



## Sponsor/Exhibitor Opportunities Guide

### The National Security Institute's 35th Annual Forum & Exhibition

Aug. 31 – Sep. 2, 2020 CHANTILLY, VIRGINIA

# IMPACT 2020

[Sponsor Guide](#)

[Exhibitor Guide](#)

National Security Institute's 35th Annual Security Forum

**IMPACT 2020**

April 20 – 22, 2020  
Westfields Marriott • Chantilly, VA

*Reshaping  
Government Security  
For a New Decade*

**New for 2020 . . .**

- ★ Threat Forecast and Top Security Challenges
- ★ NISP Compliance Mandates and Best Practices
- ★ DCSA's Expanded Mission and How It Affects You
- ★ Emerging Cyber Risks to Classified Information
- ★ Security Program Roadmap for the Future

Plus: Pre-Conference DISS Workshop

1985 - 2020  
**35** Years  
COMMITMENT TO EXCELLENCE

The National Security Institute's 35th Annual IMPACT Security Forum and Exhibition will be held April 20 – 22, 2020 in Chantilly, VA at the Westfields Marriott. Setting the standard for 35 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 2020, seminar/exhibition in the spring.

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## Exhibitor Opportunities

Increase your visibility, be a stand out in the crowd, and position yourself as a leader in the industry by becoming an exhibitor at the NSI IMPACT 2020 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 2020 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.
- 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 equipment, 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 2, 2020. Cancellations after March 2, 2020, 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 19th 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 20th, and MUST be completed by 7:00 p.m.

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### **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 2020!

Westfields Marriott, Chantilly, VA — April 20, 2020

## 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](mailto: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/Advertising 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 ..... **Sold**

**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 2020 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](mailto:sburns@nsi.org)) today.

## Platinum Partner Sponsor — \$7,500

- 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 — \$5,000

- 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 2020!

Westfields Marriott, Chantilly, VA — April 20 – 22, 2020

## Sponsor Agreement

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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](mailto: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..... **Sold**

**Gold Partner Sponsorship fee** — \$5,000.....

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Total \$ .....

\_\_\_\_\_  
Signature/Title/Date

Check Enclosed    Invoice Me   Charge to    VISA    Mastercard    AMEX

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

E-Mail Receipt to: \_\_\_\_\_