



“New Perspectives on Security Risk Management”

3rd Annual Conference on Security Analysis and Risk Management
16-18 June 2009
Arlington, Virginia

3rd Annual Conference

The Security Analysis and Risk Management Association's Annual Conference is the primary outreach event for the security analysis and risk management community, and is expected to attract approximately 300 participants this year. Held in partnership with the George Mason University School of Law's Center for Infrastructure Protection (CIP), the conference is an exceptional forum for collaboration, information sharing and networking, with a wide array of practitioners from federal, state and local governments, private industry, and academia in attendance. During the three-day conference, over 50 presenters will provide fresh perspectives on current and future trends and initiatives, and will discuss the future of the profession and evolving national and international strategies for security risk management -- an essential component for any nation committed to providing effective security at a price it can afford.

Conference History

Attendees of SARMA's two previous annual conferences were policy makers, practitioners, scholars, analysts and other decision makers from the security analysis and risk management profession in the U.S. and abroad. Speakers and representatives included senior aides from the White House, as well as senior managers and procurement officials from DHS, DOD, TSA, USCG; leading risk experts from Canada, Italy and Australia; and officials from U.S. state and local, and foreign governments.

“New Perspectives on Security Risk Management”

Presentation topics this year will range from national policy to international standards and best practices, to include recent advances in homeland security analysis and risk management techniques; physical-security risk analysis; terrorism risk analysis; common-crime risk analysis; information-security risk analysis; espionage risk analysis; and numerous other efforts to advance the professional discipline of security analysis and risk management.

About SARMA

SARMA is the leading non-profit professional association serving those responsible for analyzing and managing security risks to systems, structures, operations and information systems from man-made threats. SARMA provides a collaborative and open environment to promote the further development, standardization and professionalization of the security analysis and risk management disciplines.

About the GMU CIP Program

The George Mason University School of Law's Center for Infrastructure Protection (CIP) is nationally and internationally recognized as a leading facilitator and provider of infrastructure protection programs that help secure and defend the United States and its allies. This Center integrates law, policy and technology to conduct comprehensive infrastructure protection analysis and research, including resiliency studies, security assessments, educational initiatives and recommendations relevant to improving U.S. and international security.

SPONSOR PROSPECTUS

3rd Annual Conference on Security Analysis and Risk Management
16-18 June 2009

Put your marketing dollars to work and raise your company's profile as an official sponsor of SARMA's 3rd Annual Conference on Security Analysis and Risk Management. A contribution at our Platinum, Gold, Silver or Bronze levels will signal your strong commitment to the growth and evolution of this critical discipline among a wide array of influential professionals.

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3rd Annual Conference: New Perspectives on Security Risk Management

Scheduled for 16-18 June in Arlington, Virginia, this year's conference promises to be an exceptional forum for collaboration, information sharing and networking:

- Anticipated attendance of roughly 300 key policy makers, analysts, practitioners and thought leaders from federal, state and local governments, private industry and academia.
- Speakers and representatives at SARMA's two previous annual conferences included senior aides from the White House, as well as senior managers and procurement officials from DHS, DOD, TSA, USCG; leading risk experts from Canada, Italy and Australia; and officials from U.S. state and local governments.
- More than 50 domestic and international experts providing fresh perspectives on current trends, and offering their insights into evolving national and international strategies for security risk management.

Benefits of Sponsorship

There are multiple benefits of sponsoring SARMA's 3rd Annual Conference this year.

1. *On-Site Branding* – Your brand will be seen by an audience of over 300 people at our conference via signage, posters and programs.
2. *Promotion and Print Support* – Depending on the level of sponsorship, either your name or corporate logo will appear on event-related promotional materials and collateral including 1,800 e-newsletter recipients and 350 conference programs.
3. *Access to SARMA Members* – Your support will provide your company significant high-profile exposure to SARMA's mailing list via our e-newsletter to all members and supporters, a key demographic audience. The more than 1,800 individuals on SARMA's mailing list are motivated, educated and influential leaders who are committed to securing our nation.
4. *Partner with Other Great Companies* – You can join the family of sponsors who successfully participated in past years. Previous sponsors include: PricewaterhouseCoopers, SRA International, Booz Allen Hamilton, among others.
5. *Support the Ongoing Training and Education of Those Who Safeguard Our Nation* – This is the reason that the SARMA Annual Conference exists.

