



2023 AUTO-ISAC CYBERSECURITY SUMMIT

OCTOBER 17-18
TORRANCE, CALIFORNIA

Sponsor Prospectus



2023 AUTO-ISAC CYBERSECURITY SUMMIT

Who We Are

Formed in 2015, the Auto-ISAC is a community of automotive OEMs, suppliers, commercial vehicle companies, academia, and trade associations working together to develop a robust sharing network to increase the safety and security of the ever-evolving connected vehicle ecosystem.

Auto-ISAC Mission

Serve as an unbiased information broker to provide a central point of coordination and communication for the global automotive industry through the analysis and sharing of trusted and timely cyber threat information.

Summit Goal

Foster relationships to enhance cybersecurity resiliency for the connected vehicle ecosystem. *We will accomplish this objectives with engaging conversations on topics, including:*

- Information sharing
- Incident response
- Legal viewpoints
- Organizational maturity
- Security technologies
- Collaboration challenges and mitigation tactics
- Global cybersecurity strategy
- Standardization efforts

WHY BE A SUMMIT SPONSOR?

Support the Automotive Industry

Why Participate?

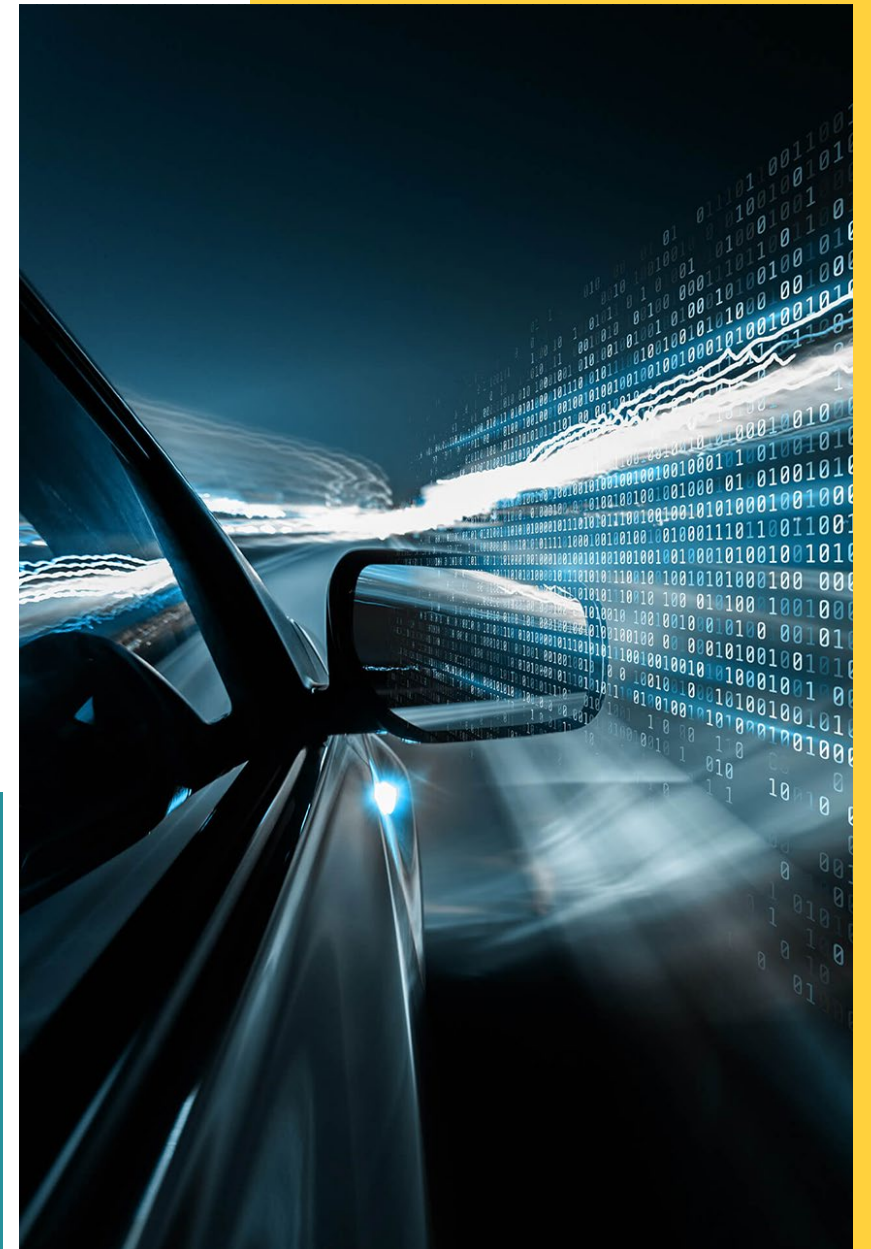
- Network & share at an industry-led vehicle cyber event.
- Demonstrate your expertise to vehicle cyber leaders.
- Build relationships with key stakeholders.
- Be seen as an industry partner.
- Learn from other experts across the industry.

