



Busting Information Security Myths

Embassy Suites Outdoor World - Grapevine Texas July 18-20, 2010

Dear Prospective Sponsor and Exhibitor:

Now in it's sixth year, the **Texas Regional Infrastructure Security Conference (TRISC)** provides an educational forum focused on the core challenges in the Information Security industry. This is a 2-day non-profit conference sponsored by a cooperative of chapters representing multiple professional associations. Our mission is to provide professionals from across Texas, Oklahoma, Arkansas, Louisiana and Washington DC an opportunity to meet to share experiences, learn and network as a valuable information resource for Executives, CIOs, internal auditors, risk and control specialists, technology experts, and other business professionals.

In 2010, TRISC will welcome an anticipated 300-600 attendees to its Conference July 18-20 at the Embassy Suites Outdoor World in scenic Grapevine, Texas. This wonderful facility is conveniently located just 2 miles north of Dallas-Ft.Worth International Airport (DFW). Through the economic recovery new market leaders will emerge and TRISC offers an outstanding opportunity to grow lasting relationships with new and existing clients. Mere exhibiting is not going to position your company for success, we invite you to join us with a more active participation role incorporating exhibiting and sponsoring at this annual event in your marketing strategy.

We redesigned the conference schedule to increase the opportunity time necessary for generating valuable sales leads and increase your visibility to high-powered buyers. TRISC benefits from a loyal base of repeat attendance in affirmation of its success. Our conference will include plenty of quality contact time with attendees, including over 18 offset session breaks to keep a steady stream of prospects throughout the entire day. A graphical version of the schedule is included within this prospectus.

TRISC offers 28 exhibit spaces for sponsors to present product or service displays. Each space is a complete affordable package including non-union venue with six foot draped table, 115 VAC electrical outlet, two chairs, conference passes, breakfast and lunch buffets plus sleeping room suite which can also be used as private meeting space for your VIP prospects. We hope you will be able to join us in Grapevine Texas. Proceeds of this event support non-profit professional associations and Habitat for Humanity charity.

Semper Fidelis,

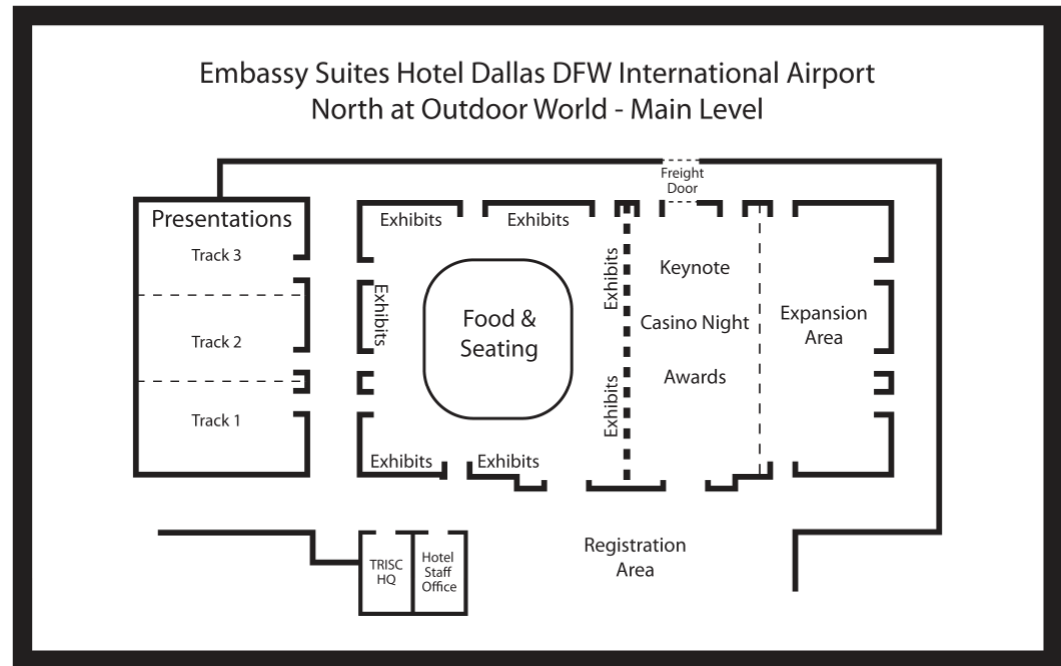
David Cannon, Chairman 2010 Conference

Event Floorplan

Over 22,000 feet of meeting space is committed for this year's event. All activities occur on the first floor except the Invitational VIP Breakfast. Commercial sponsors have display space surrounding the hospitality services.

