



Sponsor/Exhibitor Opportunities Guide

The National Security Institute's
33rd Annual Forum & Exhibition

IMPACT 2018

APRIL 30 – MAY 2, 2018 CHANTILLY, VIRGINIA



165 Main Street, Suite 213, Medway, MA 02053
Tel: 508-533-9099 • Fax: 508-507-3631 • E-Mail: InfoCtr@nsi.org • Internet: <http://nsi.org>

The National Security Institute's 33rd Annual IMPACT Security Forum and Exhibition will be held April 30 – May 2, 2018 in Chantilly, VA at the Westfields Marriott. Setting the standard for more than 30 years, this event is attended by key security decision makers in the defense industry and government who are responsible for directing or managing their organizations' information security program encompassing the protection of classified information and systems.

These security professionals are also responsible for their organizations' personnel security, physical security, operations security, AIS security, security awareness, and proprietary information protection programs. Some 400 corporate and government security professionals from the United States and Canada are expected to attend NSI's IMPACT 2018, seminar/exhibition in the spring.

Exhibitor Opportunities

Increase your visibility, be a stand out in the crowd, and position yourself as a leader in the industry by becoming a exhibitor at the NSI IMPACT 2018 Security Seminar and Exhibition. NSI's highly acclaimed annual IMPACT seminar provides vendors of information security and asset protection products and services unmatched opportunities to reach a highly interested audience of buyers and influencers.

Exhibit space is limited and will be sold on a first-come, first-served basis. For details or to make your reservation, please contact NSI at 508-533-9099 today.

When you exhibit at NSI's IMPACT 2018 seminar you get:

- Direct access to a quality gathering of defense industry and government agency security buyers.
- Maximum exposure to the attendees. Expos are held in close proximity to refreshment breaks and reception.
- One-on-one time with qualified decision-makers and influencers.
- Listing in seminar promotional literature and NSI's Web site.
- Admittance for two people at the NSI hosted Luncheon on the day of the expo.
- A contact list of all seminar attendees.

Exhibit Space

Each 8'x10' exhibit space will be equipped with:

- one 8' draped table
- two padded side chairs
- one power strip

Exhibit space does not include hotel-supplied equip-

ment, labor, storage, additional lighting and electrical power, telephone, or Internet access.

Exhibition Period

The exhibition area will be ready for set-up and installation prior to the opening of the show. All work must be completed and each space ready for exhibition by 7:00 a.m., on the first day of the seminar. No work on displays will be permitted after the start of the exhibition. Exhibit space not claimed and occupied by 7:00 a.m. shall be canceled or reassigned without refund.

Exhibiting Schedule

All exhibits must be occupied during all published show hours. Any display which breaks down prior to the close of the seminar will not be allowed to exhibit in future seminars.

Subletting Space

No exhibitor may assign, sublet, or apportion the whole or any part of its allotted space, nor exhibit therein, nor permit any other person or firm to exhibit therein, any other goods other than those manufactured or distributed by the Exhibitor in the regular course of its business, without written permission of NSI. Solicitations, demonstrations, or printed material must be confined to the Exhibitor's respective booth space. Aisles in front of the booths must be kept clear. Violators will be asked to leave the exhibit hall.

Promotional Giveaways and Prizes

Promotional giveaways are permitted. While drawings for prizes are not prohibited, all activities attendant to such drawings must be conducted at the Exhibitor's booth. The public address system will not be available to announce winners or to provide delegates information concerning the availability of prizes.

Special Visual and Sound Effects

Audio-visual equipment and other sound and attention-getting devices will be permitted only in such intensity that, in the opinion of the Exhibit Coordinator, it does not interfere with the activities of neighboring Exhibitors.

Liability and Insurance

Exhibitor shall indemnify and hold harmless the National Security Institute, the Marriott, and its officers, directors, designated agents, and employees from and against any and all claims, losses, damages, or governmental charges or fines arising out of or caused by, exhibitor's use of the premises, or the conduct of its business, or from any activity, work or thing done, permitted or suffered by the exhibitor, in or about the premises, including, but not limited to installation, maintenance, and removal of exhibits; and in case any action or proceeding be brought against the Marriott or the NSI by reason of any such claim, or if the exhibitor breaches any terms of this agreement, the Marriott or the NSI may employ an attorney or attorneys to protect its rights, for which the exhibitor shall pay the reasonable attorneys' fees and expenses incurred. In addition, exhibitor acknowledges that the NSI and Marriott do not maintain insurance covering exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

Dismantling of Displays

Exhibitors will not be permitted to dismantle their exhibits, nor do any packing, until after the

published closing time. All dismantling must be finished, and all exhibit material must be out of the exhibition area by 7:00 p.m. following the closing of the exhibit hall. It is the responsibility of the exhibitor to arrange with the facility for return shipment of exhibit material, properly labeled, before departure.

Cancellation

Once exhibit space has been requested and has been assigned by the NSI, any cancellation of a space will result in forfeiture of 50% of space cost for each unit in question. Such notification of intent to cancel must be received in writing by NSI on or before March 1, 2018. Cancellations after March 1, 2018, will result in forfeiture of all sums paid. In the event of fire, strikes, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use, or causing the exhibit to be cancelled, this contract will not be binding and payment made on exhibit space will be refunded.

Installation and Dismantling

Exhibitors may begin set-up at 12:00 p.m., Sunday April 29th and should be completely installed no later than 4:00 p.m. that day. Dismantling may NOT begin before 3:30 p.m. Monday April 30th, and MUST be completed by 7:00 p.m.

Exhibition Hours

Sunday	Set-up	12:00 p.m. – 4:00 p.m.
Monday	Exhibits Open	9:40 a.m. – 3:30 p.m.
Monday	Reception	4:30 p.m. – 6:30 p.m.
Monday	Dismantling	3:30 p.m. – 7:00 p.m.

