

oceania  
**cacs 09**

Computer Audit Control Security

## ISACA CONFERENCE

6 – 11 September 2009

National Convention Centre, Canberra

### Sponsorship and Exhibition Opportunities

"Facing the Future: Challenges for IT governance, security and assurance in 2010 and beyond"



## INVITATION TO PARTICIPATE

It is our very great pleasure to invite your sponsorship participation in the Oceania Computer Audit Control and Security (CACS) 2009 Conference which will be hosted by Canberra Chapter of ISACA.

ISACA is a trend-setting global organisation for information technology governance, control, security and audit professionals. ISACA, through its affiliated IT Governance Institute (ITGI), has developed the leading IT governance frameworks - COBIT and Val IT Governance Frameworks and publishes the Information Systems Control Journal, a leading technical journal in the information control field. There are over 75,000 members world wide and 2000 in the Oceania Region.

The CACS conferences, now in their 23rd year, have an enviable reputation as the pre-eminent event for IT Governance, Assurance, and Security Professionals, and also attract delegates in Executive Management, IT Management, Corporate Governance, Compliance and Risk Management roles.

Delegates from Australia, New Zealand, and around the world are attracted by a conference program that includes the latest information and thought leadership on the technical and management issues associated with IT Governance, Security, Audit, Assurance and Risk Management. International and local keynote speakers present their latest thinking, research and practical experience, while a wide range of delegates share their own real world discoveries and expertise.

Publicity for Oceania CACS 2009 will be widespread throughout the Oceania region and the world. This will be through ISACA international website and publication, email to local members and direct mail outs to past attendees.

Typically 200 to 300 people attend CACS conferences, most holding senior positions, thereby providing your organisation with a unique opportunity to promote your products and services to both existing and potential clients. All sponsors will be acknowledged throughout the event, with Platinum and Gold Sponsors receiving prominent exposure prior to the conference, in printed and/or electronic material and announcements. The sponsorship packages have been tailored to meet a variety of marketing objectives and are flexible. If there are other avenues of involvement you would like to discuss, we are happy to receive your call.

Max Shanahan  
Co-Chair

Diana Adams  
Co-Chair

*Oceania CACS Steering Committee*

## THE PROGRAM

The 2009 conference will undertake an in depth look, through a series of presentations, workshops and panels on issues at a number of key challenges in the area IT governance, security and assurance.

Areas of focus include:

- Governance of IT, including methods, approaches and challenges
- Project, programme and portfolio implementation and governance
- Security Technology
- Effective system development including agile practices
- Electronic record management
- IT audit futures and competencies etc
- Identity Management.

## MARKETING OPPORTUNITIES

The Oceania CACS committee invites you to participate as a sponsor at the 2009 Conference.

The conference is designed for IT executives, security and assurance practitioners and managers. With increasing emphasis on IT governance and security and the recognition the ISACA and the ITGA together with its frameworks COBIT and Val IT provide the lead in this area we are expecting, we anticipate strong interest in the Conference.

Sponsorship packages are negotiable and the conference organisers would be most interested in discussing ideas that best suit the marketing objectives of your company or organisation. We estimate that 300 national and international delegates will attend the Conference.

## SPONSOR BENEFITS

ISACA offers your organisation an effective way to get your product and/or service noticed by key purchase decision-makers in the area of IT governance, security and assurance. You will be associated with a framework which has been recognised as best practice for IT governance implementation. Your organisation will receive exposure through networking, and via printed materials, signage and announcements.

## MARKETING THE CONFERENCE

To ensure maximum attendance at the Conference, the event will be promoted through:

- Direct email to ISACA members within the region (2000)
- Direct email to members of all organisations affiliated with ISACA (5000)
- ISACA's international website to other ISACA regions
- Promotion on the conference website
- Advertising in professional journals
- Direct mail to CIOs.

## Conference Secretariat

Conference Solutions as agent for

Information Systems Audit & Control Association  
Canberra Chapter (Inc) (ISACA)

PO Box 238  
Deakin West ACT 2600

Phone: 02 6285 3000

Fax: 02 6285 3001

Email: cacs@con-sol.com



## SPONSORSHIP OPPORTUNITIES

Sponsoring at the Oceania CACS Conference will provide you with essential marketing opportunities such as:

Brand position and image association.