Why Act Now?

- Have your choice of engagement opportunities.
- Maximize the duration of your exposure.
- Showcase your commitment.

Read on to discover how your brand can be exposed to the Auto-ISAC community.

**Many opportunities
sell out quickly,
don't delay!**



SUMMIT ATTENDEE OVERVIEW

Company Types

Auto-ISAC Members

- Light and Heavy-Duty Vehicle OEMs
- Light and Heavy-Duty Vehicle Suppliers
- Commercial Vehicle Companies (e.g. fleets, carriers)
- EV/AV Companies

Non-Members

- US & International Public Agency Partners
- Prospective Members
- Industry Associations
- Security Sponsors
- Academia
- Research Institutions

Sample Functions

- Vehicle Cyber
- Safety
- Quality
- Privacy
- Product Development
- Engineering
- IT/InfoSec
- Manufacturing
- Enterprise Risk Mgmt.
- Legal
- Communications
- Public Policy

Sample Role Titles

- CISOs
- CTOs
- CIOs
- Vice Presidents
- Directors
- Managers
- Analysts
- Engineers

SPONSORSHIP CALL TO ACTION

Let's Work Together!

We ask our partners to support this key yearly event and engage with our community from an educational, technical, and awareness perspective.

Will the event be in-person or virtual?

Both! We will be in-person at the Torrance Marriot Redondo Beach in Redondo Beach, CA, and we will live stream the event for virtual attendees. A room block is available for in-person attendees at the hotel on the [Summit webpage](#).

Since I am a sponsor, does that mean I have already registered?

No – you have reserved your sponsorship slot. You must register to assign your passes.

Since I am a Sponsor, can we register extra company elders?

No – each sponsor has an attendee limit.

Can I speak if I don't want be a sponsor?

We have limited speaking slots which require a sponsorship, an abstract, and approval by the Summit Task Force.

When do we pay, after the Summit?

Each sponsor will be invoiced before the Summit & expected to pay before the event directly to Auto-ISAC. The F&B will be billed after the event.

