

**Wednesday - March 27, 2024**

6:30 AM Check-in and Networking Breakfast is Open  
8:30 AM - 5:30 PM Presentations with lunch break  
5:30 PM - 8:00 PM Elite Sponsor, Networking Reception  
8:30 AM - 4:30 PM Presentations with lunch break

**HOSTED BY:****Thursday - March 28, 2024**

Marriott: 350 Calle Principal, 2nd Floor Foyer and San Carlos Rooms, Monterey, CA 93940

**\* NOTE:** If preferred, booth space is available, however, a booth and setup/tear down will need to be provided by the Sponsor.

## Sponsorship Opportunities with Speaker Slots (limited availability)

**For ALL Sponsorship Opportunities:** Limited space is available on a first-come, first-serve basis. Recognition and opportunities include but are not limited to:

**Elite Level at \$12,500.00** The Sponsor will receive all Platinum Level opportunities listed below. In addition, Elite Level Sponsors will host a networking reception on the first evening of the event, including food, beverage & ample logo placement for up to 400 attendees. Also includes a PRIVATE MEETING ROOM for meetings or demos at the discretion of the Sponsor for the entirety of the event.

### Platinum Level at \$6,500.00

<b>Exhibitor Space</b>	Two complimentary 6' tables with chairs and a white fabric cover to be placed in the foyer of the conference center.
<b>Guest Passes</b>	Four complimentary, two-day general admission passes will be provided so the Sponsor may enjoy the presentations with other guests.
<b>Presenter Opportunity</b>	One 45-minute speaking slot or a panel member for one of two open-panel discussions will be allotted to the Sponsor on a first-come, first-serve basis (topics subject to approval by Insider Threat Summit management). Opportunity to reach up to 400 defense and technology enthusiasts per day in an informative setting. If no speaking slots are available, the Sponsor may host a meal instead.
<b>Distribution</b>	Primary logo recognition and placement in the Insider Threat Summit event media to be distributed prior to the event to attendees via email, through our public relations efforts, and on-site at the event. (minimum of 2,500 select distribution).
<b>On-Site Signage</b>	Primary logo recognition and placement on event signage posted in key areas of the exhibition hall.
<b>Web</b>	Logo recognition and placement on the event website and Linked In mentions (we recommend engaging with posts on all social media sites to boost online impressions).
<b>Post Event Benefits</b>	A full list of attendees who have allowed their information to be released is available upon request.

### Gold Level at \$3,800.00

<b>Exhibitor Space</b>	One complimentary 6' table with chairs and a white fabric cover to be placed in the foyer of the conference center.
<b>Guest Passes</b>	Two complimentary, two-day general admission passes will be provided so the Sponsor may enjoy the presentations with other guests.
<b>Presenter Opportunity</b>	One 30-minute presentation will be allotted to the Sponsor (speaker will be provided by the Sponsor; topic subject to approval by Insider Threat Summit management). Opportunity to reach up to 350 defense and technology enthusiasts per day in an informative setting.
<b>Distribution</b>	Secondary logo recognition and placement in the Insider Threat Summit event agenda to be distributed prior to the event to attendees via email, through our public relations efforts, and on-site at the event. (minimum of 2,500 select distribution).
<b>On-Site Signage</b>	Secondary logo recognition and placement on event signage posted in key areas of the exhibition hall.
<b>Web</b>	Logo recognition and placement on the event website and Linked In mentions (we recommend engaging with posts on all social media sites to boost online impressions).



Insider Threat Summit 2024 will be strategically located near some of the leading defense, technology, medical, educational and correctional organizations within the Federal, State, local and education arenas.

**Sponsorship Opportunities - Exhibit/No Speaker****Silver Level at \$2,500.00**

<b>Exhibitor Space</b>	One complimentary 6' table with chairs and a fabric cover in the conference center.
<b>Guest Passes</b>	Two complimentary, two-day general admission passes provided so the Sponsor may enjoy the presentations with other guests.
<b>Logo Placement</b>	Logo recognition and placement on the event signage, Linked In page, and program.

**Bronze Level at \$1,800.00**

<b>Logo Placement</b>	Logo recognition and placement on the event signage, Linked In page, and program.
<b>Guest Pass</b>	One complimentary, two-day general admission pass provided so the Sponsor may send a representative to enjoy the event.

