

**SC**  
MAGAZINE

AWARDS  
2011  
Honored in the U.S.

U.S. sponsorship package

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# Celebrating information security achievement for 14 years

## **The #1 information security awards program**

Each year, the SC Magazine Awards program benchmarks the achievements of the information security industry and acknowledges its best products, services and people.

## **Become a sponsor today of the SC Magazine Awards 2011**

Sponsoring the SC Magazine Awards, to be held Feb. 15, 2011, is the most effective vehicle to ensure your message is seen by information security professionals. A sponsorship provides exposure for your company from now until April 2011 in *SC Magazine*, on our website, *SCMagazineUS.com*, and through direct messaging to *SC Magazine's* targeted database of 90,000-plus information security professionals.

**In 2010, there were 575 nominations for SC Magazine Awards, and more than 250 industry leaders attended the SC Magazine Awards gala. Don't miss out on this great opportunity.**



*(left) Revelers at the 2010 SC Magazine Awards.*

*(below) eBay CSO Dave Cullinane (right) and his staff celebrate after eBay received the award for Best Security Team.*





# Why sponsor the SC Magazine Awards 2011?

The SC Magazine Awards is an event like no other. It provides IT and information security companies with the unique opportunity to establish a strong presence throughout the industry while at the same time generating quality leads. A sponsorship of the SC Magazine Awards couples lead generation with year-long presence across *SC Magazine's* print, online and direct media – thus allowing security companies to reach information security pros during the nomination, voting and finalist processes, and to attach their name to a program that celebrates the very best the information security industry has to offer.

## **Sponsoring companies will receive the following benefits:**

- » Direct and indirect touches to *SC Magazine's* print and online audience, including lead generation, advertising and promotion in *SC Magazine's* marketing of the SC Magazine Awards 2011.
- » The chance to entertain top clients and prospects at the black-tie SC Magazine Awards Gala held in conjunction with the RSA Conference in San Francisco.
- » The opportunity to join with *SC Magazine* and be recognized as an integral part of the number one information security program promoting the industry and rewarding its achievements in securing enterprises.



*A look at the crowd at last year's SC Magazine Awards Gala in San Francisco.*



*SC Magazine Editor-in-Chief Illena Armstrong and MC Ralph Harris surround Ronald Plesco, president and CEO of the National Cyber-Forensics and Training Alliance, which won the Editor's Choice award.*



# Sponsorship packages

## Exclusive Platinum Sponsor

- » Presentation of two awards on stage
- » Inside front cover ad in the Book of the Night – distributed at the Gala
- » Full-page ad in SC Magazine Awards recap section in the March 2011 issue of *SC Magazine*
- » Two tables of 10 at the SC Magazine Awards Gala in San Francisco on February 15
- » Promotion as Platinum Sponsor on *www.SCawards.com*, all print and online promotion at the SC Magazine Awards Gala
- » 100,000 banner impressions on *www.scmagazineus.com* (over four-month period)
- » **Cost: \$25,000**

## Awards Sponsorship

- » Presentation of one award on stage
- » Full-page ad in the Book of the Night – distributed at the Gala
- » Table of 10 at the SC Magazine Awards Gala in San Francisco on February 15
- » Promotion as Sponsor on *www.SCawards.com*, all print and online promotion at the SC Magazine Awards Gala
- » 30,000 banner impressions on *www.scmagazineus.com* (over two-month period)
- » **Cost: \$8,000**

## SPECIAL Advertising Option

- » 50 percent discount off of the rate card for a full-page ad in the SC Magazine Awards recap in the March 2011 issue of *SC Magazine*.
- » **Cost: \$5,542**

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