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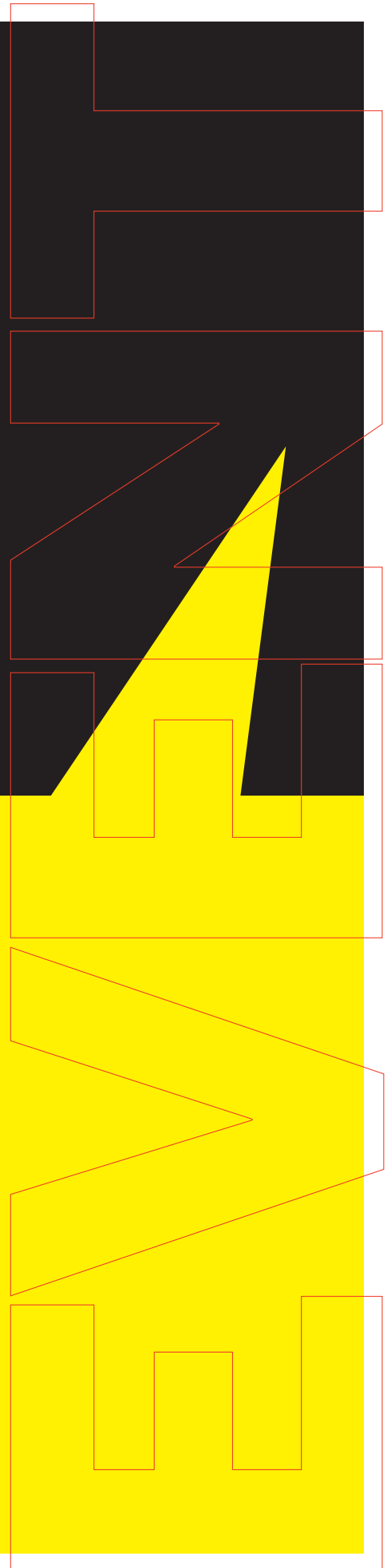
WorldCongress

ENTERPRISE DATA SECURITY **2010**
CONFERENCE & EXPO

Sheraton New York
Hotel & Towers

New York City

November 10 & 11



THE TRUSTED AUTHORITY

Since 1989, *SC Magazine* has been the independent information security authority. With an unrivaled reputation for delivering the highest quality information, we've kept IT security professionals several steps ahead of cybercriminals and the latest threats they present.

SC Magazine launched its first SC World Congress New York in 2008, and in 2009, SC World Congress New York grew its attendance by over 30 percent and hosted an industry-defining line-up of independent speakers – while other security events were treading water.

For 2010, *SC Magazine* will again bring all of its knowledge, judgment and insight and synthesize it all into an event that places the highest quality content, global perspectives and return-on-investment at its core. Put simply, SC World Congress New York 2010 is an event that will help you achieve your revenue goals this year. Make sure you're a part of it.

SC World Congress New York 2010 brings together:

- A world-class roster of more than 80 top-quality international speakers and commentators;
- Four dedicated conference tracks and pertinent keynote sessions;
- Security Innovators Throwdown, championing the newest and brightest talent in the industry;
- More than 60 leading vendors showcasing the latest solutions and services; and
- Over 1,000 high-quality attendees.



The well-traveled expo floor at SC World Congress

2009 ATTENDEE ORGANIZATIONS INCLUDED:

Mount Sinai Medical Center
 Lincoln Financial Group
 U.S. Army
 Columbia University
 Newark Publication Schools
 SunGard
 Emblem Health
 Cantor Fitzgerald
 Western Union
 Roche
 St. Johns University
 Deloitte
 Viacom International
 Starwood Hotel & Resorts
 Citibank
 Capital Cities/ABC
 IBM
 United Nations

Deutsche Bank
 Suffolk County Department of Health Services
 Colgate-Palmolive
 Allianz Global Investors
 Merck & Co.
 Liberty Mutual
 Verizon Wireless
 Federal Aviation Administration
 Department of Homeland Security
 KPMG
 JP Morgan
 The Washington Post
 UBS Financial Services
 Estee Lauder Companies
 Sprint
 Penn State University
 Fannie Mae

