



## Exhibit Prospectus

**Conference Dates:** June 4-6, 2019  
**Exhibit Hall Dates:** June 4-6, 2019  
**Location:** Von Braun Center - Huntsville, AL

### About the Conference

National Cyber Summit is the nation's most innovative cyber security-technology event, offering unique educational, collaborative and workforce development opportunities for industry visionaries and rising leaders. Our core focus is on two things: accessibility and connectivity.

Held in Huntsville, Alabama, one of the nation's largest technological hubs, the Summit attracts commercial companies including healthcare, automotive and energy; academia; Department of Defense organizations; and civilian departments and agencies including DHS, NIST, U.S. Army, NASA, TVA, NSF and DOE.

### Background

Since its inception in 2008, the Summit offers numerous benefits to attendees. Some of the benefits include a diverse offering of educational training sessions, technical and management presentations and keynotes from world-class speakers. The Summit also offers the unique opportunity to network, showcase solutions and learn new skills.

The Summit is hosted by the North Alabama Chapter of the Information Systems Security Association (NAC-ISSA), Cyber Huntsville Corporation (CHC), Auburn University Research, and University of Alabama in Huntsville.

### North Alabama ISSA

The North Alabama chapter of ISSA is a non-profit organization made up of over 200 information security professionals and practitioners in the Tennessee Valley. We provide education forums, publications, and professional networking opportunities which enhance the knowledge, skill and professional growth of its members and our local community. The North Alabama ISSA chapter is affiliated with the international ISSA organization, conforms to its professional and organizational guidelines, and supports the ISSA Code of Ethics. Join NA-ISSA and check out our website at <http://nac-issa.org>

### Cyber Huntsville

Cyber Huntsville was officially incorporated as a 501(c)(6) Nonprofit on June 10, 2011. Cyber Huntsville was organized exclusively to promote and represent the common interests of members of industry, academia and government whose business or focus are cyber activities that include or relate to cyber engineering, cyber systems development, cyber forensics, cyber research, development, and education and/or cyber systems, products or services. With a primary mission to Advocate, Educate and Exercise, Cyber Huntsville is dedicated to making Huntsville and the Tennessee Valley region a Nationally and Internationally recognized Cyber leader. Join Cyber Huntsville and be a part of a leading epicenter for cyber security and innovation! For more information on how to join Cyber Huntsville, please check our website at <https://cyberhuntsville.org>.

### Attendance

The expected attendance is 2500+.



## Exhibit Opportunities

### Booth Sizes and Pricing

- \_\_\_ 10x10 Exhibitor Booth (100 sqft) - \$1,400
- \_\_\_ 10x20 Exhibitor Booth (200 sqft) - \$2,800
- \_\_\_ 10x30 Exhibitor Booth (300 sqft) - \$4,200
- \_\_\_ 20x20 Exhibitor Booth (400 sqft) - \$5,600
- \_\_\_ 20x30 Exhibitor Booth (600 sqft) - \$8,400
- \_\_\_ 30x30 Exhibitor Booth (900 sqft) - \$12,600

Current floor plan is available at <https://www.expodad.com/host/tx/eventpower/19ncs/exfx.html#floorplan>

### Exhibit Amenities

- Pipe and drape dividing the booth spaces
- New for 2019! Booth carpet (you may purchase additional carpet to enhance the look of your booth from the Summit decorator)
- Booth ID Sign
- Two complimentary booth personnel badges per booth regardless of size

### Booth Partners

Exhibitors and sponsors are permitted to have partner companies. There is a \$150.00 charge per partner company. Partner companies will be included in the guide with a description and logo. The maximum number of partners per contracted booth is 2.

### Additional Exhibit Services

Booth services such as electricity, Internet, booth furniture, booth cleaning, etc. must be purchased separately through the conference decorator. Additional information about options and fees is available on the Summit website in the exhibitor kit. The exhibitor kit will be e-mailed and posted online approximately eight weeks prior to the Summit.

### Exhibitor Booth Staff

- Two complimentary badges are provided per 10x10 booth which includes a lunch ticket for both days.
- Additional booth staff may register for \$75 per person. This fee includes the exhibit hall lunch on both days.