Sponsorship Levels

Platinum-Level Sponsorship recognizes the unique contributions and outstanding commitment of the sponsoring organization to SARMA's mission and to the future development of the security analysis and risk management profession. Accordingly, there will only be **one Platinum Sponsor** for the entire conference. Benefits of this highest level of sponsorship include:

- Complimentary conference registration for five representatives from the sponsoring organization
- Complimentary Exhibitor space with first-priority placement for maximum exposure
- Exclusive sponsorship of the first evening's Welcome Reception
- Special 5-minute Platinum Sponsor Presentation prior to Opening Plenary Session on first day
- Two reserved VIP seats at Head Table during first day's Keynote Luncheon
- Full-page advertisement on inside front cover of conference program
- Sponsor name and logo on conference website, in conference program and in all related marketing materials
- Display advertisement in any three issues of SARMA's monthly electronic newsletter, *The Risk Communicator*, during 2009
- Acknowledgment from the podium at each day's opening and closing sessions
- Sponsor name and logo on all directional signage located around conference site
- Indication of Platinum status on all Sponsor nametags

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Platinum Sponsor Investment: \$20,000
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Gold-Level Sponsorship is for organizations that wish to stand out in communicating their superior commitment to SARMA and the profession it represents. A maximum of **three Gold Sponsors** will enjoy numerous benefits at this level of sponsorship, including:

- Complimentary conference registration for three representatives from the sponsoring organization
- Complimentary Exhibitor space with high-priority placement
- Exclusive sponsorship of one luncheon during the conference
- Half-page advertisement in conference program
- Sponsor name and logo on conference website, in conference program and in all related marketing materials
- Display advertisement in any two issues of SARMA's monthly electronic newsletter, *The Risk Communicator*, during 2009
- Acknowledgment from the podium at each day's opening and closing sessions
- Sponsor name and logo on all directional signage located around conference site
- Indication of Gold status on all Sponsor nametags

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Gold Sponsor Investment: \$10,000
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Silver-Level Sponsorship will give up to **three Silver Sponsors** continuous prominence and visibility throughout the three-day conference. Benefits of this level of sponsorship include:

- Complimentary conference registration for two representatives from the sponsoring organization
- Discount of 50 percent off cost of exhibit space
- Exclusive sponsorship of one continental breakfast during the conference
- Quarter-page advertisement in conference program
- Sponsor name and logo on conference website and in conference program
- Display advertisement in any single issue of SARMA's monthly electronic newsletter, *The Risk Communicator*, during 2009
- Acknowledgment from the podium at the first day's opening session and last day's closing session
- Sponsor name and logo on all directional signage located around conference site
- Indication of Silver status on all Sponsor nametags

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Silver Sponsor Investment: \$5,000
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Bronze-Level Sponsorship is a very popular option, so there is **no limit on the number of Bronze Sponsors**. At this level, sponsorship allows companies to demonstrate their support for SARMA while staying within budget. Benefits of this level of sponsorship include:

- Complimentary conference registration for one representative from the sponsoring organization
- Discount of 25 percent off cost of exhibit space
- Quarter-page advertisement in conference program
- Sponsor name and logo on conference website and in conference program
- Acknowledgment from the podium at the first day's opening session and last day's closing session
- Sponsor name and logo on all directional signage located around conference site
- Indication of Bronze status on all Sponsor nametags

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Bronze Sponsor Investment: \$2,500
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With your contribution to SARMA, your company becomes an official sponsor of the 3rd Annual Conference on Security Analysis and Risk Management. As such, your company will receive high-profile recognition and exposure based upon the following sponsorship opportunities:

Company Name: _____		
Address _____		City/State/Zip _____
Telephone _____	Fax _____	Email _____

<u>Opportunity</u>	<u>Cost</u>	<u>Total Price</u>
• Platinum (1 available)	\$20,000	_____
• Gold (3 Available)	\$10,000	_____
• Silver (3 Available)	\$5,000	_____
• Bronze	\$2,500	_____
	Total Amount Due:	_____

Please send this form with Payment to:

SARMA
Attn: Conference Planning
P.O. Box 710172
Herndon, VA 20171
Telephone: (703) 635-7906, FAX: (703) 635-7935
Email: conference@sarma.org

<input type="checkbox"/> Check (payable to SARMA)		
Credit Card Payment: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express		
Card # _____	Exp. _____	CVC/CVC2-code _____
Cardholder Name _____	Signature _____	
Credit Card Billing Address _____		
Email _____		

Cancellation:

All cancellations must be made in writing to SARMA. There will be a cancellation charge of 50% of the total sponsorship fee if written cancellation is received by May 13, 2009. There will be a cancellation charge of 100% of total sponsorship fee if written cancellation is received after May 13, 2009. If SARMA is able to resell the sponsored event, the sponsor will receive a full refund minus a \$250 cancellation charge if resold by May 13, 2009. If resold after May 13, 2009, the sponsor will receive a full refund minus a \$500 cancellation charge.