Barclays Capital
 Ernst & Young
 Warner Music Group
 UPS
 TD AMERITRADE
 Northrop Grumman
 Long Island Railroad
 Bank of New York Mellon
 Bank of America
 World Bank
 AT&T
 UNICEF
 Prudential
 Motorola
 Wells Fargo
 Pfizer
 AIG

2009 SPONSORS

Platinum sponsors



Gold sponsors



Silver sponsors



Strategic partners



2009 EXHIBITORS

ArcSight	MX Logic
Astaro Internet Security	nCircle
Auconet	Prism
Barclay Technologies	Promisec
BeyondTrust	ProofPoint
Blue Coat	Qualys
Cenzic	RazorPoint
Cisco Systems	RSA
Comodo	ScriptLogic
Core Security	Secunia
Corporate Destruction Solutions	Solutionary
CrossTec	Sophos
Cyber-Ark	StillSecure
DataGuise	Stonesoft
e-DMZ	Syphan Tech
eEye	TechGuard Security
Forescout	Triumfant
Fortinet	Verizon Business
Identity Finder	WhiteHat
Ipswitch	WinMagic
LogRhythm	MARSYS
M86 Security	Yubico
	Zecurion

TESTIMONIALS

“The traffic was great and the quality of attendees we met was excellent”

– Andreas Ohrbeck, VP business & sales development, Secunia

“Overall the show was very positive for Stonesoft. We walked away with some strong leads for potential immediate business. We also had a great location and the event was very organized.”

– Laurie Douglas, VP of marketing, Americas, Stonesoft



BOOTHS

8' x 10' booth unit: \$5,600

8' x 20' booth unit: \$11,200

SPONSORSHIPS

Silver Sponsorship Package

- 8' x 10' booth
- Logo on all promotional material
- Two full conference passes
- One associate newsletter sponsorship
- Passport to prizes

Investment: \$9,000

Gold Sponsorship Package

- 8' x 20' booth
- Logo on all promotional material
- Full-page ad in SC Directory
- Three (3) full conference passes
- Two (2) principle newsletter sponsorships
- One-time use of attendee list – direct mail
- Passport to prizes

Investment: \$17,000

Platinum Sponsorship Package

(limited to six companies)

- 8' x 20' booth
- Speaking session in Conference program
- Full-page ad in SC Directory
- Six (6) full conference passes
- Editorial briefing with *SC Magazine*
- Three (3) principle newsletter sponsorships
- Pre-show email blast promoting speaking session
- One (1) Whitepaper of the Day email sponsorship
- One Industry/Product email sponsorship
- Two-time use of attendee list – direct mail
- Dedicated email blast prior to event promoting your presence at SC World Congress

■ Passport to prizes
Investment: \$25,000

2009 SPEAKERS INCLUDED:

Edward Amoroso, AT&T

Jerry Archer, Sallie Mae

Dennis Brixius, The McGraw-Hill Cos.

Robert Carr, Heartland Payment Systems

Bryan Cline, Children's Hospital of Philadelphia

Paul Brian Contino, Mount Sinai Medical Center NYC

Art Coviello, RSA, the security division of EMC

Howard Cox, U.S. Department of Justice

Jim Cupps, Liberty Mutual Investments

Paul de Graaff, AIG Operations & Systems

Stephen Fridakis, UNICEF

Renee Guttmann, Time Warner

Stacey Halota, The Washington Post Cos.

Shawn Henry, FBI

Joe Jarzombek, Department of Homeland Security

William Kovacic, Federal Trade Commission

Latif Ladid, IPv6 Forum

Richard Marshall, NSA

James Nelms, The World Bank

Kimberly Kiefer Peretti, U.S. Department of Justice

Russell Rochte, National Defense Intelligence College

Kris Rowley, state of Vermont

Dan Showmaker, University of Detroit, Mercy

Tim Stanley, Continental Airlines

Nancy Wilson, Time Warner Cable

CONTACT

For more information on sponsorship opportunities and booth sales at SC World Congress 2010, please contact Mike Alessie at mike.alessie@haymarketmedia.com, or call Mike at 646-638-6002.