## Sponsorship Opportunities

### \_\_\_ Diamond\* - \$8,500

Diamond sponsorship includes the following benefits:

- 10x20 exhibit booth
- Four (4) Full Summit registrations
- Six (6) complimentary exhibit passes
- Four (4) parking passes
- Opportunity to introduce 1 Keynote Speaker
- Opportunity to host an after hours event or booth hosted event (sponsor pays for food/beverage)
- Flyer distribution



- Up to four (4) - 1 minute videos played during General Session (sponsor to supply the video (s))
  - Designated table and Keynote lunches
  - Verbal recognition as a Diamond sponsor
  - Recognition as a Diamond sponsor on the Summit website and on signage throughout the Summit
- Note: Sponsor can upgrade their booth at an additional charge

\_\_\_ **Platinum\* - \$6,500**

Platinum sponsorship includes the following benefits:

- 10x10 exhibit booth
  - Three (3) Full Summit registrations
  - Six (6) complimentary exhibit passes
  - Three (3) parking passes
  - Opportunity to introduce 1 Keynote Speaker
  - Flyer distribution
  - Up to two (2) - 1 minute videos played during General Session (sponsor to supply the video (s))
  - Designated table at Keynote lunches
  - Verbal recognition as a Platinum sponsor
  - Recognition as a Platinum sponsor on the Summit website and on signage throughout the Summit
- Note: Sponsor can upgrade their booth at an additional charge

\_\_\_ **Gold\* - \$5,000**

Gold sponsorship includes the following benefits:

- 10x10 exhibit booth
  - Two (2) Full Summit registrations
  - Four (4) complimentary exhibit passes
  - Designated table at the Keynote lunches
  - Verbal recognition as a Gold sponsor
  - Recognition as a Gold sponsor on the Summit website and on signage throughout the Summit
- Note: Sponsor can upgrade their booth at an additional charge

\_\_\_ **Silver\* - \$3,000**

Silver sponsorship includes the following benefits:

- Two (2) Full Summit registrations
- Flyer distribution
- Verbal recognition as a Silver sponsor
- Recognition as a Silver sponsor on the Summit website and on signage throughout the Summit

\_\_\_ **Bronze\* - \$2,000**

Bronze sponsorship includes the following benefit:

- One (1) Full Summit registration
- Verbal recognition as a Bronze sponsor
- Recognition as a Bronze sponsor on the Summit website and on signage throughout the Summit

\_\_\_ **Keynote Speaker - \$10,000**

Exclusive (only 1 available)

Keynote sponsorship includes the following benefits:

- 10x20 exhibit booth
- Four (4) Full Summit registrations
- Six (6) complimentary exhibit passes
- Two (2) mobile app pushes
- Opportunity to introduce 2 Keynote Speakers
- Item placed on seats in General Session (flyer or give away item)
- Platinum level sponsorship benefits
- Designated table and Keynote lunches
- Includes 2 full conference passes



— **Mobile App - \$8,000**

Exclusive (only 1 available)

By sponsoring the mobile app, you will be giving attendees the opportunity to network with each other.

Sponsoring company will receive the following:

- Company logo on mobile app as the official app sponsor
- Banner ad on mobile app
- Benefits and recognition as a Platinum Sponsor (if not already sponsoring at a higher level)

— **Tote Bag**

**SOLD** Verodin

— **Cyber Cup Challenge Scholarship - \$6,500**

(3 sold/1 available)

One of the highlights of the Exhibit Hall is the two-day Cyber Cup Challenge. Show your support to the cyber community by sponsoring the competition. Sponsoring company will receive the following:

- 10x10 booth exhibit
- Recognition as a Silver Sponsor (if not already sponsoring at a higher level)
- Recognition as sponsor of the competition on participants t-shirts
- Full Summit registration for two (2) representatives (includes meals)
- Special signage and branding in the competition area
- Company logo prominently displayed on Summit website
- Verbal recognition during the opening and closing of the competition as a Cyber Cup Challenge Scholarship contributor

— **Welcome Reception - \$5,500**

Exclusive (only 1 available)

The Main Reception takes place at the Von Braun Center. Sponsorship includes the following:

- Full Summit registration for two (2) representatives (includes meals)
- Recognition as a Bronze Sponsor (if not already sponsoring a higher category)

— **Lanyard Sponsor**

**SOLD** LogiCore Corporation

— **Wednesday Lunch - \$4,500**

(2 available)

Sponsoring includes the following:

- Two (2) full Summit registrations
- Sponsor recognition on signage

— **Thursday Lunch - \$4,500**

(2 available)

- Two (2) full Summit registrations
- Sponsor recognition on signage

— **Job Fair**

**SOLD** ClearedJobs.Net | CyberSecJobs.com

— **Wifi\* - \$4,000**

Exclusive (only 1 available)

Internet access is the service most used by Summit attendees. Wifi sponsor has the opportunity to create their own wifi access code that will be used by all attendees. Sponsor's logo will also be recognized on wifi log-in instructions, placed on signage and anywhere else the WiFi access code is given.