### Differentiation from competitors

- Target marketing
- Customer involvement
- Increased sales and networking opportunities

### All Conference Sponsors receive the following benefits:

- Recognition as a sponsor on all printed Conference material such as the registration brochure (time permitting) to be distributed to approximately 1000 potential delegates, and the final program
- Acknowledgement as a sponsor on site
- Company logo displayed on CACS Conference website together with a link to the company's own website.

*NB: All banners are subject to venue pre-approval. Freestanding upright banners are recommended.*

## Platinum Sponsor

### Exclusive - One Only

Named and promoted as the Platinum Sponsor of the Conference

Opportunity to display a banner in the plenary room

Opportunity for a five-minute address to Conference delegates

Corporate slide to be shown at regular intervals throughout the Conference sessions

Acknowledgement by the chairperson at the opening and closing of the Conference

Inclusion of corporate logo on Conference promotional material, including publications, website and final program

One full-page advertisement in the final program

Promotion as the Platinum Sponsor in email bursts

Inclusion of two pieces of written information / merchandise in Conference satchels

Three complimentary Conference Packages\*

Acknowledgement as a sponsor in the final program

Two additional tickets to the Welcome Reception

**Cost \$15,000 including GST**

## Gold Sponsor

### **Exclusive - One Only**

Named and promoted as a Gold Sponsor of the Conference

Corporate banner to be displayed in the Conference area

Corporate slide to be shown at regular intervals throughout the Conference sessions

Inclusion of corporate logo on Conference promotional material, including publications, website and final program

Inclusion of one piece of written information / merchandise in Conference satchels

Two complimentary Conference Packages\*

Acknowledgement as a sponsor in the final program

Two additional tickets to the Welcome Reception

**Cost \$10,000 including GST**

## Gala Dinner Sponsor

### **Exclusive - One Only**

One organisation is offered the opportunity to gain exposure through sponsorship of the Gala Dinner. This event will be held at Old Parliament House, Canberra.

Exclusive sponsorship and naming rights to the Gala Dinner

Corporate banner displayed prominently at the Gala Dinner

Opportunity for a brief address to Dinner guests

Corporate slide to be shown at regular intervals throughout the Conference sessions

Four complimentary tickets to the Gala Dinner

Inclusion of corporate logo on Conference promotional material, including publications, website and final program

Promotion as Gala Dinner Sponsor in email bursts

Acknowledgement as a sponsor in the final program

Inclusion of one piece of written information / merchandise in Conference satchels

**Cost \$7,500 including GST**

## Welcome Reception Sponsor

### **Exclusive - One Only**

One organisation is offered the opportunity to gain exposure through sponsorship of the Welcome Reception. This event will be held in at the National Convention Centre.

Exclusive sponsorship and naming rights to the Welcome Reception

Corporate banner displayed prominently at the Welcome Reception

Opportunity for a brief address to Reception guests

Corporate slide to be shown at regular intervals throughout the Conference sessions

Four complimentary tickets to the Welcome Reception

Inclusion of corporate logo on Conference promotional material, including publications, website and final program

Promotion as Welcome Reception Sponsor in email bursts

Acknowledgement as a sponsor in the final program

Inclusion of one piece of written information / merchandise in Conference satchels

**Cost \$5,000 including GST**

## Satchel Sponsor

### **Exclusive - One Only**

The Conference satchels are distributed to all delegates, speakers and VIP guests and used throughout the Conference to carry proceedings, publications and notes. They can be used long after the event!

Exclusive sponsorship of Conference satchel

Logo prominently displayed on satchel

Acknowledgement as a sponsor in the final program

One complimentary Conference Package\*

Inclusion of one piece of written information / merchandise in Conference satchels

**Cost \$4,500 including GST**

## Conference Proceedings Sponsor

### **Exclusive - One Only**

This sponsorship package offers the opportunity to sponsor the production of the Conference Proceedings in electronic form on a USB memory drive.

