



## EXHIBITION AND SPONSORSHIP OPPORTUNITIES

Data security breaches have surfaced with increased regularity over the past years. Financial losses due to cybercrime continue to grow. Credit Card fraud, the theft of customer information, identity theft, social engineering, software piracy - these are all on the increase.

Simple human error, ignorance or omission are nearly always at the root of many of these data breaches and e-crimes. In nearly every case there was no technical defence that would have prevented them. The damage to the public's confidence in the ability or enthusiasm of any organisation - public or private, large or small - to protect personal and financial data is immense.

Despite the vast sums of money spent, IT systems at all levels and within most organisations remain inherently vulnerable to even the most basic of security and fraud weaknesses and vulnerabilities. This is because we have focused almost entirely on the technology. We have not attended in any way to the most fragile element - our people.

The human aspects of security and fraud prevention need to be promoted to their rightful place alongside the technical solutions. We must harness the support and assistance of every one of our employees and customers. We must ensure honesty and integrity is paramount alongside effective communication and understanding of what is required of them in their everyday behaviour in order to handle information in all its forms in a safe and secure manner. Unless we do this, our data security and e-crime defences will never be complete.

### Who should attend?

This conference aims to bring together people from the corporate, governmental and academic sectors:

- Senior Information Risk Owners (SIROs)
- Chief Information Officers/Chief Technology Officers
- Chief Security Officers
- Chief Information Security Officers
- Senior business managers/decision makers
- Researchers
- Technical specialists
- Security course managers/department heads
- Heads of information assurance & security
- Chief Procurement Officers
- VPs, heads, directors, managers of: compliance; fraud; e-commerce; privacy; governance; facilities; HR; communications; facility; audit; data protection; disaster recovery; IT manufacturers and suppliers; IT security products vendors; IT security services providers; consultancies

### Topics

- The business case for improved security and fraud prevention
- Emerging threats and defences (ID theft, social engineering etc)
- Tackling e-crime
- Staff recruitment and management
- Changing staff behaviour
- Including the human factors of security into the risk management regime
- Effective communication of security issues
- Message delivery styles
- Including security and fraud prevention within systems and process design
- Working with third parties (contractors, suppliers, customers)
- Ensuring effective security and fraud prevention within SMEs
- Changing the perception of security and fraud prevention at all levels throughout the enterprise
- The education of senior business managers and their responsibilities as role models

# BOOKING FORM

**Customer Booking Details:**

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_ Address: \_\_\_\_\_

Postal/Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

<input type="checkbox"/>	<p><b>Staffed Table Top Exhibit: £950 +VAT @ 17.5% = £1116.25</b>                  Includes Table Top display, power supply, carpeting &amp; lighting. Table Top measurement 2m.  <b>ORGANISATION NAME PLATE TO READ:</b>   <b>NAME OF AUTHORISED EXHIBITOR:</b></p>
<input type="checkbox"/>	<p><b>Main Sponsor: £10,750 + VAT @ 17.5% = £12631.25</b>                  Includes sponsorship of the Conference Dinner which provides an unrivalled opportunity to have high profile branding at the main social event of the conference.                  In addition to the above, the main sponsor logo will be featured on all printed conference materials and on the main conference signs on-site, as well as on the official conference website along with a company profile and website link. Include free Table Top exhibit.  <b>ORGANISATION NAME PLATE TO READ:</b>   <b>NAME OF AUTHORISED EXHIBITOR:</b></p>
<input type="checkbox"/>	<p><b>Registration Desk: £4,500 + vat @ 17.5% = £5287.50</b>                  Sponsorship of the conference registration desk will ensure that your brand will be seen before delegates have entered the conference rooms. Your logo will appear on registration signage and you will have the opportunity to give away a promotional item at the desk. Listing of company name and profile in the delegate manual and listing of company logo and name, company profile and link to website on the conference website.  <b>TITLES OF PROMOTIONAL PIECES TO BE DISPLAYED:</b></p>
<input type="checkbox"/>	<p><b>Delegate Conference Bags: £3,500 + vat @ 17.5% = £4112.50</b>                  One of the most prestigious ways to promote your presence at the event is by sponsoring the HFIS 2010 delegate bags. The sponsor's logo will be printed alongside the conference logo on the high quality bag that will be distributed to every delegate. Opportunity to include one item of promotional literature within the delegate conference bag.</p>
<input type="checkbox"/>	<p><b>Delegate Wallet Inserts: £650 + VAT @ 17.5% = £763.75</b>  <b>TITLES OF PROMOTIONAL PIECES TO BE INSERTED:</b></p>
<input type="checkbox"/>	<p><b>Sponsorship Lanyards: £3,500 + vat @ 17.5% = £4112.50</b>                  Your company logo on the woven conference lanyard given to each delegate. Listing of company name and profile in the delegate manual and listing of company logo and name, company profile and link to website on the conference website.</p>
<input type="checkbox"/>	<p><b>Literature Display: £650 + VAT @ 17.5% = £763.75</b></p>

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I understand and agree to abide by the terms as set out herewith

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