403	405	407	409	411	413	415	417	419	421	423	425	427	429
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303	305	307	309	311	317	319	321	323	325	327	329	

430	432
331	333

301
300
201
200
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302	304	316	322	326	328
203	205	217	223	227	229

332	334
233	235

202	204	216	222	226	228
102	104	116	122	126	128

232	234
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Entrance

Entrance



Sheraton New York Hotel & Towers
 New York City • November 10 & 11, 2010



WorldCongress
 ENTERPRISE DATA SECURITY 2010
 CONFERENCE & EXPO

(For Office Use Only)

Client no: _____ Received _____

Sq. ft.: _____ Dimensions: _____

Booth no.: _____ Total cost: _____

Accepted by: _____ Date: _____
 (For Haymarket Media)

Exhibition & Conference • Nov. 10-11, 2010
Sheraton New York Hotel & Towers • New York City

INFORMATION

The undersigned, hereafter called the "exhibitor," hereby applies for space at SC WORLD CONGRESS 2010 to be held at the Sheraton New York Hotel & Towers, Nov. 10-11 2010.

Company name: _____

Exhibitor contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone no.: _____ Fax: _____ Email: _____

Additional exhibitor contact: _____ Title: _____

Phone no.: _____ Fax: _____ Email: _____

BILLING CONTACT (IF DIFFERENT FROM ABOVE): _____

Phone no.: _____ Fax: _____ Email: _____

BOOTH PREFERENCE & SIZE

1st choice booth number: _____ 2nd choice booth number: _____ 3rd choice booth number: _____

Please select a size option: 8'x10' booth unit 8'x20' booth unit

BOOTH RATES

8'x10' booth unit	8'x20' booth unit
<input type="checkbox"/> \$5,000 if received before Feb. 26, 2010	<input type="checkbox"/> \$10,000 if received before Feb. 26, 2010
<input type="checkbox"/> \$5,600 if received after Feb. 26, 2010	<input type="checkbox"/> \$11,200 if received after Feb. 26, 2010

PREMIER SPONSORSHIP PACKAGES

Platinum (8'x20' booth unit)	Gold (8'x20' booth unit)	Silver (8'x10' booth unit)
<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$17,000	<input type="checkbox"/> \$9,000

PAYMENT

Total cost: \$ _____ (U.S. funds) Initial payment: \$ _____ (U.S. funds) for 50% of the space rental/sponsorship will be invoiced April 3, 2010. The 50% balance is due on June 18, 2010. Companies contracted after June 18, 2010 will be invoiced for full payment.

Check (Your check must be made payable to: Haymarket Media, Inc.) **Credit Card:** Visa AMEX MC

Credit card #: _____ V Code: _____ Expiration date: _____

Cardholder name: _____ Cardholder signature: _____

This contract shall not be binding unless and until it is accepted and approved in writing by SC World Congress event management. The rules and regulations constitute part of this contract and the exhibitor agrees to abide and conform hereto.

Name: _____ Title: _____

Signature: _____ Date: _____

CANCELLATION POLICY

All cancellations must be submitted in writing.
 25% due for cancellations received in writing prior to April 29, 2010.
 75% due for cancellations received in writing after April 30, 2010, but before July 30, 2010.
 100% due for cancellations received in writing after July 30, 2010.