Exclusive sponsorship of the Conference Proceedings

Corporate logo to be printed on USB hardware

Inclusion of corporate logo on Conference promotional material, including publications, website and final program

One complimentary Conference Package\*

Acknowledgement as a sponsor in the final program

**Cost \$3,500 including GST**

## Name Badge Sponsor

### **Exclusive - One Only**

Name badges will be worn by all delegates for the duration of the Conference. These are their passes into all sessions and social functions. Name badges are a great source of exposure to all delegates.

Corporate logo will feature on Conference name badges worn by all delegates

Acknowledgement as a sponsor in the final program

Inclusion of one piece of written information / merchandise in Conference satchels

**Cost \$3,000 including GST**

## Product Demonstration

**Only available to exhibitors, two per day (Monday and Tuesday only)**

A product demonstration will provide exhibitors with the opportunity to further demonstrate their products in a comprehensive and exclusive manner to potential clients.

Opportunity to give an exclusive demonstration in a private room for 45 minutes

Allows exhibitor to give a more in-depth presentation of their product to interested parties

**Cost \$3,000 including GST**

## Note Pads Sponsor

**Exclusive – One Only**

The sponsorship of note pads is an excellent way to promote your company during and after the Conference. Sponsor to provide pads, or the Conference Managers will coordinate production at your cost.

Note pads with your logo will be distributed to all delegates

Acknowledgement as a sponsor in the final program

**Cost \$2,000 including GST**

## Pens Sponsor

**Exclusive – One Only**

The sponsorship of pens is an excellent way to promote your company during and after the Conference. Sponsor to provide pens, or the Conference Managers will coordinate production at your cost.

Pens with your logo will be distributed to all delegates

Acknowledgement as a sponsor in the final program

**Cost \$2,000 including GST**

## Satchel Insert

**Several Available**

Each delegate will receive a satchel containing Conference materials. Inclusion of a company brochure or company merchandise in the Conference satchels will ensure direct access to all delegates at this major industry event.

**Cost \$1,500 including GST**

## Internet Café Sponsor – at cost

Exclusive sponsorship of the Internet Business Centre which will be available for the use of delegates for the duration of the Conference. The Internet Business Centre will be located in a prime position in the trade exhibition venue to ensure maximum availability to delegates.

Display of company banner/signage at the Internet Business Centre – sponsor to provide (subject to venue regulations)

Opportunity to 'meet and greet' delegates who use the Internet Business Centre

Opportunity to provide handouts at the Internet Business Centre

Acknowledgement in the screensaver

Acknowledgement as a sponsor in the final program.

## Tailored Packages

We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities or marketing objectives. Please contact Conference Solutions to discuss.

## \*Conference Package

The Conference Package consists of the following:

- Attendance by one representative at the Welcome Reception. (Additional representatives are welcome at an additional cost)
- Morning tea, lunch and afternoon tea for one representative on each applicable day
- Name badge and Conference satchel for one representative

## TRADE EXHIBITION

### Trade Exhibition Schedule

#### Sunday 6 September 2009

- 12.00pm – 4.00pm Exhibitors move in
- 12.00pm – 8.00pm Registration desk open
- 6.00pm – 8.00pm Welcome reception in trade exhibition

#### Monday 7 September 2009

- 8.00am – 5.00pm Exhibition open
- Morning tea, lunch and afternoon tea in exhibition area

#### Tuesday 8 September 2009

- 8.00am – 5.00pm Exhibition open
- Morning tea, lunch and afternoon tea in exhibition area

#### Wednesday 9 September 2009

- 8.00am – 3.00pm Exhibition open
- Morning tea, lunch and afternoon tea in exhibition area
- 3.00pm – 6.00pm Exhibitors bump out

### Stand Size and Fees

All booths are 3x2m.

#### Cost \$3,000 including GST

Please Note:

A deposit of 50% of the total fee must accompany the space application form. Full payment is required on receipt of a tax invoice or by 30 June 2009 (whichever is sooner).

Stand preferences will be allocated on a first-come, first-served basis.

Multiple stands may be booked.

