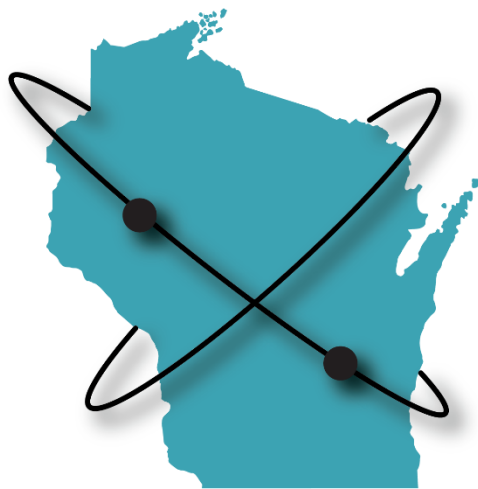# *Sponsorship Proposal*

Wisconsin's 7th Annual
GOVERNOR'S
CYBERSECURITY
SUMMIT 2019

September 23, 2019│ Gordon Dining & Event Center │ Madison

Previous Sponsors & Exhibitors

The following were Sponsors or Exhibitors at previous year's Wisconsin Governor's Cybersecurity Summits.

Gold Level
AT&T

Silver Level
Microsoft

SHI International

Bronze Level
Centurylink

Knowledge Services

Oracle

Paragon Development Systems

Exhibitors
Absolute

AE Business Solutions

CDW-G

Centurylink

Cisco

FireEye

ForeScout Technologies, Inc.

IBM

InfoSec Institute

Michigan Cyber Range

Nexum, Inc.

NINES, LLC

One Identity

Oracle

Palo Alto Networks

PDS

Proofpoint

RSA Security

Symantec Corporation

Sponsorship Packages

GOLD SPONSOR: Only one available

- The Gold Level sponsor supports complimentary registrations for up to 20 college students to attend the Cybersecurity Summit

- Recognition as the exclusive sponsor of the VIP opening reception

- Recognition as the sponsor of the opening keynote speaker

- Inclusion of logo and/or name on select printed and digital promotional materials

- Rotating banner advertising on the Summit Mobile App

- Recognition on select printed and digital signage at the event

- 50-word company description and color logo in the printed Summit Guide

- 50-word company description and color logo on the Summit website and mobile app

- Full-page color ad upgraded to premium positioning in the Summit Guide

- Complimentary exhibitor space at the Summit

- Complimentary conference registrations for six organization representatives

- Final list of attendees for promotional use

Cost of Gold Level Participation - $10,000

SILVER SPONSOR: Only two available

- Silver Level sponsors support complimentary registrations for up to 10 college students to attend the Cybersecurity Summit

- Recognized sponsor(s) of the Networking Lunch

- Invitations for four organization representatives to the VIP opening reception

- Inclusion of logo and/or name on select printed and digital promotional materials

- Rotating banner advertisement on the Summit Mobile App

- Recognition on select printed and digital signage at the event

- 50-word company description and color logo in the printed Summit Guide

- 50-word company description and color logo on the Summit website and mobile app

- Full-page color ad in the Summit Guide

- Complimentary exhibitor space at the Summit

- Complimentary conference registrations for four organization representatives

Cost of Silver Level Participation - $7,500

BRONZE SPONSOR: Only four available

- Recognized sponsor(s) of the Welcome Continental Breakfast
- Invitations for two organization representatives to the VIP opening reception
- Inclusion of logo and/or name on select printed and digital promotional materials
- Recognition on printed and digital signage at the event
- 50-word company description and color logo in the printed Summit Guide
- 50-word company description and color logo on the Summit website and mobile app
- Half-page color ad in the Summit Guide
- Complimentary exhibitor space at the Summit
- Complimentary conference registrations for two organization representatives

Cost of Bronze Level Participation - $5,000

EXHIBITOR: 15 available spots

- Inclusion of logo and/or name listed on select printed and digital promotional materials
- 50-word company description and color logo on the Summit website and mobile app
- Recognition on select signage at the event
- Exhibitor space at the Summit
- Complimentary conference registration for one organization representative

Cost of Exhibitor Participation - $1,500

Sponsor Terms and Conditions

Thank you for your sponsorship of the **2019 Wisconsin Governor's Cybersecurity Summit**. We look forward to having your organization join us.

