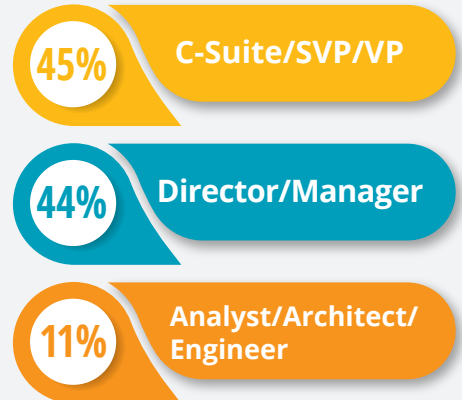
ISE® COMMUNITY AT-A-GLANCE

The ISE® Community includes the top thought-leaders, decision-makers and visionaries from industries ranging from financial services and retail, to healthcare and pharma, to manufacturing and government, to energy and utilities, to hospitality and travel, and more. Our ISE® Community actively attends the ISE® Programs to earn CPEs for their continued education and certifications, which means our attendees are current, educated members of the industry. Sponsorship of the ISE® Programs offers unparalleled access to a spectrum of today's most influential and leading buyers of IT Security Products and Services.
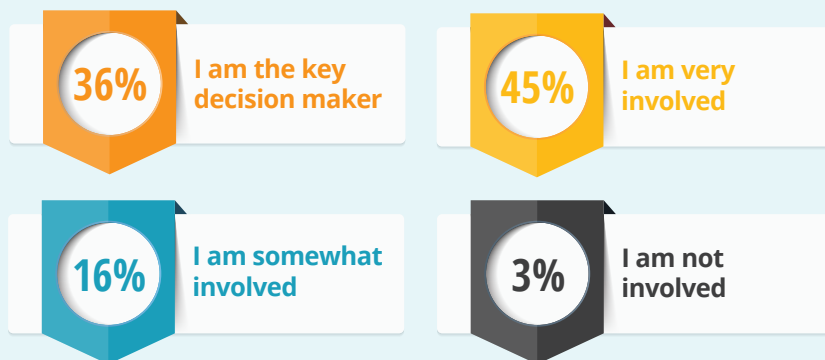
ATTENDEES BY INDUSTRY

- Business/Legal Services: 6%
- Entertainment/Media: 3%
- Defense/Government: 4%
- Hospitality/Travel: 7%
- Energy/Utilities: 5%
- Education/Nonprofit: 6%
- Financial/Insurance: 31%
- Manufacturing: 7%
- Retail: 8%
- Healthcare: 8%
- Technology/Telecommunications: 15%

EXECUTIVE ATTENDEES BY TITLE

45% C-Suite/SVP/VP

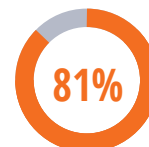**44%** Director/Manager

11% Analyst/Architect/Engineer

NEARLY HALF of our ISE® Community attendees are upper tier, influential C-Suite/SVP/VP leaders in their organizations.

INVOLVEMENT IN KEY DECISIONS

36% I am the key decision maker

45% I am very involved

97% of our attendees are involved in the decision-making process in some capacity.

16% I am somewhat involved

3% I am not involved

81% are either "very involved" in the process or are the "key decision makers" in critical security purchases, strategies and conversations.

Recurring Attendance

T.E.N. leverages the growing ISE® Community and our refined outreach strategy to build upon your needs, goals and requirements to attract your ideal customers to your events.

Over two thirds of attendees to our sponsored ISE® Digital Events are net new and potential customers due to T.E.N.'s precision marketing.

2/3+

Over one third of attending guests on average returned for further relationship-building and knowledge-sharing at multiple ISE® Cocktails & Conversations and/or ISE® Fireside Webinar Events.

1/3+

PARTICIPATING COMPANIES

Take a look below at past attendees of the ISE® Programs. This list is but a sampling of our vast and growing number of attending companies.

3M Corporation
7-Eleven Inc.
Aaron's
AARP
Abbott
Activision Blizzard
AECOM
AFLAC
Alaska Airlines
Albertsons
Allstate Insurance Company
Amazon
America First Credit Union
American Airlines
American Express Global Business Travel
American Red Cross
Ameriprise Financial Services Inc.
AmerisourceBergen Corporation
Anthem, Inc.
Applied Materials, Inc.
Automatic Data Processing, Inc. (ADP)
Baker Hughes
Bank of America
Bath & Body Works
Blue Cross Blue Shield Association
Caesars Entertainment, Inc
Campbell Soup Company
Capital One Financial
Cardinal Health
Carnival Cruise Line
Carrier
Caterpillar, Inc.
Centene Corporation
Charles Schwab

Comcast
Cox Enterprises
Cummins Inc.
CVS Health
Delta Air Lines, Inc.
Discover Financial Services
Dollar General Corporation
Dollar Tree Stores, Inc.
Duke Energy Corporation
Eli Lilly and Company
Fannie Mae
FedEx Corporation
Fidelity Investments
Fifth Third Bank
Fiserv, Inc.
FLEETCOR
FOCUS Brands
Freddie Mac
Fubo Gaming
GE Energy
General Motors (GM)
Harley-Davidson, Inc."
HCA Healthcare
Humana Insurance Company
Jabil
Jack Henry & Associates
Johnson & Johnson
JPMorgan Chase & Co.
Lowe's Companies, Inc.
Marathon Petroleum Corporation
Marriott Vacations Worldwide
Mastercard Worldwide
MAXIMUS
McKesson
Merck & Co., Inc.