Additional furniture and equipment may be hired from the exhibition contractor. The exhibition contractor will contact each exhibitor directly to provide a furniture catalogue and request power loading and correct name to be displayed on fascia.

### Exhibitor Package (per booth)

Shell scheme display stand with 2.4m dividing panels finished in velcro-compatible fabric

Quality fascia sign with company name on all open sides

Carpet-tiled floor area

Two x 75-watt track mounted spotlights per booth

One x 4amp general-purpose outlet (additional requirements may be ordered)

Morning tea, lunch and afternoon tea for two representatives on each day

Attendance by two representatives at the welcome reception

Attendance by two representatives at the Conference dinner

Conference satchels and name badges for two representatives

Listing on exhibitors' page in Conference program

Additional full registrations from your company at Conference early bird rates, and additional trade stand representatives at trade rates

### Exhibition Kit and Contract

Once a completed application form and payment has been received, Conference Solutions will send a comprehensive exhibition kit and contract to each exhibitor. The kit will include all information in relation to setting-up your stand as well as details of logistics at the venue and forms for services such as telephone and internet access.

### An incentive for delegates

A Trade Exhibition Passport will be given to each delegate at registration. Passports which have been endorsed by at least 75% of exhibitors will be entered into a draw for a Major Prize with the winner announced on the final day of the Conference.

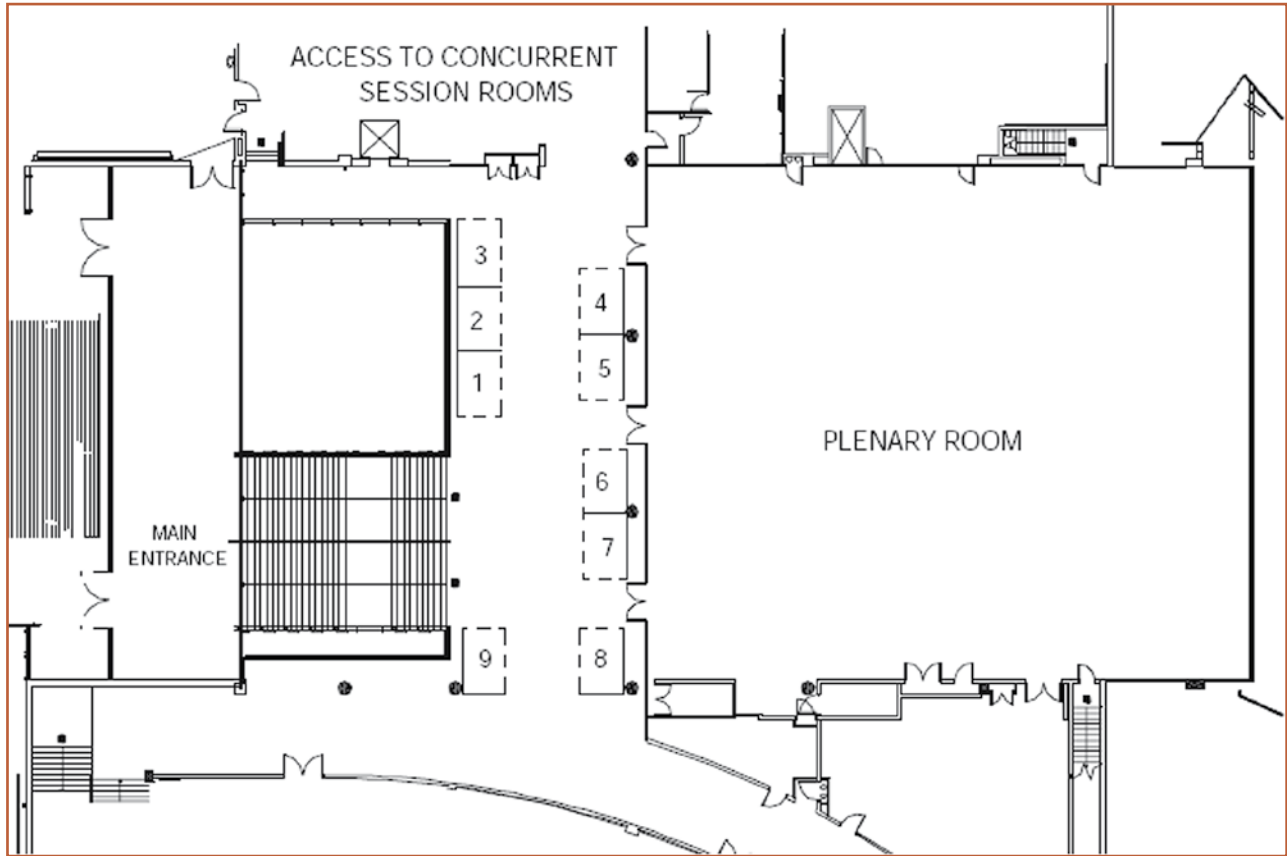
In addition, exhibitors are encouraged to run their own prize draws from their stand.