PAYMENT POLICY

Please fax this signed contract to: 646-638-6159, attn. Mike Alessie.
Or please mail this signed contract and payment (check made payable to: Haymarket Media, Inc.) to: Mike Alessie, Haymarket Media, Inc., SC World Congress, 114 West 26 Street, 4th floor, New York, NY 10001
Sales: 646-638-6002

HAYMARKET MEDIA, INC. STANDARD TRADE SHOW EXHIBITOR CONTRACT – REQUIRED TERMS AND CONDITIONS

Defined Terms

The term "Event" means SC World Congress 2010, currently scheduled to be held November 10-11, 2010 at the Sheraton New York Hotel & Towers - New York City. The Event is produced by Haymarket Media, Inc. As used hereinafter, the term "Organizer" means Haymarket Media, Inc. and each of [its/their respective] officers, directors, shareholders, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means, collectively, (i) the company or person that applied for exhibit space rental and agreed to enter into this contract upon acceptance by Haymarket Media, Inc. in the manner stated below and (ii) each of its officers, directors, shareholders, employees, contractors, agents, representatives and/or invitees, as applicable.

Contract Acceptance

This contract shall become binding and effective only when it has been signed on the facing page by Exhibitor and counter-signed on the facing page by a duly authorized representative of Haymarket Media, Inc.

Assumption of Risks, Releases

Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Organizer nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

Limitation of Liability

Under no circumstances shall Organizer or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Organizer's maximum liability under any circumstance exceed the amount actually paid by Exhibitor for booth space rental pursuant to this contract. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

Qualifications of Exhibitor

Haymarket Media in its sole discretion determines whether a prospective exhibitor/sponsor is eligible to participate in the Event. Haymarket Media reserves the right to restrict or remove any exhibit which they believe is objectionable or inappropriate.

Assignment of Space

Exhibit space shall be assigned by Haymarket Media in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar space will be assigned for future Events. Management reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event.

Cancellation by Exhibitor

If Exhibitor desires to cancel this agreement, Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. In such case, Exhibitor will continue to be liable for 100% of the total exhibit fee unless the written notice of cancellation is received by the Organizer. Exhibitor is responsible for all booth and promotional fees incurred prior to and including cancellation date. Non-refunded deposits and payments are not applicable toward payment for space at future shows. Please see contract for cancellation terms.

Cancellation by Haymarket Media

If Exhibitor fails to make a payment required by this contract in a timely manner, Haymarket Media may terminate this contract without further notice and without obligation to refund monies previously paid.

Cancellation of the Event

If Haymarket Media cancels the Event due to circumstances beyond the reasonable control (such as acts of God, acts of war, acts of terrorism, governmental emergency, labor strike or unavailability of the Exhibit Facility), Haymarket Media shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Exhibitor. Haymarket Media reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held.

Listings and Promotional Materials

By exhibiting at the Event, Exhibitor grants to Organizer a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in promotional materials. Haymarket Media shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. Haymarket Media may also take photographs and/or video of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs and/or video for any promotional purpose.

Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor.

Exhibitor Service Manual

Approximately two (2) months from the Event, Haymarket Media will send an Exhibitor Service Manual to the "Primary Contact" listed on the front of this agreement. The Exhibitor Service Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules.

Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by Haymarket Media in its sole discretion. Haymarket Media may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual or similar document) are an integral part of this contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by Haymarket Media as soon as these additional rules or regulations are communicated to Exhibitor. This contract (including the Exhibitor Service Manual and any additional rules or regulations adopted by Haymarket Media from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

Operation of Exhibits

Exhibits must be designed and operated in a manner that respects other exhibitors and attendees.

Receipt and Removal of Freight

All freight must be plainly marked with the exhibitors name and booth number. All freight must be received and delivered to the exhibit area by qualified union labor.

Fire and Safety Laws

Federal, state and city laws must be strictly observed.

Liability and Insurance

The exhibitor and its authorized contractors agree to carry personal and property damage liability and worker's compensation insurance and to indemnify and hold harmless Haymarket Media, the exhibitor facility and their contractors, agents and employees against all claims, losses, suits, damages, judgments, expenses and charges of every space contracted for by reason of personal injury, death or property damages sustained by any person(s).



Haymarket Media, Inc. 114 West 26 Street, 4th floor, New York NY 10001
Tel: 646-638-6000 • Fax: 646-638-6115 • www.haymarket.com