MetLife Inc.
Molina Healthcare, Inc.
Morgan Stanley
Nationwide
NBCUniversal
NCR Corporation
New York Life Insurance Company
PACCAR
Panasonic Avionics
Pfizer Inc.
Premise Health
Schlumberger
Starbucks Coffee Company
Synovus
Takeda Pharmaceuticals
Tesla
The Coca-Cola Company
The Estée Lauder Companies Inc.
The Home Depot Inc
The Kraft Heinz Company
The TJX Companies, Inc.
TikTok
Tractor Supply Company
Truist
U.S. Department of Homeland Security
United Airlines
Unum
Verizon
Visa
VS&Co.
Walmart
WarnerMedia
Wells Fargo
Yum Brands
Zurich North America

ISE® PROGRAM AGENDA

5:30 PM | ISE® PRIVATE WELCOME DINNER *(THE EVENING BEFORE)*
Exclusive dinner held for attending executives the night before the ISE® Summit and Awards Gala. *(Sponsorship Opportunity)*

9:30 AM | ISE® VIP CONTINENTAL BREAKFAST
The exclusive VIP Continental Breakfast kicks off the day by connecting sponsors, nominees, and executive attendees in a relaxed morning atmosphere over coffee and light breakfast items.

11:00 AM | ISE® SIGNATURE LUNCHEON
Seating begins at 11:00 AM, followed by the luncheon program discussion. The ISE® Signature Luncheon is a seated lunch with discussions led by an ISE® VIP Host with attending InfoSec executives. Invitation only. *(Included with Exabyte sponsorship. F&B and AV are not included and will be billed at actual expense. Kilobyte delegates are not eligible to attend.)*

12:50 PM | ISE® EXECUTIVE FORUM
T.E.N.'s CEO & President will welcome guests, provide an overview of the program agenda and event purpose. After which the event will commence, including:

OPENING KEYNOTE
Presented by a notable, top-tier security executive, the Opening Keynote launches our Executive Forum with an insightful presentation regarding a variety of topics: top security challenges, team planning, technology implementation, forward-thinking career strategies, and much more.

TABLETOP CONVERSATIONS:
The interactive ISE® Tabletop Conversations discussions give you time to engage face-to-face with leading executives to explore the hot topics, share insights on solutions, and hear success stories from customers who are solving similar challenges. Sponsor a ISE® Tabletop Conversation to establish content and select a host. *(One ISE® Tabletop Conversation included in Exabyte Sponsorship. Available upgrade for Kilobyte Sponsors.)*

INDUSTRY PRESENTATION (EXABYTE ONLY)
Facilitate a 15-minute industry presentation with your thought leader during the ISE® Executive Forum.
(This cannot be a product demonstration or a direct sales pitch, and the presenter cannot be in a sales or marketing role.)

ISE® FIRESIDE CHATS and T.E.N. TECH TALKS
Leading security executives discuss their biggest challenges and explore the hottest trends.
(Thought leader participates as a featured panelist included with Exabyte Sponsorship.)

ISE® NOMINEE SHOWCASES
Learn about the products and strategies used by nominees. Hand-picked by the judges, many of these showcase presentations are "tell-all" customer-focused case studies that nominating sponsors could gain added visibility from.

5:00 PM | ISE® VIP RECEPTION
Immediately following the day of collaborative dialogue, the exclusive VIP Reception connects sponsors, nominees, and executive attendees in a relaxed atmosphere with premiere networking opportunities.

6:00 PM | SPONSOR PAVILION AND DINNER BUFFET
Sponsors take the spotlight with time to showcase products and services as executives enjoy a gourmet dinner buffet. Your networking experience will take on a new feel as you connect with potential customers in a fine event space surrounded by elegant food and beverage stations. Your sales team can establish new contacts through the popular Passport for Prizes, which delivers a steady flow of visitors to your team.

7:30 PM | ISE® AWARDS GALA
Excitement builds as the spectacular ISE® Awards Gala unfolds to recognize the nominees, finalists and winners of the Executive of the Year Award, Project of the Year Award, and People's Choice Award. This elegant event is the perfect opportunity to deepen ties with customers and cultivate relationships with prospects after nominating them for an award.

9:00 PM | CHAMPAGNE AND DESSERT RECEPTION
Conclude the evening with a champagne and dessert reception as you continue to network with nominees, share contact information, and leverage the relationships you have built throughout the day. Talk one-on-one or as a small group with executives on matters that mean the most to them.

ABOUT T.E.N.

T.E.N., an award-winning technology and security networking and marketing firm, hosts relationship-building events between top Information Security executives, industry pioneers and innovative solution providers within the cybersecurity industry. Since 2010, T.E.N.'s executive leadership programs have facilitated valuable knowledge-sharing, collaboration and decision-making between InfoSec peers and vendors alike. Its flagship program, the nationally acclaimed Information Security Executive® (ISE®) of the Year Program Series and Awards, is North America's largest leadership recognition and networking program for security professionals, honoring both leading executives and deserving project teams. In addition, T.E.N. hosts a series of ISE® VIP Programs in San Francisco and Las Vegas, which offer security executives an exclusive, premiere networking environment away from busy showroom floors. All throughout the year, T.E.N. continues to deliver its highly regarded ISE® Private Dinners in major cities within the U.S. and hosts its ISE® Fireside Webinars and ISE® Cocktails & Conversations and T.E.N Tech Talks digitally, allowing more time for cybersecurity executives, professionals and solution providers to Connect, Collaborate, and Celebrate than ever before.

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