- Logo on the wifi site



— **Classified Lunch Sponsor**

**SOLD** Straitsys, Inc.

— **Classified Session Sponsor**

**SOLD** Dynetics, Inc.

— **Coffee Cafe**

**SOLD** Verodin

— **Track - Advanced Manufacturing/SCADA/Supply Chain - \$2,500**

Exclusive (only 1 available)

- Two (2) full Summit registrations
- Verbal recognition during the opening and closing of the session presentations
- Company logo displayed on Summit website and on the online agenda

— **Track Sponsor - Redstone Arsenal Cyber Ecosystem - \$2,500**

Exclusive (only 1 available)

Two (2) full Summit registrations

- Verbal recognition during the opening and closing of the session presentations
- Company logo displayed on Summit website and on the online agenda

— **Track Sponsor - Law Enforcement/Forensics - \$2,500**

(2 available)

Two (2) full Summit registrations

- Verbal recognition during the opening and closing of the session presentations
- Company logo displayed on Summit website and on the online agenda

— **Track Sponsor - Classified Session - \$2,500**

Exclusive (only 1 available)

Two (2) full Summit registrations

- Verbal recognition during the opening and closing of the session presentations
- Company logo displayed on Summit website and on the online agenda

— **NCS Cyber Lounge\* - \$2,500**

Exclusive (only 1 available)

The sponsorship includes comfortable powered seating allowing personal devices to be charged. The seating includes a branded charging table and pillows.

Sponsoring also includes the following:

- Company logo and sponsorship on signage at charging station
- Company logo displayed on Summit website

— **Mid-Morning and Afternoon Break - \$2,000**

(1 sold/1 available)

Sponsorship includes the following:

- One (1) full Summit registration
- Company logo displayed on the online agenda and on Summit website
- Company logo displayed on signage during the Summit scheduled breaks
- Verbal recognition during the breaks each day

— **Water Cooler**

**SOLD** Redstone Federal Credit Union

— **Continental Breakfast**

**SOLD** Oasis Systems; Unanet



— **Notebook**

**SOLD** LogiCore Corporation

— **Digital Agenda Signage**

**SOLD** Maynard Cooper & Gale

— **Program Brochure Sponsor**

**SOLD** The University of Alabama in Huntsville Graduate School; Redstone Federal Credit Union

— **Flyer distribution - \$1,000**

Opportunity to provide one-page handout that will be displayed on literature racks throughout the Summit

— **Summit Signage**

**SOLD** Stealth-ISS Group, Inc.

— **Exhibit and Hallway Directional Stickers**

**SOLD** Athens State University

— **Exhibit Hall Pub Crawl Sponsor - \$500**

Want to draw a crowd to your booth? Be a part of the Pub Crawl taking place during the Wednesday night reception from 5:30 - 7:30p.m. We'll advertise your booth as a stop on the Pub Crawl. All food and beverage must be purchased through the Von Braun Center (VBC). (Note: This offer is exclusive to companies who are contracted as exhibitors.)

— **After Hour Events\* - \$500**

You plan it, we promote it. Plan an after hour event at the Summit and we will promote to the Summit attendees.

— **Vendor Hosted Event - \$500**

Draw a crowd by sponsoring a vendor hosted event right at you booth. Be creative -- Ice cream social, lemonade and popcorn, bourbon/beer/wine tasting - you name it, we'll advertise it. Cost of food and beverage is the sponsors responsibility. You must have a contracted booth to participate.

— **Conference Bag Insert - \$500**

Sponsor can provide an item that will be distributed within the attendee bags. This offers a great opportunity to get your brand into the hands of each attendee.