**Sponsorship Opportunities - Food and Beverages****Breakfast - single day at \$2,500.00** (two total sponsorships available):

<b>Breakfast</b>	Chef's select breakfast sandwiches or oatmeal bar served with Starbucks coffee, Tazo teas and orange juice for up to 400 attendees.
<b>Guest Passes</b>	Two complimentary, two-day general admission passes provided so the Sponsor may enjoy the presentations with other guests.
<b>Logo Placement</b>	Logo recognition and placement on the event signage, Linked In page, and program. *Sponsor may provide their own promotional materials as they relate to the event at their discretion (coasters, pens, padfolios, ...etc.)

**Lunch - single day at \$2,500.00** (two total sponsorships available):

<b>Lunch</b>	Choice of chef's gourmet selection in served in a build-your-own bar with table-side beverage service for up to 400 attendees.
<b>Guest Passes</b>	Two complimentary, two-day general admission passes provided so the Sponsor may enjoy the presentations with other guests.
<b>Logo Placement</b>	Logo recognition and placement on the event signage, Linked In page, and program. *Sponsor may provide their own promotional materials as they relate to the event at their discretion (coasters, pens, padfolios, ...etc.).

**Coffee - two days at \$2,500.00** (one total sponsorship available):

<b>Coffee Breaks</b>	Starbucks coffee and Tazo tea selections served throughout the event in the foyer and exhibit room for up to 400 attendees.
<b>Guest Passes</b>	Two complimentary, two-day general admission passes provided so the Sponsor may enjoy the presentations with other guests.
<b>Logo Placement</b>	Logo recognition and placement on the event signage, Linked In page, and program. *Sponsor may provide their own promotional materials as they relate to the event at their discretion (coasters, pens, padfolios, ...etc.).



**Sponsorship Opportunities - Add Ons****ADD ON: PRIVATE Demo/Meeting Room Package- 2 days at \$1,200.00 per meeting room**

Must be a paying sponsor to add on a private meeting room. There are only four rooms available.

**Meeting**

One INDOOR meeting room to include board room table, chairs, side table, water and accessories. Room is private and located on the same floor as the presentations. Meetings and/or demos may be scheduled at the Sponsor's leisure and the room may be used at your will. Electronics and white boards (AV) will be quoted separately.

**Guest Passes**

Two complimentary, two-day general admission passes will be provided so the Sponsor may enjoy the presentations with other guests.

**Logo Placement**

Logo recognition and placement outside of the meeting lounge, in addition to being on event signage, Linked In page, and, program materials.

\*Sponsor may provide their own promotional materials as they relate to the room at their discretion (coasters, pens, padfolios, ...etc.)

**TV Monitor Rental for two days** (Must be a paying sponsor to add on any equipment. All supplies are available on a first-come, first-serve basis.)

24" LED Monitor	\$100.00
32" LED Monitor	\$200.00
43" Hi-Def Plasma Monitor	\$440.00
50" LED Display Monitor 60"	\$680.00
LED Display Monitor	\$760.00

Please Continue to Order Form....



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The Annual Insider Threat Summit is Hosted by Advanced Onion, Inc. | Wednesday, March 27, 2024 - Thursday, March 28, 2024 Monterey Marriott, 350 Calle Principal, 2nd floor Foyer and San Carlos Rooms, Monterey, CA 93940

**CONTACT INFORMATION:**

Advanced Onion, Inc.  
2460 Garden Road, STE,  
Monterey, CA 93940

**Lauren McCabe, Event Director**  
**405.219.5102 (text or call)**  
**lauren.mccabe@advancedonion.com**

**Sponsor Level & Extras**

As described on previous  
pages of the Event  
Sponsorship Opportunities

- ☐ Elite \$12,500.00 ☐ Platinum \$6,500.00 ☐ Gold \$3,800.00 ☐ Silver \$2,500.00 ☐ Bronze \$1,800.00
- ☐ Breakfast \$2,500.00 ☐ Lunch \$2,500.00 ☐ Coffee \$2,500.00 ☐ Meeting Room Add-On
- ☐ 24" Monitor ☐ 32" Monitor ☐ 43" Monitor ☐ 50" Monitor ☐ 60" Monitor ☐ Other (please describe)

