Call for Sponsorship 2021

Michigan Member Alliance Presents:
InfraGard Great Lakes 25th Anniversary Conference June 10, 2021
"Securing Our Critical Infrastructures for the Past 25 years"

At this year's Great Lakes InfraGard Conference leaders in their respective industries will discuss trends related to risks to critical infrastructure with a focus on the intersection between efforts to protect these assets and the value various underground groups gain by attacking them. This daylong event will feature Keynote speakers, breakout sessions, and discussion panels involving numerous authorities from various sectors in the critical infrastructure realm.

- Our membership of over a thousand, includes executive and professional representation from industry, government, and academia. This virtual event will be advertised to all of the nationwide chapters of InfraGard, as part of the 25th Anniversary celebration.

- Our conference will virtually bring you together with expertise while connecting you to the resources of the FBI and Department of Homeland Security.

- InfraGard was founded on the principle of connecting Public-Private professionals for networking and mutual aid. Nurturing these relationships at meetings and conferences so that during emergency situations you can reach out to your colleagues knowing what you each bring to the table.

- Through the FBI, members have access to information that is not available to the public, from national and international intelligence sources.

- Our Michigan chapter is a resource for education and awareness. Quarterly meetings with expert speakers provide an opportunity to identify cross-cutting issues about all critical infrastructures. Our leadership is convinced that secure business systems will come only from the balancing of physical, operational, and information security.

- Attending our events complements and extends the reach of other, thriving private organizations like HTCIA, ASIS, CSA, ISSA, ISACA, ISC2, carrying their leadership and sound practices to a wider regional audience.

- InfraGard Michigan Members Alliance is part of a secure, private reporting system. InfraGard members across the nation are linked to each other and to the FBI by the Bureau's secure "alert network." Companies can anonymously report incidents to all other members without fear of publicizing their vulnerability.

- Exhibitors and Sponsors will have exclusive access to our ever-expanding membership, on our website, social media posts, and virtual booths as well as push announcements during our conference.

Please contact our Program Coordinator to arraign for a package that is right for your company.

Email: Program.Coordinator@michiganinfragard.org or 734-707-8652

Call for Sponsorship 2021

Michigan Member Alliance Presents:
The Great Lakes InfraGard Conference June 10, 2021
"Securing Our Critical Infrastructures for 25 years"

This year our conference will be <u>Virtual</u> using the Whova app!

Platinum Sponsor of $5,000 will include the following:

Logo on all pre and post communication and chapter website (1YR)

Customizable Company Profile with Platinum placement on the app

Acknowledgment from the Chapter President during the event as a Platinum Sponsor

Opt-In Attendee List and 8 Complimentary Attendee Registrations

Company logo to appear on the conference app the Home Page, Agenda and the *Session of your choice*. Sponsored by "Your company" and with logo in the corner during the presentation.

5-10 Minute Speech during our Cocktail Party at the end of the conference before the raffle

Non-sales Breakout Session and Sponsored Networking Table

Conference report to include: Number of attendees, number of times your company profile was accessed, number of times your Sponsorship was viewed, number of leads generated, number of Meet-up participants, number of messages, number of photos shared and download rate for your assets.

Platinum Sponsor must supply an item for the raffle to be held during the cocktail party.

Gold Sponsor of $2,000 will include the following:

Logo on all pre and post communication and chapter website (1YR)

Customizable Company Profile with Gold Sponsor placement on the app

Acknowledgment from the Chapter President during the event as a Gold Sponsor

Opt-In Attendee List and 4 Complimentary Attendee Registrations

Company logo to appear on the conference app the Home Page and Agenda and a non-sales breakout session sponsorship by "Your Company" *no logo in the corner of the presentation.*

Acknowledgment during Cocktail Party at the end of the conference before the raffle

Non-sales Breakout Session and Sponsored Networking Table

Conference report to include: Number of attendees, number of times your company profile was accessed, number of times your Sponsorship was viewed, number of leads generated, number of Meet-up participants, number of messages, number of photos shared and download rate for your assets.

Gold Sponsor must supply an item for the raffle to be held during the cocktail party.

Silver Sponsor $1,000 Will include the following:

Logo on chapter website (9 Months)

Customizable Company Profile with Silver Sponsor placement on the app

Acknowledgment from the Chapter President during the event as a Silver Sponsor

Opt-In Attendee List and 2 Complimentary Attendee Registrations

Company logo to appear on the conference app on the Home page and Agenda.

Conference report to include: Number of attendees, number of times your company profile was accessed, number of times your Sponsorship was viewed, number of leads generated, number of Meet-up participants, number of messages, number of photos shared and download rate for your assets.

Silver Sponsor must supply an item for the raffle to be held during the cocktail party.

Bronze Sponsor $500 Will include the following:

Logo on chapter website (6 Months)

Customizable Company Profile with Bronze Sponsor placement on the app

2 Complimentary Attendee Registrations

Company logo to appear on the conference app on the Home page.

Conference report to include: Number of attendees, number of times your company profile was accessed, number of times your Sponsorship was viewed, number of leads generated, number of Meet-up participants, number of messages, number of photos shared and download rate for your assets.

Bronze sponsor encouraged to supply an item for the raffle to be held during the cocktail party.

Exhibitor $250 Will include the following:

Customizable Company Profile with Exhibitor placement on the app

Company logo to appear on the conference app on the Home page.

The exhibitor encouraged to supply an item for the raffle to be held during the cocktail party.

Benefits of the Whova App for our members, sponsors, and exhibitors:

Attendees benefits: Customizable Profile, Agenda and ability to network with attendees and sponsor prior to the event. Your profile will remain on the Whova app and can be updated anytime.

Below is a full list of Exhibitor benefits **and some helpful videos**:

- ***Interactive***
  - Interactive Booth (customized tier with gallery view)
    - Add Video URL or Upload Video
    - Add Zoom link for Livestreaming
    - Add Company Information
    - Add Contact Information
    - Add Logo
  - **Lead Generation**
    - **Connect with Exhibitor**
    - **Coupons/Raffles/Giveaways**
  - Live Chat
  - **Upload up to 50 photos, 10MB limit per photo**
  - Upload 2 documents, 10MB limit per document
  - Booth staff list (private 1-1 message/ video)
  - Banner ad on App Home Page

- [Whova Demo Virtual Exhibitor Booth](#), [Exhibitor Video](#), [Exhibitors Good ROI](#)

- **Below is a full list of the Sponsor benefits**: ***Visibility/Exposure***
  - Virtual Booth (ranked by sponsor level)
    - Add Video URL or Upload Video
    - Add Zoom link for Livestreaming
    - Add Company Information
    - Add Contact Information
    - Add Logo
  - **Listed on the Homepage of Web App**
  - **Listed on a specific session (up to 3 sponsors per session)**
  - **Listed within Networking Table (if purchased)**
  - **Lead Generation**
    - **Connect with Sponsor**
    - **Push info with Coupons/Raffles/Giveaways**
  - **Banner Ad**
    - **On Web App (Home, Agenda, Session)**
    - **On Mobile App (Home, Agenda, Profile, Session)**
  - Live Chat
  - Upload 2 documents, 10MB limit per document

  [Sponsor Video](#) and [Blog](#).

Please do not hesitate to contact our Program Coordinator Tamara Shoemaker with any questions you might have about Sponsorship or becoming an Exhibitor for our annual conference. Program.Coordinator@michiganinfragard.org

work# 734-707-8652 or cell# 313-804-0544