Peer Networking
Education & Training
Career Opportunity and Growth
Industry Tools & Resources
Special Offers & Discounts
Insight Into Best Practices

ISSA
Information Systems Security Association

ISSA is the community of choice for international information security professionals dedicated to protecting critical information and infrastructure and managing technology risk

Established in 1984, the Information Systems Security Association (ISSA)® is the community of choice for international cybersecurity professionals dedicated to advancing individual growth, managing technology risk and protecting critical information and infrastructure.

ISSA is a highly respected, not-for-profit, international organization of information security professionals and practitioners. We provide educational forums, publications, and peer interaction opportunities that enhance the knowledge, skill, and professional growth of its members.

ISSA has 130 chapters (and growing), reaching more than 11,000 security professionals in 92 countries. ISSA members are consistently recognized as experts on critical issues in all areas of cyber and information security, and the group is seen as a critical resource for businesses of all sizes, global enterprises, and government. Each of our members is an information security professional. They constantly look for new ways to stay up to date on current industry trends and make contributions to the security community.

ISSA is committed to promoting effective cyber security on a global basis, being a highly regarded voice of information security that influences public opinion, government legislation, education and technology with objective expertise that supports sound decision-making in addition to providing education and knowledge sharing at all career lifecycle stages and being a respected forum for networking and collaboration.

Why Sponsor

ISSA Sponsorship opportunities position your organization as an industry leader, they provide a high level of engagement with qualified Information Security professionals, they allow you to differentiate yourself from the competition. We deliver maximum ROI by connecting you directly with your target market.
Let ISSA help you connect with your target market, generate new leads, and position your organization as an industry leader.

Partnering with ISSA means more than making the right contacts; it means being an insider. It means being connected to the right people with the right level of influence, and it means you are allied with a globally respected organization and a leader in the Information Security industry.

ISSA webinars, events, and digital media packages provide a solid platform to help you stand out as a leader in the industry and make an impact. Our programs allow you to achieve your marketing goals and deliver a maximum return on your investment. We have developed convenient and customizable packages to help your organization meet its objectives and reach your target market. Partnering with the ISSA means:

- Engagement with leaders in the Information Security industry – The majority of our members hold various cyber security credentials and certifications
- Access to Information Security decision-makers worldwide — More than 60% of ISSA members participate in the purchasing decisions of their enterprise
- Positioning your organization as a leader with a globally respected organization

Demographics

Connect with Your Target Audience

With over 11,000 members ISSA supports the development of professionals with highly effective cyber security expertise. We are recognized as a respected and trusted source and advisor on information security related technology, education, standards, and legislation.

ISSA bridges all certifications, industries, and career stages both locally and globally. We facilitate interaction and education to create a more successful environment for global information systems security and the professionals involved.

Members include cybersecurity and information security practitioners at all levels of the security field in a broad range of industries such as healthcare, financial, technology, government, communication, education, manufacturing, etc.

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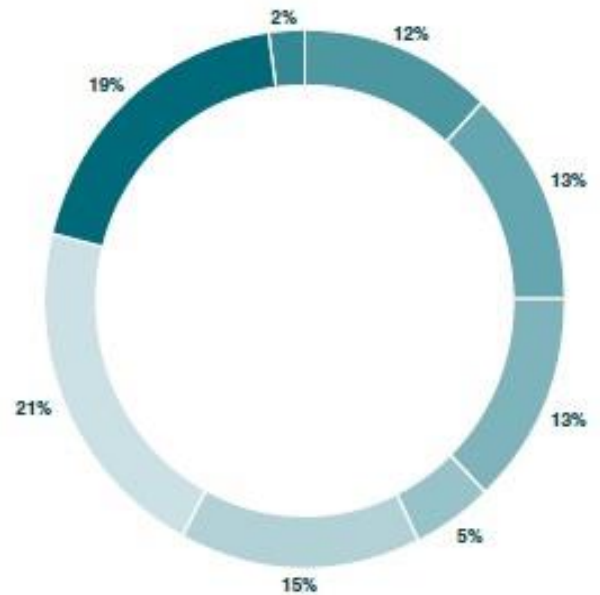
❯ ISSA MEMBERSHIP BY COMPANY SIZE