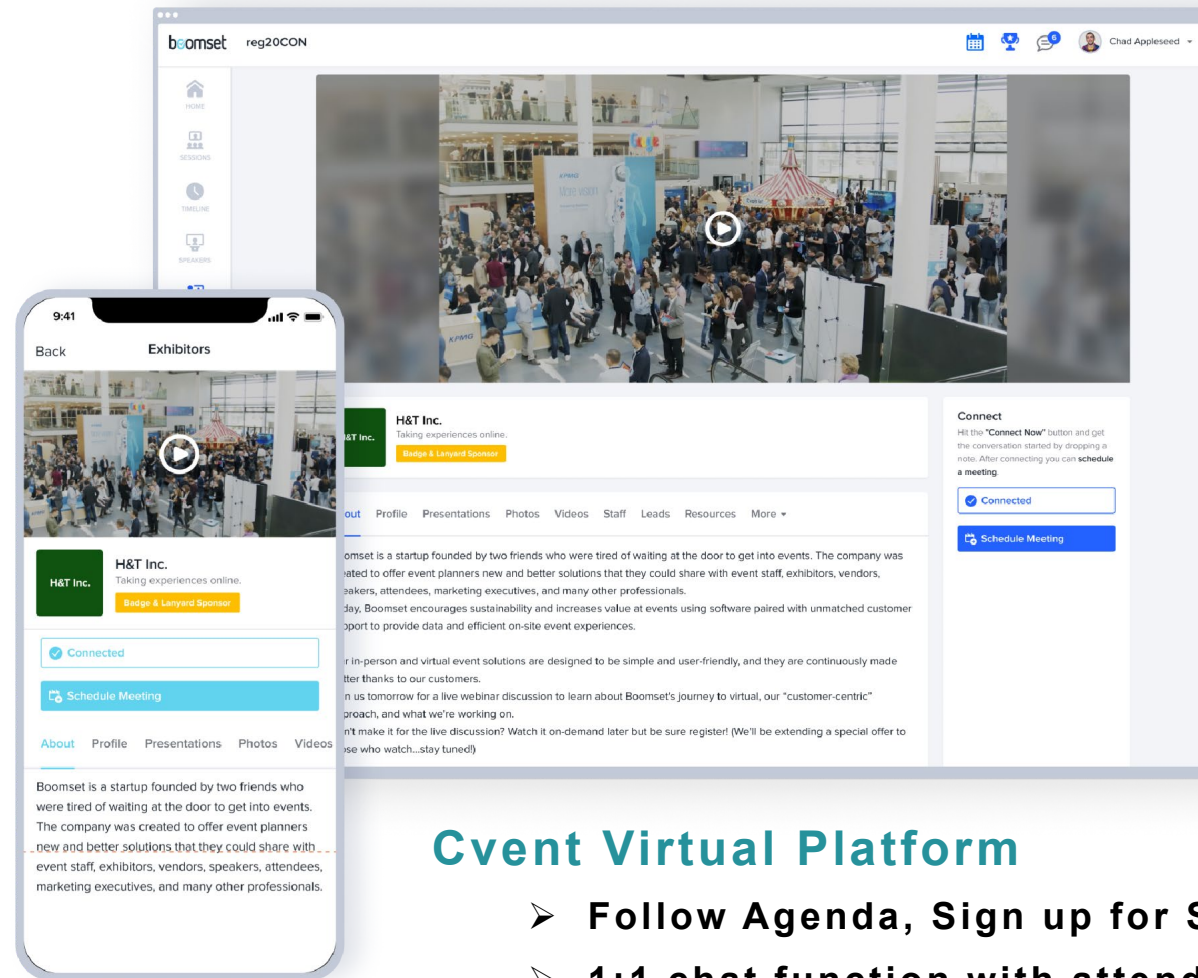
If I sponsor, what are my booth options?

Every sponsor will have the option to have a Virtual or In-Person Booth OR they can have both!

VIRTUAL PLATFORM

Virtual Participation
in Summit

Sponsor & Exhibitor
Engagement



Event Virtual Platform

- Follow Agenda, Sign up for Sessions
- 1:1 chat function with attendees
- Custom virtual booth
- Meeting Scheduler
- Lead capture
- And more!

LEVELS AND PRICING OVERVIEW



Details	Titanium	Platinum	Gold	Silver	Bronze	On-Site Booth	Virtual Booth
Price	\$40,000	\$35,000	\$30,000	\$20,000	\$15,000	\$12,000	\$10,000
Quantity Available	1	2	4	15	10 5	10	10
Passes Included	4	4	4	3	2	2	1
45-minute Speaking Session on Stage	✓						
45-minute Sponsor-led Panel w/15-minute Intro		✓					
30-minute Speaking Session on Stage			✓				
25-minute On-Demand Video on Virtual Platform				✓			
Attendee Opt-in List (name, company, title, & email)	✓	✓	✓	✓	✓	✓	✓
Logo Branding on Signage, Website, Mobile App	✓	✓	✓	✓	✓	✓	✓
Physical Exhibit Booth	✓	✓	✓	✓	✓	✓	
Virtual Exhibit Booth	✓	✓	✓	✓	✓		✓
Virtual Booth Chat Rooms	✓	✓	✓	✓	✓		✓
Virtual Booth 1:1 Meeting Scheduler	✓	✓	✓	✓	✓		✓
Virtual Booth Branding	✓	✓	✓	✓	✓		✓
Virtual Booth Short Video (1) and Downloadable Content (3)	✓	✓	✓	✓	✓		✓

BRANDING OPTIONS

Sponsorship	Price*	# Available
Wi-Fi Sponsorship (includes custom password)	\$12,000	1
Lanyard Sponsor (includes name on lanyard) SOLD	\$8,000	4
Notebook Sponsor (includes logo on event notebook) SOLD	\$6,000	4
Barista Sponsorship	\$5,000 + F&B*	4
Lunch Sponsorship	\$8,000	2
Breakfast Sponsorship	\$6,000	2
Break Sponsorship	\$5,000	4
Keycard Sponsorship SOLD	\$5,000	4
Elevator Wraps Sponsorship SOLD	\$5,000	4

