

23rd Annual Vanguard Security, Audit and Compliance Expo
June 1-2, 2009 ♦ Jacksonville, Florida

Show Producer: Vanguard Integrity Professionals, Inc.
Event Name: 23rd Annual Vanguard Security Conference 2009
Event Venue: Hyatt Regency Jacksonville Riverfront, Jacksonville, Florida
Event Theme or Focus: Enterprise-wide information security training
Target Audience: Information and Computer Security Professionals
Show Floor Dates: June 1-2, 2009
Show Floor Hours*: June 1 5:30pm 8:00pm Exhibitor Welcome Reception
June 2 5:30pm 7:30pm Exhibitor Closing Reception & Prize drawing

Conference Program Dates: May 31-June 4, 2009

Describe general target audience of the event: CIOs, CSOs, Security Administrators, Security Managers, and Security Technicians from **Fortune™** 1000 companies

Event website address: www.go2vanguard.com

2009 projected exhibitor number: 20

2009 projected attendee number: 450+

Target Vertical Markets:

26%	Government
20%	Financial Services
17%	Insurance
12%	Other (Travel Services, Education, Package Delivery, Hazardous Waste)
7%	Healthcare
7%	Manufacturing
7%	Retail Trade
1%	Professional (Medicine, Lawyer, Accountant)
1%	Publication
1%	Telecom
1%	Utility/Transportation

Attendees IT roles:

65%	Security Administrator
14%	Security Technician
10%	Systems Programmer
8%	Security Manager
1%	EDP Auditor
1%	MIS Management

Attendee purchasing power within the company:

75%	Recommends
21%	Other
3%	Approves
1%	Sole authority

Exhibit contact:

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2009 price per sq. ft. for exhibiting:

Early Bird Exhibitor Price (application must be received before or on March 31, 2009)	Regular Exhibitor Price (effective April 1, 2009)
\$5/sq. ft. for 10' x 10'	\$9.95/sq. ft. for 10' x 10'
\$5/sq. ft. for 10' x 20'	\$9.95/sq. ft. for 10' x 20'
\$5/sq. ft. for 20' x 20'	\$9.95/sq. ft. for 20' x 20'

Levels of sponsorship: Platinum, Gold, Silver
Sponsorship of conference events and items
Media Sponsor
Association Sponsor

Vendor activities taking place during show floor hours: Product Demonstrations, Prize Give-a-way Drawing, and Receptions

Vendor activities taking place during regular Conference hours: *Lunch and Learn Sessions*

Will a pre-show/post-show mailing list of registered attendees be available to exhibitors or sponsors: All attendee lists are confidential. Pre-show and post-show mailing opportunities are available to exhibitors. Please contact show management for details.

Lead Retrieval: Bar code scanning equipment rental will be available to you for on-the-spot contact information retrieval.

Available levels of participation: The Expo (exhibit show) will provide your company with a unique opportunity to reach a highly targeted security audience. Taking advantage of a partner program or sponsoring items or events will ensure your objectives are met by maximizing visibility to potential customers.

Each component of the available opportunities, including speaking, exhibiting, and partnership/sponsorship are stand-alone opportunities to all vendors. Customized packages are available to maximize your company's visibility and participation in the conference, and to enable us to provide you with a very cost-effective package price.

The following options for participation are available to vendors:

- **Educate current and potential customers on Enterprise Security needs/issues and establish your company's security expertise:**
You can submit abstracts to participate in the conference program. The Vanguard Security Conference attracts the most respected information security instructors from around the world. Instructors are selected based on topic, experience, reputation, and past performance. Tracks may include: Information Security Fundamentals, Governance and Regulatory Compliance, Auditing, z/OS® and RACF® administration and technical Tracks. This is not an opportunity to sell your products or services.
- **Generate qualified leads and awareness for your products and services:**
You can reserve exhibit space in a strategic location in the exhibit hall. This will ensure high visibility for your products and services and increase the opportunity to network with members of the security community.
- **Generate additional awareness for your products and services, maximize visibility, and increase your profile throughout the week of the conference:**
You can be a Partner/Sponsor. Partners/Sponsors receive recognition at General Sessions, daily Luncheons and in the Conference Program Directory.

What attendees want to know more about:

This event is the security conference for professionals looking for security solutions. Some key areas of interest indicated by attendees in the Conference 2008 demographic data include single sign-on, encryption, authentication, compliance and reporting, identity management, hackers and hacker tools, firewalls, penetration testing, and network security administration. Attendees are from a wide variety of industries including financial, insurance, manufacturing, health care, education and government. These companies use TCP/IP, Windows® NT, UNIX®, RACF®, CICS®, DB2®, Novell®, and Linux. Most attendees are security experts from Fortune 1000 companies with annual operating budgets of over \$1B.

Value-adds available to the Expo 2009 Vendors:

The speaking opportunities are value-adds that we offer as part of a comprehensive package. In addition, sponsorships offer many value-adds, including a full-page ad in the conference program, the opportunity to insert literature into the conference bags, pre/post mailing list use, recognition as an event sponsor, and complimentary conference registrations. All vendors have an opportunity to participate in the exhibit hall prize drawing, which encourages attendees to visit participating vendors' booths.

***Vanguard reserves all rights to alter Conference schedule/agenda, and add or delete courses at its discretion.**