Company Size	Percentage
More than 10,000	30%
5000-9999	8%
1000-4999	18%
500-999	7%
100-499	14%
50-99	5%
Less than 50	18%
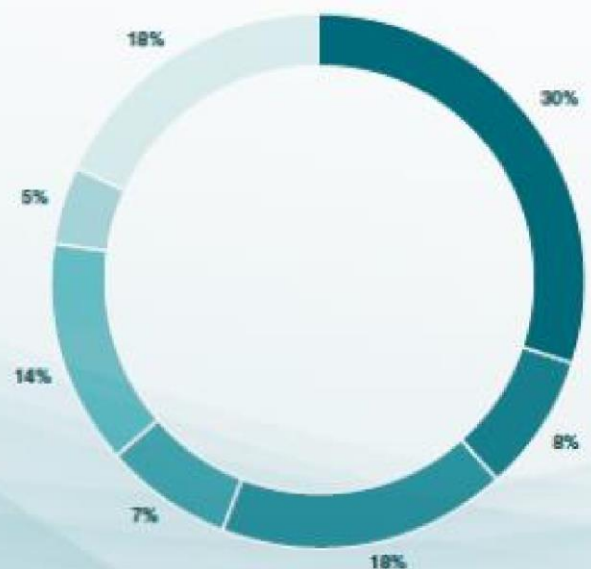
) ISSA MEMBERSHIP BY INDUSTRY

Industry	Percentage
Manufacturing	12%
Healthcare	13%
Computer/Tech Services	13%
Energy/Utilities	5%
Consulting	15%
Financial	21%
Govt/Military	19%
Legal	2%

) ISSA MEMBERSHIP BY CAREER LEVEL

Career Level	Percentage
Executive	12%
Senior	39%
Mid-Level	17%
Entry-Level	17%
Pre-Professional	8%
I prefer not to answer	2%
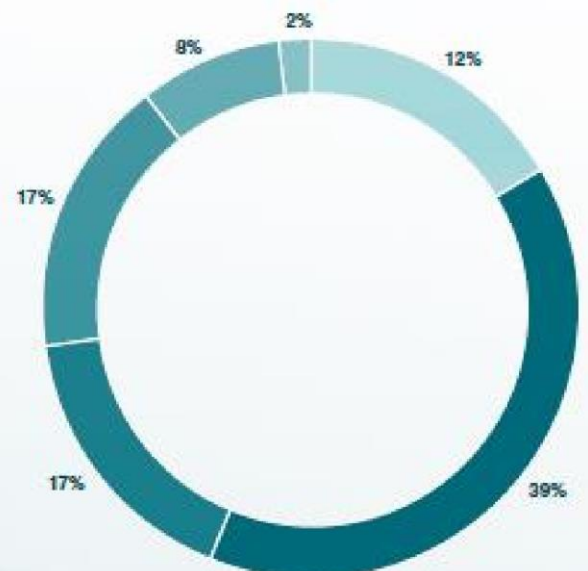
CISO Executive Forums

CISO Executive Forums deliver market knowledge from leading information security executives in an open dialogue format. CISO Forums attract security executives from major organizations, providing them with the opportunity to listen, interact, and solve critical security industry issues.

The role of the information security executive continues to evolve as the integration of business and technology evolves. As this role gains more authority and responsibility, peers benefit from the exclusive collaborative environment to enhance their knowledge, address issues, and influence the development of the profession.

The CISO Executive Forum Sponsorship Program provides a limited number of sponsors with the opportunity to engage with CISO Executive members and qualified VIP guests who attend the quarterly CISO Executive Forums.