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

** Price does not include F&B costs or room costs. You get to theme the event and select F&B! If F&B exceeds \$12k, you get an in-person booth

ADDITIONAL OPTIONS

Sponsorship	Price*	# Available
Welcome Reception Sponsor (Mon evening) SOLD	\$7,000 + F&B*	4
Happy Hour Reception Sponsor (Tues evening)	\$7,000 + F&B*	1
VIP Dinner Sponsor (Tues evening)	\$7,000 + F&B*	2 1
Refreshment — Champagne Toast (Wed) SOLD	\$5,000 + F&B*	4
Panel participation option for Non-Members/Partners SOLD	\$7,000	4
Board Dinner Sponsorship SOLD	\$7,000 + F&B*	4
Student Sponsorship – for 10 passes to the Summit for your favorite universities	\$5,000	4
Women in Cybersecurity Happy Hour SOLD	\$5,000 + F&B*	4
International Breakfast	\$5,000 + F&B*	1

EARLY BIRD RATE (CLOSES SEPT 8)

Member/Government/Academic	\$400
Non-Member - either In Person or Virtual	\$700

STANDARD RATE

Member/Government/Academic	\$600
Non-Member - either In Person or Virtual	\$900

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SPEAKING SPONSORSHIPS

\$40,000

~~1 Available~~

SOLD

Titanium Sponsorship

- MEMBER ONLY
- Four (4) Summit Registrations
- 45-minute General Session speaking spot
- Includes In-person and Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

\$35,000

~~2 Available~~

SOLD

Platinum Sponsorship

- Four (4) Summit Registrations
- 45-minute General Session speaking spot (15-minute solo, 30-minute panel)
- Includes In-person and Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

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SPEAKING SPONSORSHIPS

\$30,000

~~4 Available~~



Gold Sponsorship

- Four (4) Summit Registrations
- 30-minute General Session speaking spot
- Includes In-person and Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

\$20,000

15 Available

Available

Silver Sponsorship

- Three (3) Summit Registrations
- 25-minute On Demand speaking spot (on Cvent)
- Includes In-person and Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

* Attendees have the choice to “opt-out” of the on-site listing. On-site list may not include all attendees.

** Price does not include F&B costs or room costs. You get to theme the event and select F&B! If F&B exceeds \$12k, you get an in-person booth

SPEAKING SPONSORSHIPS - PANEL

\$7,000

4 Available

SOLD

Panel Sponsorship

- Fire-side Chat, Panel Moderator or Participant
- Two (2) Summit Registrations
- 30-minute Panel Session
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform



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BRANDING SPONSORSHIPS

\$15,000

40 5 Available

Available

Bronze Sponsorship

- Two (2) Summit Registrations
- Includes In-person and Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

\$5,000

1 Available

SOLD

Elevator Wrap Sponsorship

- Two (2) Summit Registrations
- Logo/image on elevator doors
- Includes Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

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BRANDING SPONSORSHIPS

\$12,000

1 Available

Available

Wi-Fi Sponsorship

- Two (2) Summit Registrations
- Customizable Password
- Includes In-person and Virtual Exhibit Space
- Opt-In Attendee List*
- Table tent signage through out event space
- Logo or name branding on event print materials/platform

\$5,000

~~1 Available~~

SOLD

Key Card Sponsorship

- Two (2) Summit Registrations
- Logo/image on hotel key cards for those in the ISAC Room Block.
- Includes Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

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** Price does not include F&B costs or room costs. You get to theme the event and select F&B! If F&B exceeds \$12k, you get an in-person booth

BRANDING SPONSORSHIPS

\$6,000

~~1 Available~~



Notebook

- Two (2) Summit Registrations
- Your logo on notebook with Auto-ISAC Logo
- Includes Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

\$8,000

~~1 Available~~



Lanyard Sponsorship

- Two (2) Summit Registrations
- Your logo on lanyard with Auto-ISAC Logo
- Includes Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform

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** Price does not include F&B costs or room costs. You get to theme the event and select F&B! If F&B exceeds \$12k, you get an in-person booth

