2017 International Information Sharing Conference

INFORMATION
Everything you need to know about the event.

ATTENDEES
Who will you be marketing your product to at IISC?

MARKETING PACKAGES
What is included in your marketing package.

What is IISC?

A CONFERENCE DESIGNED TO SUPPORT THE NATION'S CYBERSECURITY MISSION

Join us for the inaugural International Information Sharing Conference hosted by the Information Sharing and Analysis Organization Standards Organization (ISAO SO), with participation from the Department of Homeland Security and U.S. Chamber of Commerce.

This two-day event, a first of its kind, will convene practitioners from small businesses to multi-national corporations, and from information sharing newcomers to well-established cybersecurity organizations. This unique conference will go beyond discussing current cyber information sharing topics, and will provide opportunities to see competing approaches and innovations in platforms and services.

The information sharing ecosystem is strong when government and industry collaborate. Attendees will gain the knowledge needed to successfully navigate the ecosystem through networking events, educational seminars, keynote addresses from industry, senior government and international thought leaders, technology demonstrations, and an exhibition hall.

Conference sessions and panels will focus on automated sharing, analysis, how to build trust in a community of interest, cross-sector sharing, the role of government in information sharing, the value proposition of an ISAO, and much more.

WHO IS THE
ISAO-SO

The ISAO Standards Organization is a non-governmental organization established October 1, 2015, and led by the University of Texas at San Antonio (UTSA) with support from LMI and R-CISC. Their mission is to improve the Nation's cybersecurity posture by identifying standards and guidelines for robust and effective information sharing and analysis related to cybersecurity risks, incidents, and best practices. They are building best practices and lessons learned from existing Information Sharing and Analysis Centers and other information sharing organizations.

WHO IS
speaking

Ann Beauchesne of the United States Chamber of Commerce, (pictured); Mike Vermilye of the Johns Hopkins University Applied Physics Laboratory; Congressman Will Hurd of the 23rd District of Texas (pictured); Congressman Jim Langevin of the 2nd District of Rhode Island; Stuart Murdoch of Surevine; Michael Semmens of the National Cyber Exchange, and many more!

IMPORTANT
information

The Inaugural International Information Sharing Conference will take place at Walter E. Washington D.C. Convention Center on October 31st to November 1st hosted by the Information Sharing and Analysis Organization Standards Organization.

The Department of Homeland Security (DHS) and The U.S. Chamber of Commerce will also participate in this event.

The Exhibits will be located in an Exhibit Hall that will also hold a VIP Reception, Daily Breaks, and Two Speaker Lunches. Additionally, the flow of the event will draw attendees to the Exhibit Hall.

This event will be a convergence of practitioners from small businesses to multi-national corporations, and from information sharing newcomers to well-established cybersecurity organizations.

WHO ARE THE
attendees

Attendees currently registered for the conference range across federal and state agencies. Representation includes:

- Department of Homeland Security
- Environmental Protection Agency
- OPM
- NASA
- Department of Veterans Affairs
- Department of State
- Department of Defense
- Library of Congress
- FBI
- ODNI
- DHHS
- USPS
- NOAA
- U.S. Navy
- U.S. Air Force
- DOT

"Innovation comes only from readily and seamlessly sharing information rather than hoarding it."