Event Information
Monday, September 23, 2019
7:30 AM – 5:00 PM
Gordon Dining and Event Center, UW-Madison Campus

VIP Reception
Sunday, September 22, 2019
Evening, Time TBD
The Hilton – Madison Monona Terrace

The *Cybersecurity Summit VIP Reception* will include our sponsors, speakers, government and military representatives, and other invited guests.

Following the completion of your sponsor registration you agree to be bound by the full Sponsor Terms and Conditions:
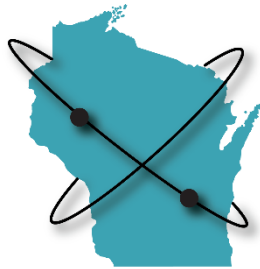
A) Registration: To register as a sponsor or exhibitor with the Wisconsin Governor's Cybersecurity Summit, you must complete the appropriate registration option and make required payments.

B) Booth Assignments: Booth assignments are made by event management. While we will attempt to accommodate every exhibit space request, event management may need to modify the exhibit space to serve the best interests of the event. Booths are placed in the following order:
    i) Sponsors will receive priority placement
    ii) Exhibitors are placed in the order registrations are received

C) Cancellation Policy: To receive a full refund, cancellation requests must be made in writing and emailed to Dawn Zanoni at dzanoni@travelwisconsin.com no later than Wednesday, September 4, 2019. Cancellations occurring between September 4 and September 13, 2019 will receive a 50% refund. Cancellations made on or after September 13, 2019 are ineligible for a refund.

D) Equipment Provided: Exhibit space allocation provided for this show include an 8-foot table, 2 chairs, and table-top signage. If you require a larger space, please confirm with event management.

E) Exhibitor Hours: Monday, September 23, 2019 from 7:30 AM to 5:00 PM

F) Show Setup Times: Exhibitors will be able to drop off/set up exhibition materials on Sunday evening, or Monday morning, times to be determined. Please proceed to the Sonata Meeting Room on the second floor, where you will find 8-foot tables arranged around the perimeter of the room marked with each organization's name. Onsite staff will be available to assist as needed.

G) Force Majeure: In the event that the Summit is cancelled due to circumstances beyond our control, we will make every attempt to reschedule to another date (and/or place) and will offer you the opportunity to transfer your registration to the new date. If the event is cancelled entirely, we will provide refunds to exhibitors and sponsors based on any funds remaining to us after satisfying all our obligations in respect to the cancelled event.

Shipping Information
Exhibition materials may be sent no earlier than September 17, 2019 to:

Gordon Dining and Event Center
ATTN: Governor's Cybersecurity Summit (September 23, 2019)
University of Wisconsin-Madison
770 West Dayton Street
Madison, WI 53706

Wisconsin's 7th Annual
GOVERNOR'S
CYBERSECURITY
SUMMIT 2019

Sponsorship Agreement

We, the undersigned, agree to be a sponsor for this event. We have included all the necessary information and have included our contribution or agree to send our contribution no later than Thursday, August 29, 2019.

ORGANIZATION: _____

CONTACT PERSON: _____

ADDRESS: _____

PHONE: FAX: _____
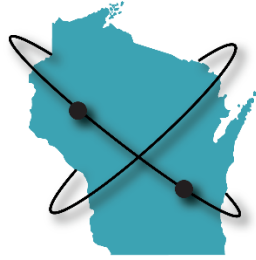
E-MAIL: _____

PARTICIPATION LEVEL: (Please check one)
☐ GOLD LEVEL SPONSOR $10,000
☐ SILVER LEVEL SPONSOR $7,500
☐ BRONZE LEVEL SPONSOR $5,000
☐ EXHIBITOR Only $1,500

As a sponsor or exhibitor of the 2019 Governor's Cybersecurity Summit, our organization agrees to the above contribution. We understand that commitments must be made no later than August 22, 2019, and contributions must be submitted by August 29, 2019.