Platinum Sponsorship $15,000 (limit 3)

- **40-minute speaking opportunity.** Restricted to CISO, CSO, or CTO speaker. All topics and content must provide thought leadership and must be vendor neutral.
- One 6-foot draped table top with area for stand-alone display (4 staff members), two chairs, electric (4) Admission passes to the Welcome Reception/Dinner, breakfast, lunch, and all networking breaks
- (10) CISO Executive Forum Guest passes for qualified CISOs or CISO equivalents*
- (1) Executive Guest pass to Forum for sponsor internal use (Company CISO or CISO equivalent only*)
- Literature inserts in attendee folder including white papers, product literature, etc.
- Logo and 50-word description on event program listed as a Platinum Sponsor
- Verbal recognition at all CISO Forum activities
- Logo/link on CISO Forum website listed as a Platinum sponsor
- Opportunity to participate in prize drawings

    All Guests must meet minimum CISO Member qualifying criteria

Gold Sponsorship $12,000 (limit 4)

- **Choose One (based on availability):** Exclusive Sponsor of the: Welcome Reception/Opening Dinner, CISO Luncheon, or Closing Reception. Includes signage and ability to provide logo gift for attendees.
- One 6-foot draped table top with area for stand-alone display (3 staff members), two chairs, electric (3) Admission passes to the Welcome Reception/Dinner, breakfast, lunch, and all networking breaks
- (5) CISO Executive Forum Guest passes for qualified CISOs or CISO equivalents*
- Literature inserts in attendee folder including white papers, product literature, etc.
- Logo and 50-word description on event program listed as a Gold Sponsor
- Verbal recognition at all CISO Forum activities
- Logo/link on CISO Forum website listed as a Gold sponsor
- Opportunity to participate in prize drawings

Silver Sponsorship $8,500 (limit 3)

- **Choose One (based on availability):** Exclusive Sponsor of the: Opening Breakfast, Morning Break, or Afternoon Break. Includes signage and ability to provide logo gift for attendees.
- One 6-foot draped table top with area for stand-alone display (2 staff members), two chairs, electric
- (2) Admission passes to the Welcome Reception/Dinner, breakfast, lunch, and all networking breaks
- Literature inserts in attendee folder including white papers, product literature, etc.
- Logo and 50-word description on event program listed as a Silver Sponsor
- Verbal recognition at all CISO Forum activities
- Logo/link on CISO Forum website listed as a Silver sponsor
- Opportunity to participate in prize drawings

ISSA Webinar Series

Our ISSA Webinar Series are filled with an abundance of timely information that resonates with security professionals across the globe. When you sponsor our webinars, you position yourself at the forefront of the industry.

Our webinars feature today's most challenging Information Security problems and concerns and offer our members the opportunity to earn free CPEs towards the many certifications they hold.

- Webinars are presented live by subject matter experts.
- Webinars are free of charge.

Members enjoy interaction with our presenters and panelists in a live format or view the entire webinar after the event OnDemand at their convenience. Each of these informative, web-based, education sessions are available in our archives for up to twelve (12) months following the event.

ISSA Thought Leadership Webinar Series $15,000USD

These 60-minute programs bring together subject matter experts to present on and discuss today's most critical information security topics. The format is a combination of presentations, moderated round table discussion, and audience Q&A. Imagine what having the exclusive attention of this expansive group of Info Security professionals can do for you!

Our webinars are a free member benefit for ISSA members and the general security community either live, or via the ISSA on demand archive webinar channel. This exclusive, single-sponsor opportunity will position you as a thought leader and industry expert.

Date		Time		
January 9, 2019	SOLD	1-2PM EST	July 10, 2019	1-2PM EST
February 13, 2019	SOLD	1-2PM EST	August 14, 2019	1-2PM EST
March 13, 2019	SOLD	1-2PM EST	September 11, 2019	1-2PM EST
March 20, 2019	SOLD	1-2PM EST	October 9, 2019 SOLD	1-2PM EST
April 10, 2019	SOLD	1-2PM EST	October 16, 2019	1-2PM EST
May 8, 2019	SOLD	1-2PM EST	November 13, 2019 SOLD	1-2PM EST
June 12, 2019	SOLD	1-2PM EST	December 11, 2019	1-2PM EST