–Tom Peters

...and more

The Details

When: Oct 31- Nov 1

Where: Walter E. Washington D.C. Convention Center

Day 1

7:00 AM - 4:00 PM	Attendee Registration
8:00 AM - 8:30 AM	Welcome Remarks- State of the Information Sharing Ecosystem: Dr. Greg White, ISAO Standards Organization
8:30 AM - 9:00 AM	Opening Keynote: Senior US Government Speaker
9:00 AM - 9:30 AM	Information Sharing and the Private Sector: Ann Beauchesne, United States Chamber of Commerce
9:30 AM - 6:30 PM	Expo Hall Open
9:30 AM - 10:00 AM	Networking Break
10:00 AM - 10:30 AM	General Session : Senior Retail Sector Speaker
10:30 AM - 11:00 AM	International Keynote: Thomas Schreck Chairman, FIRST (Invited)
11:00 AM - 12:30 PM	ISAO SO Awards Luncheon- Keynote: Senior DHS Speaker
12:30 PM - 1:30 PM	Technology Demos / Exhibit Hall
1:30 PM - 2:30 PM	Information Sharing Success Stories-Moderator- Richard A. Lipsey Deputy Director, ISAO Standards Organization, Panelists- John Carlson, Financial Services ISAC, Marcus Sachs, North American Electric Reliability Corporation
	STIX/TAXII Update- Richard Struse Chair, OASIS Cyber Threat Intelligence Technical Committee
	International Information Sharing Dynamics- Moderator- Norma Krayem, Sr Policy Advisor & Co-Chair, Cybersecurity and Privacy Team, Holland & Knight, LLP
2:45 PM - 3:45 PM	Operationalizing a Network to Defeat a Network- Frank Grimmelmann, Arizona Cyber Threat Response Alliance (ACTRA)
	Automated Information Sharing: Lessons Learned So Far- Moderator- Kent Landfield, McAfee
	Information Sharing Resources for Small and Midsize Business- Moderator- Reggie McKinney, C3 Voluntary Program (DHS)
4:00 PM - 5:00 PM	ISAO Service Provider Panel- Moderator- Doug DePeppe, Cyber Resilience Institute (CRI), Panelists- Cindy Donaldson, Global Resilience Federation (GRF), Deborah Kobza, International Association of Certified ISAOs (IACI), Michael Darling, PricewaterhouseCoopers (PwC)
	Autoimmunity for Automated Sharing- Mike Vermilye, Johns Hopkins University Applied Physics Laboratory
	Developing National Information Sharing Systems- Steve Ingram, PwC-Australia
5:00 PM - 6:30 PM	Networking Reception

PRELIMINARY
agenda

Day 2

Attendee Registration	7:00 AM - 12:00 PM
The Evolution of the Information Sharing Community: Richard A. Lipsey Deputy Director, ISAO Standards Organization	8:00 AM - 8:30 AM
Information Sharing Tabletop Exercise: Dr. Greg White, ISAO Standards Organization	8:30 AM - 9:00 AM
Congressional Keynote: Congressman Michael McCaul Congressman, 10th District of Texas (Invited)	9:00 AM - 9:30 AM
Expo Hall Open	9:30 AM - 2:45 PM
Networking Break	9:30 AM - 10:00 AM
Driving Protections for Information Sharing: Faye Francy, Automotive ISAC	10:00 AM - 10:30 AM
Information Sharing Keynote: Jeanette Manfra, Department of Homeland Security (Invited)	10:30 AM - 11:00 AM
Cybersecurity Legislation Luncheon: Jim Langevin Congressman, 2nd District of Rhode Island, Joaquin Castro Congressman, 20th District of Texas (Invited), Will Hurd Congressman, 23rd District of Texas	11:00 AM - 12:30 PM
Technology Demos / Exhibit Hall	12:30 PM - 1:30 PM
The Benefits of Information Sharing: Wins That Made a Difference Moderator-David Turetsky, State University of New York – Albany	1:30 PM - 2:30 PM
The Importance of Analysis in Building a National Cybersecurity Information Sharing Ecosystem- Bruce Bakis, MITRE, Edward Wang, MITRE	
Business Perspective on Multi-National Information Sharing -Hosted by Forbes Magazine	
Lessons Learned in Starting an ISAO- Moderator- Natalie Sjelin, ISAO Standards Organization, Panelists- Gene Fredriksen, National Credit Union ISAO, Rachel Nyswander Thomas, Trustworthy Accountability Group	2:45 PM - 3:45 PM
Sharing Cybersecurity Analytics- John Wunder, MITRE	
International Collaboration Opportunities- Stuart Murdoch, Surevine	
Managing Diversity Challenges in Cross-Sector Sharing -Moderator-Richard Struse Chair, OASIS Cyber Threat Intelligence Technical Committee, Panelists-Michael Figueroa, Advanced Cyber Security Center, Michael Semmens, National Cyber Exchange	4:00 PM - 5:00 PM
How to Launch a Cross-Sector Intelligence Exchange- Moderator-Paul Kurtz, TruSTAR Technology, Panelists- Members of Columbus Collaborator ISAO	
The State and Local Information Sharing Experience- Moderator- John Gilligan, Center for Internet Security, Panelists- Nick Sturgeon, Indiana ISAC	
Closing Remarks	5:00 PM - 5:30 PM

