



CYBER SECURITY
ASSOCIATION OF MARYLAND, INC.



The Universities
AT SHADY GROVE

Maryland: Where Cyber Works
November 8 Cyber Job Fair
Universities at Shady Grove · Rockville, MD
Sponsorship Opportunities & Agreement

As its name suggests, this program is a job fair featuring opportunities for those seeking cybersecurity jobs in Maryland. It is designed:

- **For Maryland employers** (businesses and government entities) to connect with candidates for open cybersecurity career positions at all levels and to create awareness of funding programs and support resources to help them with their cybersecurity workforce needs
- **For Maryland academic and training entities** to connect with students, recent graduates, incumbent workers and employers who would benefit from their programs
- **For skilled job seekers** to connect with **Maryland** cybersecurity career opportunities as well as academic and training resources available to assist them in getting additional skills, training and certifications as may be required by jobs of interest
- **For Students** to connect with the many high-paying job opportunities available in Maryland's cybersecurity industry and connect them with **Maryland** resources that can help them in their cybersecurity career path

GOLD SPONSORSHIP - \$5,000 (limit 3)

Before the Event

- **Event planning committee participation**
- **Extensive event marketing:** recognition and promotion as Gold Sponsor in all event marketing with logo and link of Sponsor's choice, where applicable. This includes email announcements, flyers, signage, social media and more. Partner Organizations will be promoting the event to their respective members/connections providing sponsor with brand and offerings awareness beyond CAMI.
- **Customized pre-event marketing:** An official pre-event email will be distributed to event participants introducing them to Gold Sponsor and encouraging them to connect with Sponsor at event.
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Prominently noted as Gold Sponsor with logo and link of Sponsor's choice featured on event page within MDcyber.com.
 - Pop-up promos: Included in special event announcements that will pop up during www.MDcyber.com website visitor's time on the site.
- **Webinar:** Gold Sponsor will be **noted as sponsor of pre-event webinar series** and may have an active role (topic and content creation and presentation) for one select webinar.

During the event

- **Exhibit opportunity with premium placement**
- **Sponsor logo featured on boxed lunch sticker (Compliments of "Sponsor's Name") provided for all exhibitor and sponsor reps**
- **Logo on front cover of event program**
- **Opportunity to address attendees (2-3 minutes) during event**
- **Featured on Welcome sign/banner at event (only Gold Sponsors will be featured)**
- **Sponsor logo prominently featured on general signage**
- **Ability to submit one piece of print collateral for CAMI to distribute to all attendees upon check-in**

- **5 complimentary attendance and lunch tickets**

After the Event

- **Marketing leads:** Sponsor will receive list of all event participants/attendees with name, company, title and contact info **including email**.

CONVERSATION CORNER SPONSORSHIP - \$3,500 (limit 2)

This event will include sponsored “Conversation Corner” (CC) programming - 45-minutes of educational information presented by the CC Sponsor to interested attendees in a designated CC area. Each sponsor will receive two 45-minute CC time slots. **CC Sponsor and CAMI will work together to determine the best-fit topics to cover. CAMI must approve topic.**

Before the Event

- **Extensive event marketing:** Extensive event marketing: recognition and promotion as Conversation Corner Sponsor in all event marketing with logo and link of Sponsor’s choice included, where applicable. This includes email announcements, flyers, signage, social media and more. Custom signage at Conversation Corner will note “Conversation Corner compliments of (sponsor name)”. Partner Organizations will be promoting the event to their respective members and connections providing sponsor with extensive brand and offerings awareness beyond CAMI.
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Noted as Conversation Corner Sponsor with logo and link of Sponsor’s choice featured on event page within MDcyber.com.

During the event

- **Exhibit opportunity**
- **Sponsor logo prominently featured on special Conversation Corner signage with topic noted**
- **Sponsor logo prominently featured on general signage**
- **Two 45-minute time slots for presentation to attendees in a designated CC area**
- **3 complimentary attendance and lunch tickets**

EXHIBITOR LUNCH SPONSORSHIP - \$3,000 (limit 1)

Before the Event

- **Event planning committee participation**
- **Extensive event marketing:** noted as “Exhibitor Lunch Compliments of (sponsor name)” in pre-event email
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Prominently noted as Exhibitor Lunch Sponsor with logo and link of Sponsor’s choice featured on event page within MDcyber.com.

During the event

- **Exhibit opportunity** – Employers/education training resource exhibitors will be directed to Sponsor booth in designated private lunch area
- **Lunch Sponsor will have to opportunity to include 1 piece of marketing collateral (i.e. brochure, sell sheet) in each exhibitor boxed lunch**
- **Custom signage at private lunch/break area entries will note “Exhibitor lunch compliments of (sponsor name)”**
- **Sponsor logo prominently featured on general event signage**
- **Exhibitor Lunch compliments of “(Sponsor logo)” will be included in event program**
- **3 complimentary attendance and lunch tickets**

After the Event

- **Marketing leads:** Sponsor will receive list of all participants/attendees with name, company, title and contact info **including email** for those who did not opt out of contact info being shared.

PARKING SPONSORSHIP - \$2,500 (limit 1)

Before the Event

- **Event planning committee participation**
- **Extensive event marketing:** noted as Parking Sponsor in pre-event email and social media marketing
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Prominently noted as Parking Sponsor with logo and link of Sponsor's choice featured on event page within MDcyber.com.

During the event

- **Exhibit opportunity – Attendees will be directed to Sponsor booth for parking validation.**
- **Custom signage at parking garage entries will note “Parking compliments of (sponsor name)”.**
- **Sponsor logo prominently featured on general event signage**
- **Event parking compliments of “(Sponsor logo)” will be included in event program**
- **3 complimentary attendance and lunch tickets**

After the Event

- **Marketing leads:** Sponsor will receive list of all participants/attendees with name, company, title and contact info **including email** for those who did not opt out of contact info being shared.

SUPPORTING SPONSORSHIP - \$1,000

Before the Event

- **Event marketing:** Recognition and promotion as Supporting Sponsor with logo in emails and social media
- **Digital marketing on CAMI website www.MDcyber.com**
 - Event Page: Noted as Supporting Sponsor with logo on event page within MDcyber.com.

During the event

- **Exhibit opportunity**
- **Sponsor logo prominently featured on signage at event**
- **2 complimentary attendance tickets**

After the Event

- **Marketing leads:** Sponsor will receive list of all participants/attendees with name, company, title and website.

Continue to next page for Sponsorship Agreement



2019 Maryland Where Cyber Works - Cybersecurity Job Fair – November 8 Sponsorship Agreement

Complete the following information to secure your Sponsorship.

Sponsor name _____

Sponsor address _____

Contact name _____

Contact email _____ Contact phone _____

Indicate sponsorship choice:

- Gold \$5,000
- Conversation Corner \$3,500
- Exhibitor Lunch \$3,000
- Parking \$2,500
- Supporting \$1,000

Sponsor Signature

Date

Cybersecurity Association of Maryland, Inc.

Date

Email this completed form to Sam@MDcyber.com. An invoice will be issued for selected sponsorship level amount. Payment will be due upon receipt.

Questions? Email Sam@MDcyber.com.