**Sponsor Name****Terms & Conditions**

When fully executed, this document will establish an agreement between Advanced Onion, Inc. and the sponsoring business or organization referred to as "the Sponsor" in support of the Insider Threat 2024 Summit event in Monterey, California. The Sponsor agrees to pay Advanced Onion as indicated above. In consideration of the payment detailed above, the Sponsor shall receive appropriate acknowledgment as a sponsor of the Insider Threat 2024 Summit. Insider Threat 2024 Summit Sponsorship recognition and opportunities include, but may not be limited to, those items outlined on the Event Sponsorship Recognition and Opportunities page. The Sponsor's logo will be provided for use on all event marketing materials. The final decision regarding placement and/or juxtaposition of sponsor(s) logo shall rest with Advanced Onion. When future "Insider Threat Summit" events are scheduled, the Sponsor shall have the right of first refusal on renewing its sponsorship of this event. It is understood and agreed upon that the entire agreement between Advanced Onion and the Sponsor is contained herein and that this document supersedes all previous written and oral agreements, and negotiations relating to the event sponsorship herein detailed. Any modification of this document shall be made in writing.

**Initials** \_\_\_\_\_

**DAMAGE TO PROPERTY:** The Sponsor is liable for any damage or loss caused to the Exhibition Facility or booth equipment, its own property, or to the property of others. In the event damage or loss occurs to the Sponsor's display / exhibit by another sponsor or exhibitor, the involved parties are responsible for resolving the dispute.

**Initials** \_\_\_\_\_

**INDEMNIFICATION:** The Sponsor shall indemnify and hold harmless Advanced Onion, its related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns from and against any and all claims, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses) and liabilities of every kind incurred as a result of: (i) any act or omission by the Sponsor or its officers, directors, employees, or agents; (ii) any use of the Sponsor's name, logo, website, or other information, products, or services provided by the Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by the Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by the Sponsor as they occur. This section shall survive any termination or expiration of this Agreement.

**Initials** \_\_\_\_\_

**LIMITATION OF LIABILITY:** In no event shall either party, their employees, consultants, or contractors be liable for any loss of revenue or profits, or any indirect, special, incidental, punitive, or consequential damages, whether in contract, tort or otherwise, in connection with or arising out of the performance of this agreement; even if they knew or should have known of the possibility of such damages. Advanced Onion's maximum liability for Direct Damages is in the amount of the Sponsorship Level selected.

The agreement is to be construed under the laws of the state of California. If this document correctly states your understanding of our agreement, please initial, sign, date, and return both pages to Lauren McCabe (contact info above). A fully executed copy will be returned to you for your records.

## ITS8 Payment Agreement &amp; Authorization Form

I agree to pay the following (check all that apply) for the specified category at 8th annual Insider Threat Summit held on March 27 - 28, 2024.

**Sponsor Level & Extras**

As described on previous  
pages of the Event  
Sponsorship Opportunities

- ☐ Elite \$12,500.00 ☐ Platinum \$6,500.00 ☐ Gold \$3,800.00 ☐ Silver \$2,500.00 ☐ Bronze \$1,800.00
- ☐ Breakfast \$2,500.00 ☐ Lunch \$2,500.00 ☐ Coffee \$2,500.00 ☐ Meeting Room (Add-On) \$1,200.00
- ☐ 24" LED Monitor \$ 100.00
- ☐ 32" LED Monitor \$ 200.00
- ☐ 43" Hi-Def Plasma Monitor \$ 440.00
- ☐ 50" LED Display Monitor \$ 680.00
- ☐ 60" LED Display Monitor \$ 760.00
- ☐ Other (please describe) \_\_\_\_\_

Please complete your method of payment(s). All payments must be received no later than 30 days after the event.

TOTAL COST \$ \_\_\_\_\_

☐ Check, Cashier's Check or Money Order  
enclosed with this document  
(please make payable to Advanced Onion, Inc.  
2460 Garden Road, STE E,  
Monterey, CA 93940)

OR

☐ Credit Card Payment  
(Visa, Mastercard, Amex, Discover)

Card No. \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC/Security Code \_\_\_\_\_

Name of authorized credit card holder (please print)

Title

Billing address

E-mail address

Phone number

The Sponsor's signature

Date

Lauren McCabe, Event Director at Advanced Onion, Inc.

Date

Please email or mail the signed agreement to Lauren McCabe, Event Director, Advanced Onion, Inc. (contact information is above)