National Security Institute's IMPACT 2018!

Westfields Marriott, Chantilly, VA — April 30, 2018
Exhibitor Agreement

EXHIBITOR: _____

POINT OF CONTACT: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

EXHIBITOR ATTENDEE(S): _____

Terms & Conditions

Exhibitor will furnish the following to NSI via e-mail to: sburns@nsi.org:

1. A high resolution (minimum of 150 dpi) image of your corporate logo.
2. URL address for linking leads from NSI's Web site to your Internet homepage.

NSI will:

1. Furnish one exhibit space (8x10) equipped with: 8' draped table, two padded side chairs and one power strip.
2. Display and hyperlink company listing on NSI seminar homepage to exhibitor's Internet homepage.
3. Provide admittance for two people at the NSI hosted luncheon.
4. Furnish a contact list of all seminar attendees.

Exhibitor fee — \$1,200

Additional Sponsorship/Advertizing Opportunities

Daily refreshment breaks sponsor. Refreshment breaks are always welcomed and attendees are guaranteed to participate. Includes dedicated sign acknowledgment at refreshment station. (Two opportunities available) — \$1,500.....

Badge Lanyards with your company name/logo used by attendees to hold their badges will be passed out to each attendee at registration. (One opportunity available) — \$1,500..... **SOLD**

Ink Pens with your company name/logo will be distributed to each attendee. (One opportunity available) — \$2,000.....

Seminar Tote Bags with your company name/logo containing all seminar materials will be distributed to each attendee and featured speakers at registration. (One opportunity available) — \$3,000.....

Total \$

Signature/Title/Date

Check Enclosed Invoice Me Charge to VISA Mastercard AMEX

Card No. _____ Exp. Date _____

Name on Card _____

E-Mail Receipt to: _____

National Security Institute

165 Main Street, Suite 215, Medway, MA 02053 • Tel: 508-533-9099 • Fax: 508-507-3631

Sponsorship Opportunities

Increase your visibility, be a stand out in the crowd, and position yourself as a leader in the industry by becoming a sponsor of the NSI IMPACT 2018 Security Seminar and Exhibition. In addition to high profile exposure, sponsors receive exclusive benefits including acknowledgement in the seminar brochure and Web site, complimentary registrations, and much more!

Sponsorships are limited and will be sold on a first-come, first-served basis. For details or to make your reservation for the items below, please contact Steve Burns at 508-533-9099 (sburns@nsi.org) today.

Platinum Partner Sponsor

- You'll have the opportunity to speak to all seminar attendees in a 20-30 minute luncheon keynote address. (Topic content subject to NSI approval).
- Complimentary prominent exhibit space (8x10) throughout the seminar.
- Logo on seminar promotional brochure mailed to more than 20,000 security professionals.
- Hyperlink/logo on seminar homepage 120 days prior to event and 7 months after.
- Two seminar passes for sponsoring company to attend full seminar.
- Company/product information on the seminar DVD which is distributed to all attendees. (including white papers, brochures, etc.)
- Attendee list including names, addresses, phone numbers and e-mail addresses.

Gold Partner Sponsor

- Complimentary prominent exhibit space (8x10) throughout the seminar.
- Logo on seminar promotional brochure mailed to more than 20,000 security professionals.
- Hyperlink/logo on seminar homepage 120 days prior to event and 7 months after.
- One seminar pass for sponsoring company to attend full seminar.
- Company/product information on the seminar DVD which is distributed to all attendees. (including white papers, brochures, etc.)
- Attendee list including names, addresses, phone numbers and e-mail addresses.

National Security Institute's IMPACT 2018!

Westfields Marriott, Chantilly, VA — April 30 – May 2, 2018
Sponsor Agreement

SPONSOR: _____

POINT OF CONTACT: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

SEMINAR ATTENDEE(S): _____

Terms & Conditions

Sponsor will furnish the following to NSI via e-mail to: sburns@nsi.org:

1. Corporate logo in PICT, TIF, ESP or BMP format.
2. URL address for linking leads from NSI's Web site to your Internet homepage.
3. White papers, articles, reports and exclusive research for inclusion on the CD of reference materials.

NSI will:

1. Reserve one 20-30 minutes luncheon keynote address segment (Platinum)
2. Furnish one complementary prominent exhibit space (8x10).
3. Display sponsor's logo prominently on print brochure.
4. Hyperlink sponsor's logo on NSI's seminar homepage to sponsor's homepage.
5. Include sponsor's company/product information on the seminar DVD distributed to each attendee.
7. Furnish a contact list of all seminar attendees.
8. Full seminar admittance for member(s) of sponsor's organization.
(Platinum two — Gold one).

Platinum Partner Sponsorship fee — \$7,500 _____

Gold Partner Sponsorship fee — \$5,000 _____

Additional Sponsorship/Advertizing Opportunities

Daily refreshment breaks sponsor. Refreshment breaks are always welcomed and attendees are guaranteed to participate. Includes dedicated sign acknowledgment at refreshment station. (Two opportunities available) — \$1,500..... _____

Badge Lanyards with your company name/logo used by attendees to hold their badges will be passed out to each attendee at registration. (One opportunity available) — \$1,500..... **SOLD** _____

Ink Pens with your company name/logo will be distributed to each attendee. (One opportunity available) — \$2,000..... _____

Seminar Tote Bags with your company name/logo containing all seminar materials will be distributed to each attendee and featured speakers at registration. (One opportunity available) — \$3,000..... _____

Total \$ _____

Signature/Title/Date

Check Enclosed Invoice Me Charge to VISA Mastercard AMEX

Card No. _____ Exp. Date _____

Name on Card _____

E-Mail Receipt to: _____