Speaker sessions and special events occur on either side of the hospitality area. Attendees will be routed into the main area for all food and beverage.

A special promotion is planned requiring all participants to get their card signed by each exhibiting sponsor in order to be eligible for door prizes. This promotion is included at no extra charge. We invite you to donate items to be given away as door prizes.



Improved Traffic Flow

Sponsors are encouraged to have exhibit displays setup on SUNDAY evening. TRISC Attendees will be in the same room Sunday evening for Informal Reception and Weekdays starting at 7:00am. This ensures sponsors will be in the center of attention. This year's schedule features a unique rolling break schedule to keep a semi-steady flow of prospects throughout the afternoon.

SUNDAY Golf Tournament

Morning Golf Tournament at Grapevine Municipal Golf Course 11am -5:30pm followed by Informal Reception at Embassy Suites Grand Ballroom 6pm-9:30pm

MONDAY-TUESDAY BREAK SCHEDULE

TIME	ATTENDEES	MORNING PRESENTATIONS
7:30-8:30	60 invitations	VIP Invitational Breakfast with Keynote Speakers
7:30-8:30	All	General Breakfast Buffett
8:30	All	First Morning Keynote Speaker
9:30-10:00	All	MORNING BREAK
10:00-11:00	All	2nd Morning Keynote Speaker
LUNCH	All	General Lunch Buffett

GOLF SPONSORSHIPS ARE AVAILABLE

Visit TRISCGOLF.org

Grapevine Municipal is pro grade. Located only 3 miles from Embassy Suites. Free Shuttle to/from Embassy is available.

MONDAY-TUESDAY BREAK SCHEDULE - continued

TIME	ATTENDEES	AFTERNOON PRESENTATIONS			
12:15	50% on break	TRACK 1	TRACK 2	BREAK	BREAK
12:30				TRACK 3	TRACK 4
12:45					
1:00	25% on break	BREAK	TRACK 2		
1:15	50% on break			BREAK	TRACK 4
1:30	25% on break	TRACK 1			
1:45	25% on break		BREAK	TRACK 3	
2:00	50% on break				BREAK
2:15	25% on break	TRACK 1	TRACK 2		
2:30				TRACK 3	TRACK 4
2:45					
3:00	25% on break	BREAK	TRACK 2		
3:15	50% on break			BREAK	TRACK 4
3:30	25% on break	TRACK 1			
3:45	25% on break		BREAK	TRACK 3	
4:00	50% on break				BREAK
4:15	75% on break	BREAK			

Evening Special Events

Sunday's Informal Reception

Networking time, Speakers, food and drinks. Embassy Suites from 6:30 pm - 9:30 pm following golf tournament.

Monday's Casino Night

Try your hand at applied risk management. Professional gamblers will be offering tutorials. Embassy Suites from 6:30 pm - 9:30 pm.