_____
Sponsor Representative Signature   Date

If other arrangements are necessary or you require further information on the enclosed materials, please contact Dawn Zanoni at (608) 266-3978, or dawn.zanoni@wisconsin.gov.
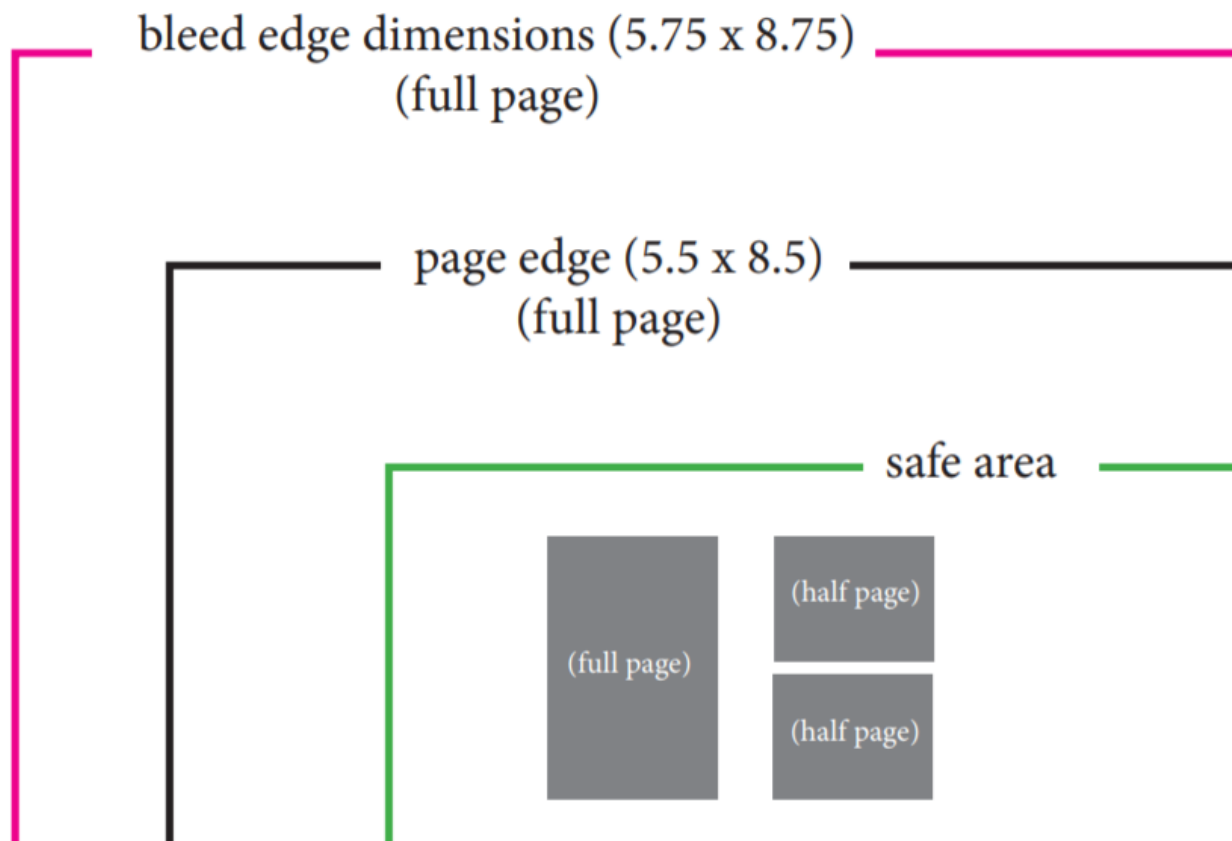
Printed Guide Ad Specifications

Dimensions:
- Full Page (Gold and Silver Sponsors): 5.75in w x 8.75in h (including 0.125in bleeds)
- Half Page (Bronze Sponsors): 5.75in w x 4.5in h (including 0.125in bleeds)

Minimum Resolution: 300 dpi
NOTE: Please keep all important type and images at least a quarter inch inside the ad dimension (safe area).

File formats: PDF, EPS, TIFF, or PSD; CMYK color space

bleed edge dimensions (5.75 x 8.75)
(full page)

page edge (5.5 x 8.5)
(full page)

safe area

(full page)

(half page)

(half page)

Mobile App Ad Specifications

(Gold and Silver Sponsors)

Dimensions: 640px W x 90px H

Resolution: 72 dpi

File formats: JPEG, PNG, or other image file; RGB color space