



NEW! Student360 2017

Sponsorship Prospectus

Saturday, February 11, 2017

The Upper Midwest Security Alliance (UMSA) is proud to announce a new student-focused education event for 2017—Student360! This event, modeled after the Secure360 Conference, will be held on Saturday, February 11, 2017.

What is Student360?

Student360 is a student-focused event based off of the Secure360 Conference (the professional conference of choice for comprehensive security and risk management education). The event is focused on offering three “track” areas for learning including professional advancement/career sessions, the option for two technical sessions and a career pavilion for recruiting. The event is hosted by the Upper Midwest Security Alliance ([UMSA](#)), which represents:

- Advance IT Minnesota
- ASIS Minnesota
- Business Continuity Planners Association (BCPA)
- HTCIA-MN
- ISSA-MN
- ISACA-MN
- InfraGard Minnesota
- ISC²-MN
- MISC
- Open Web Application Security Project

Location

The 2017 Student360 event will be held at **St. Mary’s University Center** in Minneapolis, MN.

Sponsorship Opportunities

For the inaugural event, UMSA expects to see 150 students in attendance. Sponsorship opportunities are limited and available on first-come, first-registered basis. This is an opportunity to be a part of educating future security professionals while also gaining recruiting opportunities. Sponsors will be the focus of the event driving the conference program through interviews, the career pavilion and networking. Sponsorship pricing and levels are as follows:

Title Sponsor | \$5,000 (1 available)

- 10 ft. booth located in the Career Pavilion
- 4 booth staff included in sponsorship registration
- Full-page ad in event printed program
- Logo placement on Student360 website/webpage
- Logo on event name badges
- 60-min tech demo
- Dedicated space to conduct one-on-one interviews with students
- Lead scanner included
- 5 social media call-outs per month through February 2017
- Opt-in email list of attendees after the conference

All-Around Sponsor | \$3,000 (limited availability)

- 10 ft. booth located in the Career Pavilion
- 3 booth staff included in sponsorship registration
- Half-page ad in event printed program
- Logo placement on Student360 website/webpage
- Dedicated space to conduct one-on-one interviews with students
- 3 social media call-outs per month through February 2017
- Option to purchase lead scanner
- Opt-in email list of attendees after the conference

Career Pavilion Sponsor | \$2,500 (10 available)

- 10 ft. booth located in Career Pavilion
- 3 booth staff included in sponsorship registration
- Quarter-page ad in event printed program
- Logo placement on Student360 website/webpage
- Dedicated space to conduct one-on-one interviews with students
- 2 social media call-outs per month through February 2017
- Option to purchase lead scanner
- Opt-in email list of attendees after the conference

UMSA Affiliate Sponsor | \$Free! (current UMSA affiliates only)

- 10 ft. booth located in Career Pavilion
- 2 booth staff included in sponsorship registration
- Organization listing in event printed program
- Listing on Student360 event website/webpage
- 1 free student guest pass (e.g. "sponsor" a student to attend the event for free)
- Option to purchase lead scanner

Career Pavilion Hours

The Career Pavilion, which will house all sponsor and affiliate booths, will be open from 9:00 a.m. until 5:00 p.m. on Saturday, February 11, 2017 (times are approximate and will be finalized closer to the event date). Sponsor check-in begins at 7:00 a.m. on this same day. **All sponsors and affiliates must have booths set up by 8:45 a.m.**

Sponsorship Rules and Regulations

- Only **one** company can be represented in each booth space (you **must** purchase additional booths for additional organizations to be represented). **No booth sharing will be allowed.**
- Only **one** advertisement, **one** logo placement and **one** company profile will be allowed per booth space.
- Please note the quantity of booth staff included in your sponsorship. Additional booth staff outside of the sponsorship's allotted amount **must be registered online** for an additional price of \$50 per additional booth staff member.

2017 Ad Specs

The 2017 Student360 printed program is approximately 5.5" wide x 8.5" tall and spiral-bound. The following ad specs should be adhered to, based on sponsorship level above:

- Full page (color): 5.5" wide x 8.5" tall (with .125" bleeds)
- Half page (color): 4.75" wide x 3.75" tall
- Quarter page (color): 2.375" wide x 3.75" tall

Ads should be sent as high-resolution PDF, .eps or .jpg files. Word documents and .png files will not be accepted.

Please note: The FINAL date to get your organization's logo and advertisement to UMSA/Student360 in order to guarantee placement in the conference program and printed signage is **January 13, 2017**. Logos or advertisements that come in after this date will not be guaranteed placement in printed materials. Please send high-resolutions logo to: marketing@umsa-security.org.