General

- Exclusive Sponsor
- Sponsor-selected topic
- ISSA provided Moderator
- **(1) Panel seat** follow by Q&A (Sponsor provides a speaker of their choice *(*presentation/speakers cannot be product or sales focused)*
- ISSA provides 2 additional subject matter experts to join discussions
- Webinars are run on the BrightTalk platform
- Webinar is recorded and archived for no less than 12-months on the ISSA Webinar Channel on the BrightTalk Platform
- Attendees can receive CPE credits

ISSA Deliverables

- **Qualified Leads**: Access to all opt-in contact information, including email and phone
  - o pre-reg and live attendees
  - o OnDemand leads provided for three consecutive (3) months following the live broadcast
- (2) E-newsletters announcement promoting your webinar and registration link
- (2) email registration invitations and reminders to all opt-in ISSA members prior to webinar
- Event listing and link on ISSA website
- Unique URL provided for Sponsor's use
- Follow-up email sent to all pre-registered, non-attendees with link to OnDemand file to listen at their convenience
- Your logo on the ISSA website as an official ISSA Webinar Sponsor and included in all marketing messages related to your program
- Upon request MP4 File may be provided after the sponsor lead generation period ends

Sponsor Deliverables

- **Content Syndication:** Sponsor may submit links for up to three pieces of collateral for attendees to download to learn more about your security solutions and services (examples white papers, case studies, podcast, etc.)
- Sponsor provides seed questions for panel conversation
- **Registration Questions**: Sponsors may submit up to three questions for attendees to answer on the registration page
- **Webinar Syndication**: If your company has their own channel on the BrightTalk platform, your webinar can be syndicated into your channel after the sponsor lead generation period ends.

Lead time: Please allow 6-8 weeks lead time for planning and promotion

International Webinar Series $15,000USD

These 2-hour webinars keep our members, the information security workforce, up to date on current hot-topics, industry challenges, and the anticipated threats of tomorrow. The attendees are eager to engage and utilize solutions and services to help them secure their companies information assets.

Date	Time	Topic
January 22, 2019	12PM EST – 2PM EST	2018 Year in Review
February 26,2019	12PM EST – 2PM EST	DevOps/ AppSec the State of the World
March 26, 2019 SOLD	12PM EST – 2PM EST	Threat Detection- Trends and Technology
April 23, 2019 SOLD	12PM EST – 2PM EST	Breach Report- Review the Various Breach Reports
May 28, 2019	12PM EST – 2PM EST	Breach Response- Humans in Security
June 25, 2019 SOLD	12PM EST – 2PM EST	Privacy- GDPR a Year Later
July 23, 2019	12PM EST – 2PM EST	Security Standards Organizations the good, the bad, and the ugly? (who does what and why)
August 27, 2019	12PM EST – 2PM EST	Legislative Aspects
September 24, 2019	12PM EST – 2PM EST	New Trends in Security- outsourcing and other tech
October 22, 2019	12PM EST – 2PM EST	Attack of the Botnets- Internets of Terror loT II
November 26, 2019	12PM EST – 2PM EST	SDLC- is it useful

General

- Exclusive Sponsor
- ISSA pre-determined topic
- ISSA provided Moderator
- **(1) Panel seat** follow by Q&A (Sponsor provides a speaker of their choice *(*presentation/speakers cannot be product or sales focused)*
- ISSA provides 3 additional subject matter experts to join discussion
- Webinars are run on the BrightTalk platform
- Webinar is recorded and archived for no less than 12-months on the ISSA Webinar Channel on the BrightTalk Platform
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Digital Media Opportunities

ISSA Journal

Free to all ISSA members, the ISSA Journal, the association's preeminent educational resource, is electronically distributed to more than 11,000 information security professionals every month.

In addition to the monthly online Journal, quarterly printed issues are mailed to ISSA members worldwide and hundreds are made available at global, regional, and local events.

Each issue of the Journal provides content aimed at assisting in the professional development of our members. Our content covers a broad array of industry issues, trends, and developments, tips for advancing career paths, and technical articles assisting members in understanding the complex challenges they face in their job.