RECEPTIONS

\$7,000

+ F&B costs**
1 Available

SOLD

\$7,000

+ F&B costs**
1 Available

Available

Monday Welcome Reception

The Lighthouse Ballroom Foyer | 5:00 – 6:30 pm

- Three (3) Summit passes
- Includes In-person and Virtual Exhibit space
- Sponsor responsible for cost of food and beverage (choices will be made with Auto-ISAC)
- Attendee list*
- Signage in Reception area (you may provide a pop-up banner)
- Company name or logo on event print materials/Platform
- Sponsor is encouraged to personalize the event with giveaways and décor

Tuesday Evening Reception

TBD | 6:00 – 8:00 pm

- Same deliverables as above



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** Price does not include F&B costs or room costs. You get to theme the event and select F&B! If F&B exceeds \$12k, you get an in-person booth

RECEPTIONS

\$7,000

+ F&B costs**
1 Available



VIP Board Dinner

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform
- Tuesday night after 6:30pm
- Private room available in the hotel for up to 12 individuals



Women in Cybersecurity Breakfast or Happy Hour

- Three (3) Summit passes
- Virtual Exhibit space
- Sponsor responsible for cost of F&B (choices will be made with Auto-ISAC)
- Attendee list*
- Company name or logo on event print materials/Platform
- Sponsor is encouraged to personalize the event with giveaways and décor

\$5,000

+ F&B costs**
1 Available



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** Price does not include F&B costs or room costs. You get to theme the event and select F&B! If F&B exceeds \$12k, you get an in-person booth

RECEPTIONS

\$5,000

+ F&B costs**

~~1 Available~~

SOLD

Refreshment – Champagne Toast

- Two (2) Summit Registrations
- Includes Virtual Exhibit Space
- Opt-In Attendee List*
- Logo or name branding on event print materials/platform
- Tuesday night 5-6:pm



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** Price does not include food and beverage costs or room costs. You get to theme the event and select F&B!

FOOD & BEVERAGE

BREAKFAST, LUNCH, OR BREAKS



2 Breakfasts
\$6,000 ea.

2 Lunches
\$8,000 ea.

4 Breaks
\$5,000 ea.

Breakfast/Lunch Sponsorships

- Two (2) Summit Registrations
- Virtual Exhibit Space
- Signage in Break Area (you may add a pop-up banner)
- Reserved VIP table at luncheon
- May run a video or slides during food service (in-person and virtually)
- Attendee list*
- Company name or logo on event print materials/platform

Break Sponsorships

- All deliverables above
- Can host 1 individual break or *combined for an All-day Break* (\$8K)

Available

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IMPORTANT DATES

Due immediately Company logo and description due

- May 10** Summit Task Force notifies sponsors / approval of content / theme alignment
- June 6** Sponsor Prospectus Call
- August 8** All Speaker information due (Biography, headshot, draft PPT)
- August 1** Sponsor Logistics Call
- August 2** Virtual speaker practice session start
- August 19** Full payment due. All sponsorships must be paid in full. Nonpayment results in forfeiture of sponsorship.
- September 29** Sponsor Booth materials completed for Auto-ISAC Approval
- September 26** Final PPT due to sharmilakhadka@automotiveisac.com. No changes made after this date.
- October 12** On-site Sponsor Representative registration deadline

On-site Information

Monday, October 16

Speaker Rehearsals 8:00 am – 5:00 pm
Booth Set-up | 3:00-5:00 pm
Welcome Reception | 5:00-7:00 pm

Tuesday, October 17

Full event day
Reception | 5:00-7:00 pm

Wednesday, October 18

Full event day
Booth Tear-down | after 3:00 pm

Booth Hours

Monday, October 16

5:00 pm – 7:00 pm

Tuesday, October 17

8:00 am – 5:00 pm

Wednesday, October 18

8:00 am – 5:00 pm

All times represented in the physical event's time zone



SPONSOR CODE OF CONDUCT

Auto-ISAC values its sponsors, members, and participants at all events. To make our summit a success, we ask that sponsors stay away from the following behavior: sales pitches, pursuing reluctant attendees, and other behavior that might make attendees feel uncomfortable.

We encourage our sponsors to take time to get to know all our attendees to form lasting engagements that will result in future business partnerships and shared successes.

We see our sponsors as part of the Auto-ISAC family and hope that all attendees will feel the same way through collegial conversation, informative discussions, and camaraderie built on a shared vision of safety and security for the automotive sector.

OUR CONTACT INFO

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