### How to Apply

We look forward to working with you to maximise your business opportunities at the Conference. Please contact the Conference Managers to reserve your stand by completing the attached application form indicating your three choices of stand location in order of preference. Please forward your application form and a 50% deposit as soon as possible to Conference Solutions.

# FLOOR PLAN

## National Convention Centre – First Floor Exhibition Floorplan



# APPLICATION FOR SPONSORSHIP

ABN: 75 576 837 380

**We wish to become a sponsor in the following category:**

- Platinum Sponsor (\$15,000)
- Gold Sponsor (\$10,000)
- Gala Dinner Sponsor (\$7,500)
- Welcome Reception Sponsor (\$5,000)
- Satchel Sponsor (\$4,500)
- Conference Proceedings Sponsor (\$3,500)
- Name Badge Sponsor (\$3,000)
- Product Demonstration (\$3,000)
- Note Pads Sponsor (\$2,000)
- Pens Sponsor (\$2,000)
- Satchel Insert (\$1,500)
- Internet Café

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Payment for 50% of the sponsorship fee is required upon application. Sponsorship items will be allocated strictly in accordance with the date of receipt of application and payment. Conference Solutions will forward a contract to you to verify your application and outline of your sponsorship package.

The balance of payment for sponsorship items is due by 30 June 2009.

Name of company .....

Address .....

City / State ..... Postcode .....

Contact person ..... Position .....

Email .....

Phone ..... Fax .....

Signature ..... Date .....

Please return this form and cheque to:

**Conference Solutions – Oceania CACS Conference 2009**

PO Box 238

Deakin West ACT 2600

Phone: (02) 6285 3000 Fax: (02) 6285 3001 Email: cacs@con-sol.com

OR Debit my credit card:  Mastercard  Visa  AMEX

Credit Card Number:                 Exp: / /

Name on Card: ..... Signature: .....

Authorised Amount to charge: \$.....

# APPLICATION FOR EXHIBITION SPACE

ABN

Please reserve the following display stand(s) on our behalf, subject to confirmation.

Our preferred choice of stand(s) is

1st choice: stand number

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2nd choice: stand number

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3rd choice: stand number

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- Exhibition space \$3,000.00 (including GST)
- We have a custom-built stand and require space only
- Enclosed is our cheque/credit card details for 50% of the cost of the stand.

I/we understand that space will be allocated strictly in accordance with date of receipt of application and payment, and that sponsors' booths will be allocated first. Deposits not paid within 30 days of application will result in the space being made available for re-sale. Conference Solutions will forward a contract to me/us to verify this application. The reservation is confirmed once the contract has been signed by both parties and the deposit is received.

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Name of company .....

Address .....

City / State ..... Postcode .....

Contact person ..... Position .....

Email .....

Phone ..... Fax .....

Brief outline of the proposed exhibition .....

Signature ..... Date .....

Please return this form and cheque to:

**Conference Solutions – Oceania CACS Conference 2009**

PO Box 238

Deakin West ACT 2600

Phone: (02) 6285 3000 Fax: (02) 6285 3001 Email: cacs@con-sol.com

OR Debit my credit card:  Mastercard  Visa  AMEX

Credit Card Number:                 Exp: / /

Name on Card: ..... Signature: .....

Authorised Amount to charge: \$.....