CORPORATE SPONSORSHIP

PROPOSAL

for

ABOUT ISSA

The ISSA2005 Conference is the fifth annual conference being held under the auspices of the RAU Standard Bank Academy for Information Technology, the University of Pretoria Department of Computer Science and the University of South Africa (Unisa) School of Computing. The ISSA2005 Conference will run from **29 June to 1 July 2005** at the Balalaika Hotel in Sandton, Johannesburg.

In 2005, this Conference enters its fifth successive year. Each year has seen increased recognition and participation by industry and academia alike. In 2003, the conference formally extended the opportunity of sponsorship for the first time.

The Conference was originally developed to afford local players in information security the opportunity to attend an international conference in their own country, and encourage international players to share their knowledge, at the same time receiving exposure to local thinking, and being able to appreciate our beautiful country. Since its humble beginnings in 2000, this conference has certainly become a recognised opportunity for professionals from industry as well as researchers to access a platform to share their knowledge, experience and research results in the field of information security.

As custodians of the knowledge imparted on future leaders in IT Security, the three higher education institutions involved have taken up the challenge to grow the conference each year in terms of delegate numbers, international participants, reviewed speakers, content and overall quality. We trust that the programme planned for ISSA2005 will be appealing to a broad spectrum of practitioners and academics. An Organising Committee has been formed that is responsible for arranging the conference while a Review Committee, consisting of both local and international experts, has been established to ensure the quality of research papers.

To ensure ongoing improvement, we again encourage input from all those interested in the field of Information Security, particularly those who are actively seeking to progress the field, to take part and share their knowledge and experience.

ISSA2005 will not be just another conference - one of the multitudes of events that are more focussed on the marketing of products than real information sharing.

CONFERENCE OBJECTIVES

Broadly, the Conference focus areas will include:

- Best practice processes and methodologies for information security
- Information security training and education
- Professional development
- Technology for information security
- Managing information security in different industry sectors
- Maintaining a customer focus through information security

The objectives of the conference have been defined as follows:

- The sharing of local and international experiences and lessons
- To promote networking and business opportunity development
- To encourage the study of information security
- To support the development of a professional information security community
- To assist self development
- To provide a forum for education, knowledge transfer and the development of new skills and professional development
- To promote best practice in information security and its application in Southern Africa
- To facilitate the meeting of diverse cultures in sharing and learning from each other in the quest for safer information systems

The conference website was launched on November 17th 2004: **www.infosecsa.co.za** and the associated call for papers (CfP) and event announcements have been distributed to relevant sources and publications both locally and internationally.

The Organising Committee of ISSA2005 is committed to ensuring that this conference is on par with international standards. This is evident from the growth in international participation and attendance.

SPONSORSHIP

WHY SPONSOR

Business sponsorship is a major source of funding for many events as more and more companies have discovered this to be a powerful marketing tool.

Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy.

To be effective, sponsorship of any event must serve the interest of four constituent groups:

- It must serve the business interest of the sponsoring company
- It must serve the best interests of the event and its participants
- It must have a positive impact upon the sponsor's direct consumers
- It must benefit the consumers who use the products or services

BRAND POSITIONING

Cyan Sky Communication Consultancy, our marketing partners, specialise in identifying and securing the branding opportunities, which will provide your company with innovative, competitive edge and most of all, dynamic results. Through skilful use of the sponsorship, Cyan Sky Communication Consultancy and the Organising Committee of ISSA2005 will open up new markets and maximise media exposure for your products and services.

Sponsorship goals may include:

- Maximising brand awareness
- Increasing brand loyalty
- Introducing a new brand to the market
- Establishing new contacts with decision makers in the public and private sectors
- Introducing new products or services to the information security community

MEDIA

PRINT MEDIA

Press releases will be submitted to the following publications throughout the build up to the conference, during and post conference.

Trade Press

- Brainstorm
- Business IT Africa
- Computer Week
- Computing SA
- IT Web

Business Press

- Business Day
- Finance Week
- Financial Mail
- Rapport
- Saturday Star
- Sunday Times
- The Star

Disclaimer

Whilst every effort is undertaken to ensure press releases are placed in publications, ISSA and associated consultants cannot guarantee placement as this is at the publications discretion.

INVESTMENT REQUIRED

PLATINUM SPONSORSHIP   -   R50 000.00

(Maximum of One Platinum Sponsor)

This includes the following:

- Venue branding
- Promotional opportunities to build brand awareness and loyalty through banners, letterheads, programmes, invitations and menus
- Sole podium branding in the plenary
- Prime branding space on the ISSA website and conference e-mail
- Press Coverage of all events associated with the conference will include the phrase " ….. sponsored by "platinum" sponsor

- An opportunity for a company representative to contribute to the opening and closing address
- An opportunity for two company speakers to present in two of the plenary streams

- Five free delegate places for all three days of the conference (including presenters.) These could be used for your select clients
- 1 Tables at the Conference Banquet (This includes the five free delegates as identified above plus 5 additional gala dinner tickets)

- Logo placement on the name badges
- Logo placement on the cover of the CD proceedings
- Space on the CD proceedings for company information

- Permission to undertake seat drops in the plenary each morning of the conference
- Access to complete database of all conference delegates

GOLD SPONSORSHIP   -   R25 000.00

(Maximum of one gold sponsor)
This includes the following:

- Venue branding
- Promotional opportunities to build brand awareness and loyalty through banners, letterheads, programmes, invitations and menus
- Branding space on the ISSA website and the conference e-mail
- Press Coverage of all events associated with the conference will include the phrase " ….. sponsored by "gold" sponsor