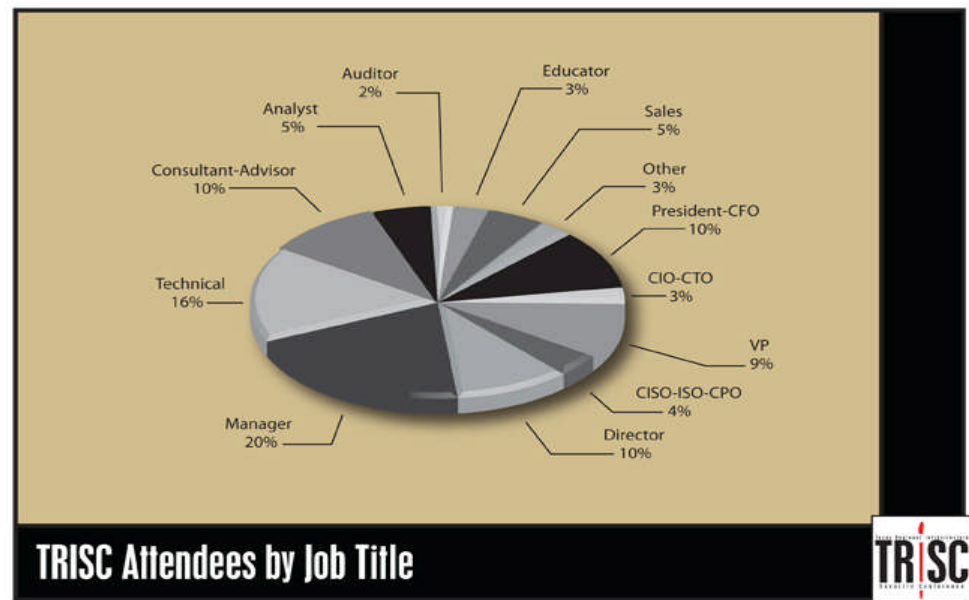
Tuesday's Executive Awards

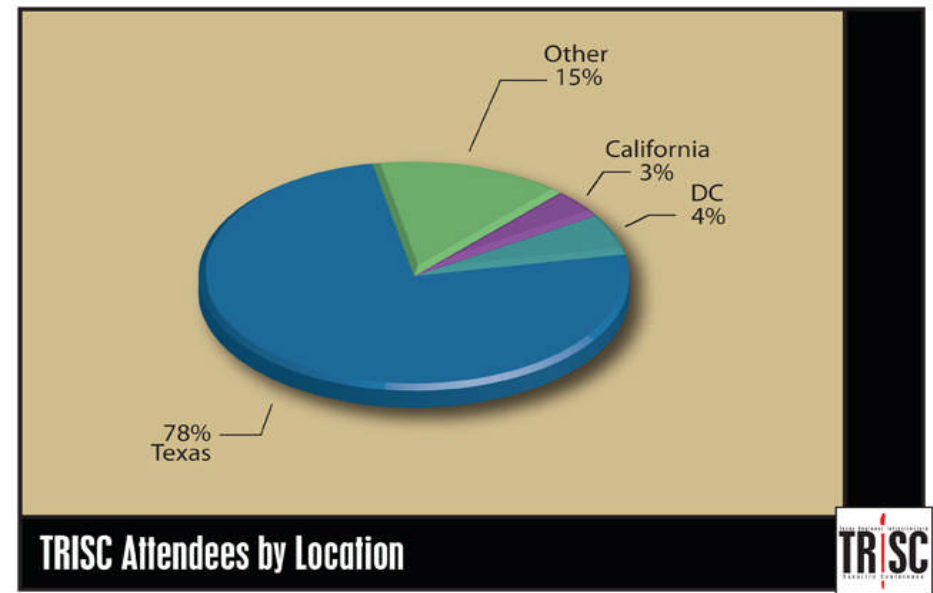
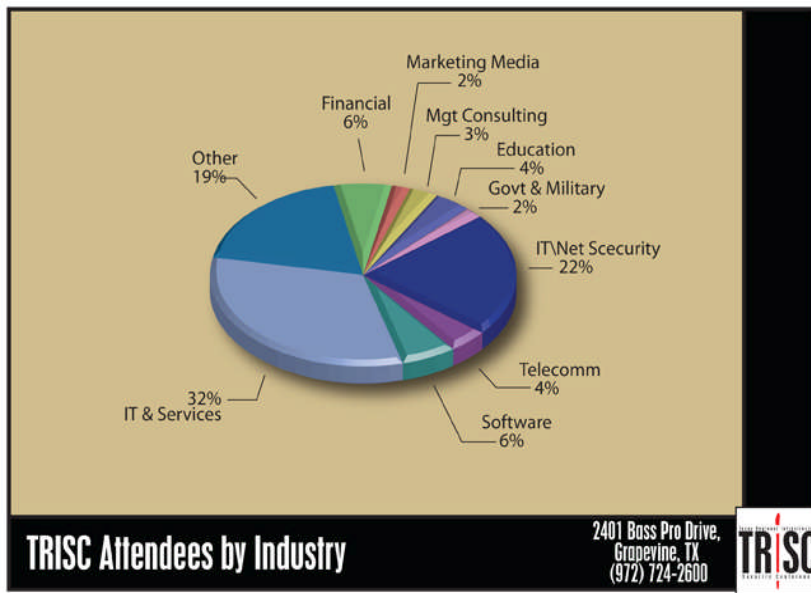
Recognition awards by attendee's nomination. Attendees and Sponsors receive special recognition. Co-hosted by Diamond, co-presented by Platinum. Embassy Suites from 5:15 pm - 7:15 pm. Light buffet and drinks.