— **Lightning Round - \$100**

Pitch your latest tools and techniques in a rapid-fire, 15-min demonstration live on one of the Lightning Round stages. Submission are accepted on a first come, first served basis and must be received through the NCS Call for Presenters. The deadline to submit is May 15. This opportunity is only available to currently contracted exhibitors and sponsors.

### Payment Deadlines

50% of invoice is due by December 4, 2018. 100% is due by April 4, 2019. Any cancellations after December 4, 2018 or before April 3, 2019 are 50% liable for the value of the contract. After April 4, 2019 the exhibitor/sponsor is 100% liable for the value of the contract.

## Instructions

**Step 1:** Mark your selections below under Payment Amount & Method (select exhibit booth space, partnerships and sponsorships).

**Step 2:** Fax completed form to (703) 740-1940 or email to LPowell@eventPower.com.

**Step 3:** Register personnel through the conference Website.

**Notes:** Booth numbers are subject to change.

Sponsor instructions are emailed and posted on the event Website. Program guide information will be requested via email.

*This Commonwealth of Virginia contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (doing business as: eventPower), and the Exhibitor named herein. The Exhibitor agrees to comply with all Terms and Conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.*

## Company & Contact Information

Company Name: _____			
<b>Contact 1:</b> _____		<b>Contact 2 Billing Contact:</b> _____	
Street Address: _____		Street Address: _____	
City State, Zip: _____		City State, Zip: _____	
Email Address: _____		Email Address: _____	
Phone #: _____	Fax: _____	Phone #: _____	Fax: _____

## Contract Acceptance (signature is required)

This contract is accepted as binding by the following Exhibitor Representative:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Invoicing Policy, Payment & Cancellation Terms & Conditions

**Invoicing:** Invoices will be sent by email. If you wish to receive a printed copy please check the box below:

Please send a printed invoice to our company billing contact (contact 2 above).

**Payment:** 50% payment is due at 180 days prior to the program start date with the remaining 50% due at 90 days prior to the program start date. Companies are 50% liable for contracted funds at 180 days prior to the program and 100% liable for contracted funds at 90 days prior to the program.

**Cancellation:** Cancellations must be received by email from a representative of the company signing this contract and confirmed as accepted by email from eventPower. Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.

## Payment Amount & Method

<b>Partnership Package:</b> \$ _____	<b>Booth Selection:</b> 1 <sup>st</sup> choice _____ 2 <sup>nd</sup> choice _____ 3 <sup>rd</sup> choice _____ (booth numbers are subject to change)
<b>Sponsorship /Advertising:</b> \$ _____	
<b>Exhibit Space:</b> \$ _____	<b>P.O. #:</b> _____
<b>Discount:</b> \$ _____	<b>W-9 Form:</b> To obtain eventPower's W9 form visit <a href="http://www.eventPower.com/w9">www.eventPower.com/w9</a>
<b>Total Contracted Amount:</b> \$ _____	
<b>Payment Method:</b>	<b>Payable to:</b> eventPower <b>Mail to:</b> eventPower, Accounts Receivables, 5205 Woodleaf Court, Centreville, VA 20120
<input type="checkbox"/> Check	A confirmation email will be sent with an Invoice attachment. A link to a secure online credit card payment portal will be provided at the bottom of the invoice.
<input type="checkbox"/> Credit Card	A confirmation email will be sent with an Invoice attachment. Wire transfer information will be provided on the invoice. Send wire transfer confirmations to <a href="mailto:SComer@eventPower.com">SComer@eventPower.com</a>
<input type="checkbox"/> Wire Transfer	

## Send Check Payments To:

**Payable to:** eventPower  
Accounts Receivables  
5205 Woodleaf Court  
Centreville, VA 20120

## Event Production Company/Merchant Contact Information:

Direct Marketing Productions, Inc.  
DBA: eventPower  
5205 Woodleaf Court  
Centreville, VA 20120

**Laurie Powell, Director of Sales**  
**Telephone:** (703) 740-1940  
**Fax:** (703) 740-1940  
**Email:** LPowell@eventPower.com  
**Website:** [www.eventPower.com](http://www.eventPower.com)

### Contract

This Commonwealth of Virginia Contract is for exhibit space, sponsorships, and/or advertising as noted below, by and between Direct Marketing Productions, Inc. (Doing Business As: eventPower), and the exhibitor named herein. The exhibitor agrees to comply with all terms and conditions appearing in this contract and further agrees that this contract is binding on all parties and can be amended only in writing by both parties.