The ISSA Journal is recognized for its peer-reviewed articles on applied research and practice by recognized authors, researchers, and cybersecurity practitioners. It is read by those who are seeking answers to today's and tomorrow's challenges.

As a digital publication, the ISSA Journal provides an endless amount of opportunity for our advertisers. From immediate delivery to direct linking of websites, white papers, landing pages and surveys, our online journal connects users and vendors together in a way no other format can.

Features

- Monthly distribution
- Links to all URLs in editorial content
- Links to URLs from advertisements
- Reach all ISSA members worldwide (over 11,000)
- Distribution of print copies at major industry events, Conferences and trade shows
- Reinforces direct relationship with reader

Ad Size	Digital Only	Print and Digital
Full Page Advertorial	$4,000 USD	$5,000 USD
Full Page Color	$2,000 USD	$2,500 USD
1/2 Page Color	$1,500 USD	$2,000 USD
1/3 Page Color	$1,250 USD	$1,750 USD
1/4 Page Color	$1,000 USD	$1,250 USD

Ask about multi-ad discounts

2019 Editorial Calendar

JANUARY (QUARTERLY: PRINT & DIGITAL) Best of 2018

FEBRUARY (DIGITAL ONLY)
Legal & Public Policy

MARCH (DIGITAL ONLY)
Cloud

APRIL (QUARTERLY: PRINT & DIGITAL) Infosec Basics

MAY (DIGITAL ONLY)
Cryptography

JUNE (DIGITAL ONLY)
Privacy

JULY (QUARTERLY: PRINT & DIGITAL) Internet of Things

AUGUST (DIGITAL ONLY)
The Toolbox: Tools of the Infosec Pro

SEPTEMBER (DIGITAL ONLY)
Standards

OCTOBER (QUARTERLY: PRINT & DIGITAL) The Business Side of Security

NOVEMBER (DIGITAL ONLY)
Security DevOps

DECEMBER (DIGITAL ONLY)
Looking Forward

Advertorial

Full page Advertorial

Digital Only-$4,000

Digital and Print- $5,000

Sponsoring a full-page ISSA Advertorial means you can thoroughly explain your solutions and services and tell an effective story by combining the benefits of a traditional print ad with a feature article.
Content subject to approval by ISSA

eDistribution

Sponsorship $8,500USD Limit 2 per month

It's an advertiser's dream come true! A sponsorship that syndicates your content across all the ISSA digital media platforms. The exposure for ISSA eDistribution advertisers is priceless.

The ISSA eDistribution sponsorship will showcase your organization to ISSA members and generate targeted leads. This is your opportunity to offer thought leadership, expertise, and tools to help tackle current security threats and challenges.

Sponsorship Includes
- (1) Dedicated email distributed to all ISSA opt-in members
  Content subject to approval by ISSA
- (1) Full color Advertorial in the ISSA Journal combining the benefits of a traditional print ad with a featured article
  Content subject to approval by ISSA
- (1) 30-day block ad on the ISSA website

eNews

Exclusive Sponsorship $2,500USD/ per issue

Be a part of one of ISSA's most popular member communications featuring current happenings in the association along with timely industry news. Sponsors receive a 180X180 block ad that clicks through to your designated landing page. In addition, you receive a text tag line on the email. This is a great opportunity to feature information on product releases, white papers, case studies and educational events and build name/brand recognition with your target audience.

ISSA member newsletters are distributed on the 1st and the 3rd Wednesday of every month. eNews sponsorships are single-sponsor exclusive opportunities.

Block Ad

Sponsorship $2,000USD/30-days
- The ISSA International website currently averages 17,000 unique visitors and 80,000 page-hits per month
- Block ads are run-of-site and appear in the bottom of the sidebar on the ISSA members' portal (https://www.members.issa.org/default.aspx) as well as near the top of the sidebar on ISSA's non-member website (https://www.issa.org)
- Ad size: 768px X 768px ad with hyperlink to your landing page

- Animation (.gif only) allowed if less than 5 seconds
- Appear on multiple pages within the ISSA website including the home page
- Updated on the first of every month