Attendee Demographics

TRISC benefits from a very loyal base of repeat clients. In prior years the attendee counts averaged 150~200 professionals due to limited marketing which started less than 90 days prior to the event.

For the 2010 conference event committee began social marketing for this event last September. Demographics for this year include data from prior events plus our LinkedIn group.





Sponsor Exhibit Display Contract

Set Up/Tear Down Policy

All exhibits must be set up during set-up hours only. No extensions or entry to the hall will be allowed after 9:00 pm on Sunday July 18 or 8:00 am Monday July 19. All exhibit displays shall be set-up and complete by 8:00 am on Monday, July 18. The exhibiting area will be open from 7am-5 pm. No exhibitor will be allowed to pack up materials, disassemble their exhibit prior to the official exhibit hall teardown on Tuesday, July 20th at 4:00 pm. Failure to comply with these rules may result in exclusion from all future events. All exhibitors shall comply with the Official TRISC Sponsor Exhibit Display Rules as provided.

Admission to the Conference

Special badges will identify TRISC sponsors. Official TRISC conference badges are required for admission to the conference area. Sponsors receive two or more complimentary passes per sponsorship based on your chosen participation level. These passes entitle the badge holder to attend conference sessions, general breakfast and lunch buffet and social events.

Conference & Golf Registration

We want you to have active participation in TRISC. Sponsorship includes conference registration. You may purchase additional attendee passes through our website. We invite you to participate in our Golf Tournament is only \$70 per player on a first come, first served basis. Golf sponsorships are available at www.TRISCGOLF.org or by calling Everette Hubbard, John Dobbs or David Cannon.

Exhibit Space Assignment

The sponsorship team will strive to fulfill all position requests. Each of the display spaces is located on the perimeter of the main room where food and beverages are served. All spaces are assigned on a first-come, first-served basis. Sponsors shall not sublet exhibit display space or any equipment provided, or assign this lease in whole or in part.

Materials and Props

Sponsors are reminded of the educational nature of this conference. Sponsor personnel may not be costumed and are expected to wear business casual clothing or business suit attire. No signs, banners or other elements shall be affixed to the hotel walls or dividers under any condition. Balloons are prohibited on exhibit displays during the conference. Sponsor unconditionally consents in the event of dispute the TRISC conference management shall have unconditional authority for a decision which shall remain final. Sponsor hereby agrees to respect the non-profit intentions of TRISC and thereby hold harmless any claims which could arise.

No Responsibility for Loss or Damage

Sponsors assume all responsibility for damage caused by the exhibit to the person, property, or rights of other parties, including injury to floors, walls, decorations, or equipment of the hotel or exhibit contractors. Sponsors will not hold the Conference Committee or TRISC responsible for any loss by theft or damage.

Shipping, Labor, Equipment Rental, & Other Services

Embassy Suites is a non-union venue. Each exhibit space includes one 115VAC outlet on a non-dedicated electrical circuit shared with other exhibitors. In this prospectus is a diagram of the Embassy Suites floorplan. This property offers grade level (ground level) freight access only twenty feet from the main ballroom. Heavy equipment will require a vehicle with liftgate. A small limited storage space for staging may be available for short use. Dollies with non-marring wheels are required to move items across tile and carpet floors. Sponsors may contract with an exhibit service provider to supply the necessary equipment rental, installation, dismantling labor, and various other services.