### Payment and Liability Schedule

- 50% liable and 50% payment due 180 days prior to the first day of the conference.
- 100% liable and 100% payment due 90 days prior to the first day of the conference.
- If contract is received after payment due dates, the exhibitor agrees to pay the amount due within 15 days of submitting the contract.
- If contract is received within 15 days of the conference date, the exhibitor agrees to pay immediately with credit card, wire transfer or express check.
- Payment must be clear before the exhibitor is permitted to set up.
- eventPower reserves the right to reassign space or remove contracted company from the floor plan if the above payment schedule is not met.
- Failure to make payments does not release the contracted financial obligation.
- If payment is not received by the event date, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%).

### Cancellation or Downgrade

- Cancellations must be received in writing (email or letter) from a representative of the company signing this contract and confirmed as accepted in writing (email or letter) from an eventPower representative.
- Cancellations received at or after 180 days of the event start date but prior to 90 days of the event start date will be 50% liable for contracted funds. Cancellations received at or after 90 days of the event start date will be 100% liable for contracted funds.
- In the event of either a full or partial cancellation of space by an exhibitor, eventPower reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.
- The exhibitor agrees that the appropriate payment based on the schedule above must be received by eventPower within 15 days of the cancellation notice or by the first date of the conference (whichever comes first). If payment is not received by these dates, a collection agency will be assigned to collect the debt. The exhibitor will be assessed the collection agency fees (typically an additional 30%)

### Relocation and Floor Plan Revisions

eventPower retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

### Occupancy Default

Any exhibitor failing to occupy contracted space shall not be relieved of their financial obligation. If not occupied by the time set for completion of the installation of the displays, such space shall be taken by eventPower, and re-allocated or reassigned for such purposes or use eventPower may see fit.

### Limitation of Liability

- Exhibitor agrees to make no claim for any reason against eventPower, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the exposition as scheduled; nor for any action or omission of eventPower.
- The exhibitor is solely responsible for his own exhibition materials and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. eventPower shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

### Damage to Property

The Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property.

### Insurance

Exhibitors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance: Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. Proof of such insurance shall be provided to eventPower or its agent or representative upon request. Email certificate of insurance (COI) to SComer@eventPower.com.

### Installing, Exhibiting, Dismantling

eventPower specifies hours and dates for installing, exhibiting, and dismantling. Exhibitor shall be liable for all storage and handling charges resulting from failure to set up their booth or removing shipping crates from their exhibit booth three hours before the posted start time for the exhibit hall. Additionally, the exhibitor agrees not to begin dismantling their display or open crates before the specified conclusion of the dismantling period set by eventPower. Removal of exhibit materials or displays before the published dismantle times may be subject to a fine.

### Agreement to Rules

Exhibitor and all exhibitor personnel agrees to abide by the foregoing rules and those provided and contained in the Exhibitors Manual, and by any amendments and additional rules that may be put into effect by eventPower.

### Use of Space

Displays and demonstrations are limited to the confines of an exhibitor's own booth. Distribution of literature or other giveaways must be in the confines of the exhibitor's own booth. Displays must abide by the rules and regulations provided in the exhibitor service kit distributed by the event decorator.

### Cancellation or Change of Exposition by eventPower

In the event that the premises in which the exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not within the control of eventPower or its agents, the exposition may be canceled or moved to another appropriate location. eventPower shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not within the control of eventPower. Causes for such action beyond the control of eventPower shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the venue, municipal, state or federal laws, or act of God. Should eventPower terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damages. Refunds of "Paid Exhibit Space Fees" in the case of event termination or cancellation shall be made to exhibitors at the sole discretion of eventPower and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by eventPower through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

### Exhibitor Representative's Responsibility

Exhibitor agrees to indemnify eventPower, its employees, agents, or representatives against, and hold them harmless for, all claims arising out of the acts of negligence of exhibitor, exhibitor's agents, employees or representatives, and any claims for injury to exhibitor, its employees, agents, representatives, or event attendees.

### Amendment and Addition Rules

Any matters not specifically covered by the preceding rules shall be subject solely to the decision of eventPower. eventPower may, at any time, amend or add further rules to these rules, and all amendments made shall be binding on exhibitor equally with the foregoing rules and regulations.