



27-29 March 2017 | The Habtoor Grand – Dubai, The UAE

Celebrating our 9<sup>th</sup> year as the Middle East's Connection  
of C-Level Minds on Cyber and Information Security

## Sponsorship Opportunities

“Comprehensive and eye opening event for opportunities  
to promote security as a business empowerment!”

Head of Information Security, Abu Dhabi Securities, Exchange, UAE

## Why CISO Middle East?

### The Forum for Chief Information Security Officers

For 9 years, the CISO Middle East Conference and Roundtable has been the industry event for senior-level security professionals seeking innovative and management-oriented content, presented by world-class experts. Join the event as a sponsor and meet all the key players in this space, explore the issues facing those on the front line of operations and build your understanding on what is next for information security professionals.

### Connect and Network with Your Target Audience

Foster quality engagements with 70+ information security executives in meaningful ways in a collaborative setting.

### Encourages and Influences Adoption of Best Practices and Innovative Solutions

The CISO Middle East Conference and Roundtable facilitates real-world implementation of the latest cyber and information security tools, techniques and strategies across large organizations.

## What's In Store for 2017?

- 20+ sessions across two days plus a half-day workshop giving attendees ample time to learn, network and be inspired
- Expanded focus on case studies and practical exercises providing hands-on learning experiences on pressing topics
- A streamlined and revamped program focused on key areas that are integral to information security leaders
- Expanded networking functions and luncheons to build and strengthen relationships
- Exhibition space in a busy, centralized hub ensuring that the full audience takes breaks in the same area, right new sponsor stands – A great platform for question-taking following keynote addresses, networking over coffee and overall brand presence!
- Leverage your own client 'wish list' by submitting specific companies you would like to meet with



**70+**

**information security executives**

Chief Information Security Officers, Head of Information Security, Director, Information Technology, Head of Information Security, Head of Risk & Information Security, Director of IT and Security, VP, Risk & Compliance/Chief Risk & Compliance Officer, Director Software Security, Vice President & Head of Security Architecture/Information Technology



## Platinum Sponsor

**£25,000**

- 30 minute keynote
- Panellist speaker
- Networking event
- One time use of the full delegate list with contact details following event (subject to data protection opt outs)
- 2-page advert in the delegate materials
- 10 passes for clients
- 6 passes for personnel
- Table top exhibition
- Inclusion in pre-event marketing

## Gold Sponsor

**£18,000**

- 20 minute keynote speaking session
- Panellist speaker in plenary session
- One time use of the full delegate list with contact details following event (subject to data protection opt outs)
- 2-page advert in the delegate materials
- 6 passes for clients
- 5 passes for personnel
- Table top exhibition
- Inclusion in pre-event marketing

## Silver Sponsor

**£14,000**

- 15 minute session
- One time use of the full delegate list with contact details following event (subject to data protection opt outs)
- 1-page advert in the delegate materials
- 4 passes for clients
- 2 passes for personnel
- Table top exhibition
- Inclusion in pre-event marketing

## Bronze Sponsor

**£10,000**

- Select either a panellist speaker
- 1-page advert in the delegate materials
- 3 passes for clients
- 2 passes for personnel
- Table top exhibition
- Inclusion in pre-event marketing

**“I personally have managed to attend them all and am very satisfied!”**

**Head, Risk & Information Security, Arab Financial Services, Bahrain**

## Discussion-focused bespoke events at CISO Summit 2017 – Put yourself at the same table as prospective clients!

<b>Bespoke CISO Middle East Roundtable:</b>	<b>Breakfast Briefing:</b>
<p><b>£16,000</b></p> <ul style="list-style-type: none"> <li>• Provide one co-facilitator/ speaker for the CISO Roundtable (29 March)</li> <li>• Co-host industry information security survey via MISTI web</li> <li>• Co-branded output report following the event</li> <li>• Lunch sponsorship at the Roundtable</li> <li>• Exclusive banner in the room (only available to Roundtable sponsors)</li> <li>• 4 passes for clients</li> <li>• 2 passes for personnel</li> </ul>	<p><b>£9,000</b></p> <ul style="list-style-type: none"> <li>• Select a theme (subject to the programming) and co-facilitate a discussion over breakfast with other speakers</li> <li>• Placards with your organisation’s logo on the tables</li> <li>• 1-page advert in the delegate materials &amp; USB content</li> <li>• 3 passes for clients</li> <li>• 2 passes for personnel</li> </ul>