- Three free delegate places for all three days of the conference (including gala dinner tickets.)
- 6 Tickets for the Conference Banquet (This includes the three free delegates as identified above hence 3 additional gala dinner tickets)
- Presentation slot in one of the plenary streams

- Space on the CD proceedings for company information

- Permission to undertake seat drops in the plenary each morning of the conference
- Access to complete database of all conference delegates

SILVER SPONSORSHIP   -   R12 500.00

- Branding space on the ISSA website and the conference e-email
- Space on the CD proceedings for company information

- Two free delegate places for all three days of the conference (including gala dinner tickets.)
- Presentation slot in one of the streams

- Permission to undertake seat drops in the plenary each morning of the conference
- Access to complete database of all conference delegates

BRONZE SPONSORSHIP   -   R5 000.00

- One free delegate place for all three days of the conference (including gala dinner ticket.)
- 1 additional gala dinner ticket (2 tickets in total)

- Branding space on the ISSA website and the conference e-mail

Ad Hoc SPONSORSHIP

Ad Hoc Sponsorship is available for certain items such as wine at gala dinner, speaker gifts etc. Please enquire for further details.

Sponsorship for international guest speakers is also required and constitutes economy flights and hotel accommodation for the duration of the conference.

Organising Committee

Jan Eloff

Head of the Department Computer Science - University of Pretoria
Jan Eloff received a PhD (Computer Science) from the Rand Afrikaans University, South Africa. He gained practical experience by working as management consultant specialising in the field of information security. Since October 2002 he is Head of Department and full professor in Computer Science at the Department of Computer Science, University of Pretoria. Prior to that he has was a full professor in Computer Science at the Rand Afrikaans University.

Email: eloff@cs.up.ac.za   Tel:(012) 420-2361,
Website: http://www.cs.up.ac.za/cs/eloff/

Les Labuschagne

Deputy Chairperson, University of Johannesburg Standard Bank Academy for Information Technology.
Professor Labuschagne currently heads up the sub-department of IT Management.
Prof. Labuschagne's professional and academic expertise lies in IT project management, risk management, information security and electronic commerce. He provides consultation services to industry on a part-time basis in the above fields and is associated with the University of Johannesburg on a full-time basis.
He received his PhD in Informatics from RAU in 2000.

Email: LL@rau.ac.za, Tel:(011) 489-3335, Fax: (011) 489-2138,
Website: http://csweb.rau.ac.za/staff/labuschagne

Mariki Eloff

Associate Professor in the School of Computing, Unisa
Mariki Eloff received a PhD Computer Science degree from the Rand Afrikaans University, South Africa. She gained tertiary teaching experience by lecturing at Technikon Witwatersrand and Technikon SA for more than 20 years. She has presented research papers at international and national conferences mostly focusing on information security. She spent an eight-month period as senior lecturer at RAU before joining Unisa as an associate professor in the Department Computer Science and Information Systems, October 2002. She has assisted in the organisation and management of international conferences in information security and has been part of the ISSA Conference since its inception in 2000.
During 2001 she participated in information security management research projects, under the joint leadership of RAU and the SABS. She has also been engaged in the development of various information security-training modules for industry.

Email: eloffmm@unisa.ac.za Tel:(012) 429-6336
Website: http://www.cs.unisa.ac.za

Financial Terms and Conditions

As with any sponsorship opportunity as soon you financially commit to becoming a sponsor your name will be associated with the conference and exposure will commence. The conference marketing is well underway with the website up and running, the conference e-zine going out regularly and press releases and associated exposure being distributed/organised.

Payment Terms are as follows:

Platinum Sponsor
Gold Sponsor
Silver Sponsor

50% payment by 28/05/2005   50% balance by 25/06/2005

Bronze Sponsor

100% payment on booking

If you are interested in taking up any of these sponsorship opportunities please fill in the attached form and e-mail to: **info@infosecsa.co.za**

If you would like to discuss the sponsorship in more detail please feel free to contact:

Sponsorship Sales:	**ISSA Conference Co-chair:**	**ISSA Conference Co-chair:**
Taryn van Olden	Les Labuschagne	Jan Eloff
email info@cyansky.co.za	e-mail: ll@rau.ac.za	e-mail: eloff@cs.up.ac.za
Tel: 082 779-1314	Tel: 011 489-3335	Tel: 012 420-2361

Alternatively, visit the conference website at: http://www.infosecsa.co.za

[Insert Company Letterhead / Name / Address]

ISSA Conference 2005

Att: Taryn van Olden
PO Box 518
Featherbrooke Estate
1746

Email: info@infosecsa.co.za   **Fax: (011) 662-2961**

Date:

RE: REQUEST FOR SPONSORSHIP FOR ISSA 2005 NEW KNOWLEDGE TODAY CONFERENCE

Thank you for you recent letter requesting sponsorship for the above event.

We would like to offer the following sponsorship:

Platinum   R50 000   _____

Gold   R25 000   _____

Silver   R12 500   _____

Bronze   R5 000   _____

Ad hoc, please specify amount _____

Ad hoc sponsorship details: _____

_____

Please invoice us for the following amount and send the invoice to the following address:

Invoice amount   _____

Invoice address -   Att: _____

                                  _____

                                  _____

Our liaison / contact person for the above sponsorship is:

Name   _____

Designation   _____

Department   _____

Contact Details

              Tel   _____

              Email   _____

              Fax   _____

              Cell   _____

We look forward to a successful association with ISSA and an exciting conference.

Yours sincerely

Signature   _____

Name   _____

Designation   _____

Department   _____

Company   _____

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100% payment on booking