Use of an Outside Contractor

Sponsors exhibiting displays must notify both Embassy Suites and TRISC Committee at least thirty (30) days prior to the conference of their intent to use an outside contractor and supply the contractor's name along with their supervisor in attendance. The outside contractor must supply the exhibit service provider with the name of the exhibiting sponsor, the name(s) of the personnel the outside contractor will employ, and proof appropriate insurance naming Embassy Suites and TRISC as 'also insured'. Representatives of Embassy Suites and TRISC reserve the right to deny any outside contractor based on their sole judgement, and the joint or separate decision shall be final. Sponsor hereby agrees to hold harmless any claims which may arise.

Sponsor/Company Profile

Send an electronic file in Apple iWork, MS-word or DOS txt format of approximately four lines, 75 words or less by June 30, 2010 to sponsors@trisc.org for inclusion on the website and printed program. Please email your logo at 72 dpi in jpeg, jpg or png format.

Sponsor Articles to be published by TRISC

Platinum and Diamond level sponsors are eligible to have their original articles published in the TRISC printed program and on the website. Eligible articles shall be original works of 1,500 words or less which have never been published before in any medium. An authorized representative of the sponsor is required to sign an indemnification form with statement of their rightful ownership of the intellectual property rights. Articles must be received by June 30, 2010 deadline for inclusion, after that time the opportunity to be published is forfeit without refund or any form of allowances. Articles shall be submitted in plain text for formatting by TRISC production editor and staff. Submissions may be emailed in

Apple iWork, MS-Word or DOS text electronic format. Illustrations shall use scalable vector in Adobe Illustrator AI, PDF or EPS format. All combined illustrations shall not exceed 1/2 page space after compositing.

No Refund Policy

No refunds given for cancellations or missed attendance. There will be no refunds made after January 1, 2010.

Registration Fees

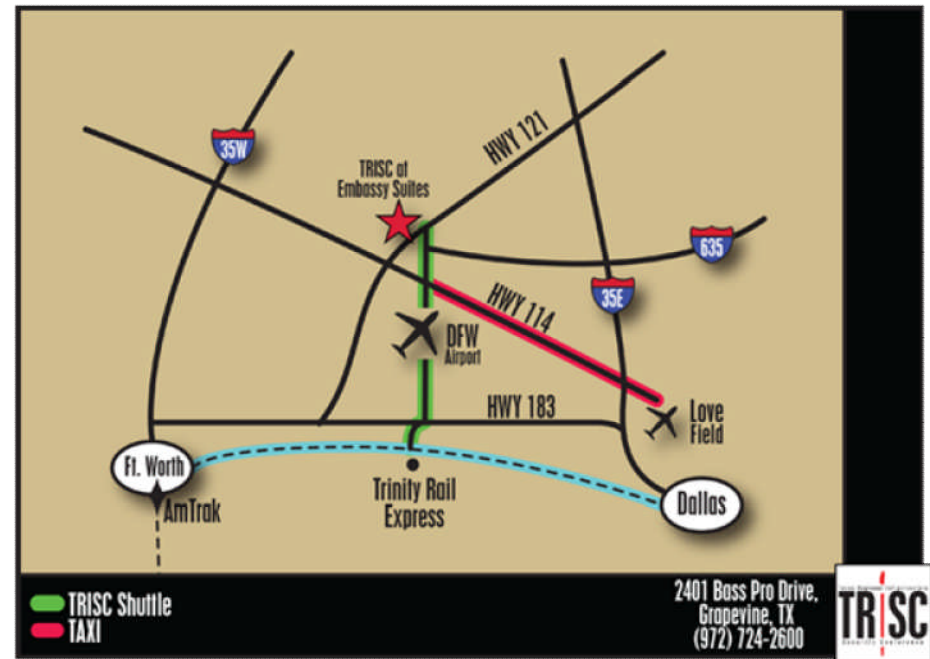
You may pay sponsorship fees through TRISC website using a major credit card or purchasing card. Payment is entirely automated by Cvent to reduce administrative costs to maximize the raising of charitable funds. Alternatively, payment by check is acceptable via U.S. mail to TRISC in Austin Texas or wire transfer. Payment is expected to arrive within seven days (7) for immediate deposit to the bank. An additional service fee of \$50.00 to \$100.00 may be applied to requests for physical invoice and submission to your accounts payable department or to cover administrative costs of collecting funds from your organization. Your exhibit space and attendance is not confirmed until full payment is received.