WHAT'S INCLUDED IN YOUR

marketing package

Platinum Sponsor (Exclusive)- $25,000

- Logo on main page of ISAO website
- Conference website identifying you as a Platinum Sponsor
- Full page ad and recognition in the Conference Program
- Introduction of a speaker
- Access to Speaker Ready Room for networking
- Logo on digital displays
- Signage identifying you as a Platinum Sponsor
- 8 Conference attendee passes
- Premium Exhibit Booth Space (10x20) is included

VIP Reception Sponsor - $25,000 (Limited to 2)

- Napkins with company logo to be provided at function
- 100 Drink Tickets to distribute
- Half ad and recognition in the Conference Program
- Introduction of a speaker
- Access to Speaker Ready Room for networking
- Logo on digital displays
- Signage identifying you as a VIP Reception Sponsor
- 5 Conference Attendee Passes
- Premium Exhibit Booth Space (10x20) is included

Gold Sponsor - $15,000 (15 Available)

- Logo on main page of ISAO website and conference website identifying you as a Gold Sponsor
- Quarter page ad and recognition in the Conference Program
- Logo on digital displays
- Signage identifying you as a Gold Sponsor
- 6 Conference Attendee Passes
- Exhibit Booth Space (10x20) is included

Wireless Communication Sponsor - $15,000 (Exclusive)

- Logo on conference website and reader boards identifying you as a Wireless Communication Sponsor
- Half page ad and recognition in the Conference Program
- Signage identifying you as a Wireless Communication Sponsor
- Exhibit Booth Space (10x10) is included

WHAT'S INCLUDED IN YOUR
marketing package

Bag Sponsor - $15,000 (Limited to 2)

- Conference bags with your company logo distributed to conference attendees
- Half page ad and recognition in the Conference Program
- Signage identifying you as a Bag Sponsor
- 3 Conference Attendee Passes
- Exhibit Booth Space (10x10) is included

Silver Sponsor - $10,000 (20 available)

- Logo on individual conference website identifying you as a Silver Sponsor
- Logo on digital displays
- Logo and recognition in the Conference Program
- Signage identifying you as a Silver Sponsor
- 4 Conference Attendee Passes
- Exhibit Booth Space (10x10) is included

Lanyard Sponsor - $10,000 (Limited to 2)

- Lanyards with your company logo distributed to conference attendees
- Thank you to your company included on event posters (to include company logo)
- Signage identifying you as a Lanyard Sponsor
- 4 Conference Attendee Passes
- Exhibit Booth Space (10x10) is included

Communication Framework App Sponsor - $10,000 (Exclusive)

- Company logo on mobile app
- Logo on conference website identifying you as the Mobile App Sponsor
- Half page ad and recognition in Conference Program
- Exhibit Booth Space (10x10) is included

WHAT'S INCLUDED IN YOUR
marketing package

Morning and Afternoon Break Sponsor - $8,500 (4 available)

- Break refreshments
- Half page ad and recognition in the Conference Program
- Signage displayed during the breaks identifying you as a Break Sponsor
- Exhibit Space Booth is NOT included

10 x 20 Marketing Services Package- $5,995

- Same as Standard 10x10 Package
- Admission for 2 additional (4 total) company reps to the Exhibit Hall
- A 10 ft. x 20 ft. exhibit space

Table Top Marketing Services Package (Limited to 10)- $2,495

- Pre-event promotional activity by FBC including emails to past attendees and postcards
- Increased brand awareness through face-to-face interaction with attendees
- Admission for 2 total company reps to the Exhibit Hall
- Company contact info and description in exhibit program
- A 6ft table and 2 chairs

10X10 Standard Marketing Package- $3,995

- Pre-event promotional activity by FBC including emails to past attendees and postcards
- Increased brand awareness through face-to-face interaction with attendees
- Admission for 2 total company reps to the Exhibit Hall (Exhibitors are allowed to attend the General Session and Breakouts)
- Company contact info and description in exhibit program
- A 10 ft. x 10 ft. exhibit space
- 8' High back wall drape, 3' High sidewall drape
- 7" x 44" Cardstock Identification Sign
- (1) 6' x 30" Skirted Table - Blue
- (2) Side Chairs
- (1) Wastebasket
- Electricity and internet available for additional fees

GET IN
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