### Add-on and Bespoke Event Sponsorship Options

While our tiered sponsorship options continue to be the most popular choices for our sponsors, MIS Training Institute can also create tailored sponsorship packages that are suited to our clients’ specific requirements. Specific options you may wish to consider include:

- **Sponsor an exclusive event within an event – Roundtable, Briefing, Symposium**  
Exclusive branding and co-branded output report – ideal for follow up messaging! Held in a closed door environments and benchmarking discussion highlights.
- **Host a networking function, including a drinks reception, dinner or cultural activities**  
Networking is an integral part of the any CISO Summit experience – sponsor a gala dinner, boat cruise, or other cultural group visit – all attendees are invited!
- **Add One-on-One meetings**  
MISTI will pre-arrange one to one meetings with preferred prospective clients on your behalf. Gain a deeper understanding of important client’s specific challenges and requirements.
- **Further branding**  
Have an even greater brand presence at the roundtable with branded bags, lanyards or anything else you can think of!

## All Sponsorship Packages Include

1. Table-top space in a busy, centralised exhibition hub, ensuring that the full audience takes all coffee breaks in the same area, right beside sponsor stands. A great platform for question-taking following a keynote, networking over coffee and overall brand presence! An easy way to lead-source and increase your exposure in a new region
2. Opportunity to leverage your client 'wish list' – submit to MISTI who will ensure that all companies are invited to attend the summit
3. "Passport to Prizes" exhibition draw – ensures everyone visits your stand. Dedicated networking time means that there will be ample time for participants to visit you
4. Number of guest places – for personnel to man the stand and network with delegates and a number of free client places (see each package for exact numbers)
5. Invitation to join all receptions and dinners throughout the whole event alongside all attendees – you will leave the event with a wealth of new business contacts (and friends)
6. Delegate list including name, designation, company, country – upper packages with varying levels of contact details
7. Branding – your logo and company description will be printed on all published materials, the website, the slides during break times. Identify your company as a leader in information security products and knowledge
8. Learning opportunity for the CEO/sales/marketing/technical teams with access to all plenary and tracked sessions delivered by CISOs and senior experts
9. Optional input into the agenda development to communicate your security message

## MISTI Bespoke Events

MISTI partners with the world's largest software companies as well as governments and membership associations to develop and deliver requested special events, from conception to delivery.

- **Requested Conferences**  
Recently hosted annual Membership Congresses, Government hosted events
- **Private Dinners**  
Recently hosted in Madrid, Rome, London, Frankfurt, Munich, Zurich, Geneva, Dubai...
- **Breakfast Briefings**  
Recently hosted in Paris, Stockholm, London
- **Roundtables / Think Tanks**  
Recently hosted in London, Copenhagen, Amsterdam

27-29 March 2017 | The Habtoor Grand – Dubai, The UAE

## To secure your sponsorship

The Summit and Roundtable is the perfect platform to demonstrate your organisation's vigorous stance on information security, at a time when organisations and governments are moving to address the growing issue of Cyber Risk.

1. Showcase your market knowledge and maximise brand leadership on an international platform
2. Have new contacts and customers come and find you rather than the other way around
3. Save time and money by scheduling a year's worth of meetings in just 3 days
4. Improve your client coverage with greater presence
5. Network on a peer to peer level with C-level executives and heads of information security from across the Middle East region. Host a memorable networking dinner!



**Discuss your specific requirements and opportunities available with:**

Adam Lennon, Director of Sales  
(001)-646-590-4557  
alennon@misti.com