Event Venue

Embassy Suites at Bass Pro Shops in Grapevine Texas is our host this year. This fabulous location is only 2 miles north of DFW Airport at the convergence of six major interchanges connecting all points of the metroplex. Free shuttle service is available between DFW airport passenger terminals and surrounding area within 3 miles, including Grapevine Municipal Golf course, FedEx Kinko's, Grapevine Mills Mall and over twenty local restaurants.

Embassy Suites DFW North

2401 Bass Pro Drive, Grapevine TX 76051 (972) 724-2600



Sponsorship & Exhibit Opportunities

TRISC offers a streamlined package to fit any budget. Diamond and Platinum level sponsors receive additional exposure with special perks. Establish your position as an industry leader or simply demonstrate your presence with a commitment to existing clients. The intimate nature of TRISC provides a high visibility position.

Sponsorship Level				
	Diamond	Platinum	Gold	Silver
	\$15,000	\$10,000	\$4,500	\$2,500
<i>Number of sponsorships</i>	1	2	3	21
Sunday - Preconference				
Golf Tournaments	Golf is separate sponsorship opportunity			
Attend Informal Reception	✓	✓	✓	✓
Hotel sleeping rooms, 2 nights	3	2	2	1
Monday Invitational				
VIP/Keynote Breakfast				
Co Host VIP Invitation Breakfast	✓			
Invitations to VIP Breakfast	20	2	1	0
Program, Signage and Website				
Exclusive top position on signage, program, website	✓			
Professional On-camera interview	✓	✓		
2nd position on signage & program (shared by 2 sponsors)		✓		
3rd position on event signage (3 shared)			✓	
Publish Article in program & website	✓	✓		
Website listing with name and logo	✓	✓	✓	✓
Program listing with name, logo and four line description.	✓	✓	✓	✓
Complimentary Conference Passes	6	4	2	2
Exhibit table (6ft draped table with 110v)	✓	✓	✓	✓

Hospitality Sponsor - Monday

General Breakfast Buffet
Luncheon
Casino Night Desert/Snack Buffet

Hospitality Sponsor - Tuesday

General Breakfast Buffet
Luncheon
Executive Awards Buffet



Casino Night

Exclusive "Casino Owner"	-----	\$ 10,000	-----
Gaming Table Sponsor	\$500	\$600	\$700
Hospitality Bar	-----	\$ 1,000	-----

Executive Awards Ceremony

Co-Host				
Individual Award Presenter				
Invitation to attend Awards Ceremony				
Receive Special Recognition Award				

For additional information please contact a member of our volunteer event committee. We look forward to seeing you at this years conference.

Semper fidelis,

Chairman, TRISC 2010 Conference

TRISC 2010 SPONSORSHIP FORM

Please Print or Type the Following Information

Organization Name: _____

I agree with the terms and conditions of sponsorship and/or exhibiting at the TRISC 2010 Conference.

Representative's Signature: _____

Sponsorship level Patron \$ 15,000.00 Diamond \$ 15,000.00 Platinum \$ 10,000.00 Gold \$ 4,500.00 Silver \$ 2,500.00

Organization Name (As you want to be listed in the program guide.): _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State/Province: _____

Country: _____ ZIP/Mail Code: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Exhibit space Information and Reservations

Please reserve _____ exhibit spaces for us.

We need additional _____ sponsor passes and _____ attendee passes.

Total amount due in US \$: _____

Each exhibit space includes one six-foot table, 115 VAC shared electrical outlet, two chairs and conference passes. The exhibit area is fully carpeted.

Method of Payment



Total amount due in US \$ _____

Charge to my: Visa MasterCard American Express Discover

Credit Card Number: _____

Expiration Date: _____

Cardholder's Signature: _____

Check enclosed. Payable in U.S. funds to TRISC Conference.

PAYMENT MAILING ADDRESS

TRISC.org
2900 N. Quinlan Park Rd., #B-240, PMB 115
Austin, TX 78732

EIN: 26-3460051

Fax signed form to (817) 424-0025 for processing.

