

CONSEC 2008

Risk Management and Business Continuance: *Achieving Success*

September 22-25, 2008

**Commons Building, J.J. Pickle Research Center
Austin, Texas**

Who Attends

- Auditors
- Analysts
- Organizational CEOs
- State Agency Executive Directors
- Chief Operational Officers
- Chief Financial Officers
- Chief Technology Officers
- Information Resource Managers
- System Business Continuity and Information Security Planners
- System and Network Administrators
- System Programmers
- Contingency Planners
- Disaster Recovery Planners
- Information Security Officers
- Web Masters

Preliminary Schedule

Monday, September 22

- 1-2:30 p.m. Opening General
Session
2:30-3 p.m. Break
3-4:30 p.m. General Session #2

Tuesday, September 23

(Executive Edge One-Day Forum)

- 8:30-9:45 a.m. General Session #3
9:45-10:15 a.m. Break with Exhibitors
10:15-11:30 a.m. General Session #4
11:30 a.m.- Lunch Provided
12:30 p.m.
12:30-1:30 p.m. Concurrent Sessions
1:30-2:30 p.m. Concurrent Sessions
2:30-3 p.m. Break with Exhibitors
3-4 p.m. Concurrent Sessions
4-5 p.m. Concurrent Sessions
5 p.m. Cracker Barrel
Reception

Wednesday, September 24

- 8:30-9:45 a.m. Concurrent Sessions
9:45-10:15 a.m. Break with Exhibitors
10:15-11:30 a.m. Concurrent Sessions
11:30 a.m.- Lunch Provided
12:30 p.m.
12:30-1:30 p.m. Concurrent Sessions
1:30-2:30 p.m. Concurrent Sessions
2:30-3 p.m. Break with Exhibitors
3-4:30 p.m. Closing General
Session

Thursday, September 25

- 8:30 a.m.- Workshops
4:30 p.m.

Concurrent Sessions will include four tracks: Business Continuity Planning; Information Security; IT Audit; and either Management, Focused Solutions or General Information



Risk Management and Business Continuance: *Achieving Success*

ConSec '08 is scheduled for September 22-25 in Austin, Texas. We expect this year's symposium to sell out again. Our attendance limit at this exclusive event is 350.

This conference is a great opportunity to market to Texas' organizational CEOs, State Agency Executive Directors, COOs, CTOs, CFOs, CIOs, and State Agency Information Resource Managers. We also expect information system business continuity and information security planners, auditors, system and network administrators, analysts, and systems programmers. So, please join us by signing up for exhibit space.

On page 6 and 7 you will find an exhibit reservation form. Each vendor reservation includes floor space for an exhibit and conference admission for one representative. Both exclusive and joint sponsorships are available for meals and networking breaks. T-shirts will be given away on the last day and will include the name and web address of each T-Shirt Sponsor on the back.

Remember, exhibit space is limited and delays in your response may inhibit your opportunities!

Organizations with the first paid responses will be served first. Please complete the exhibit reservation form on pages 6 & 7 and return it as soon as possible.

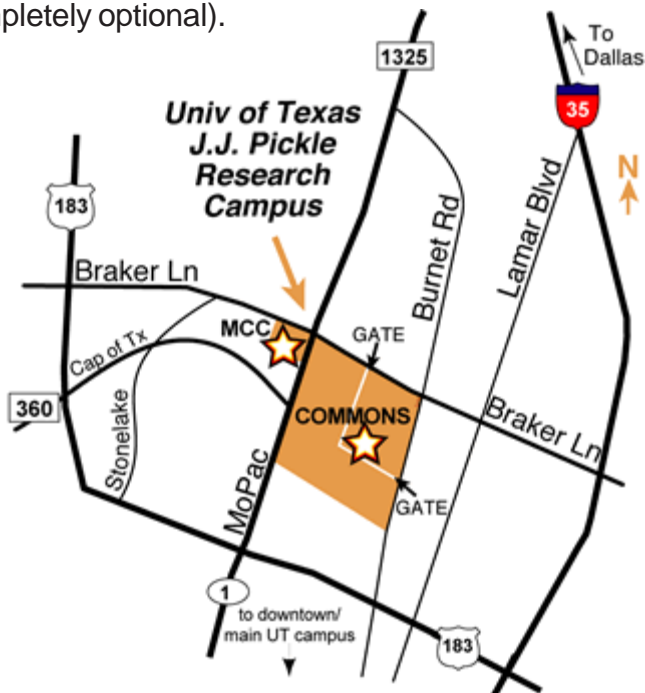
We hope you can join us.

General Exhibit Information:

The conference sponsors have held many successful events at the J.J. Pickle Research Center. It offers well-designed meeting rooms in various formats, convenient parking, experienced staff, and pleasant surroundings. However, it is not a full-service trade-show type location. Experience suggests the best solution is to focus on the service/products each exhibitor offers and to keep exhibit space relatively simple. Artificial back walls, table skirting, area rugs, drayage, pipe-and-drape services, and special furniture are not available at this location.

Attendee Lists: It is our intent to update the registration list during the event day and to provide you with an electronic copy via email – usually the day after the event.

Door Prizes and Giveaways: Door prizes and giveaways are permitted at this event. If you would like to do something along these lines, please consult with event staff in advance for guidelines. State guidelines suggest limiting giveaways to a \$50 value. Since many agencies are conducting RFPs this year, it is recommended you follow the \$50 guideline. Booth giveaways such as pens or small items are acceptable (and completely optional).



ConSec will be held in the Commons Building at the J. J. Pickle Research Center in Austin, Texas

Space Is Limited
Reserve Your Booth &
T-Shirt Sponsorship
Now!

Booth Cost
\$600 by 7/12/08
After 7/12/08
Increases to \$700

T-Shirt Sponsorship
\$100
After 7/12/08
Increases to \$150

New This Year:
Executive-Edge
One-Day Forum
Tuesday, Sept. 23

Want a chance to meet with agency and company executives?

This year, ConSec offers a special Executive-Edge Program for agency and company executive and senior management who find it difficult to leave the office for more than one day.

This special one-day unique event seeks to bring together the state's leading security executives and professionals for in-depth discussions, peer-to-peer interaction, and insights by industry experts.

Sponsorship Benefits

Cracker Barrel Event Sponsor (\$2,500)

- Complimentary booth (\$600 value)
- Recognition signage posted in the registration area ALL day the day of the reception
- Full page display in conference program
- Opportunity to address all the attendees (3 minutes) at the beginning of the reception
- Assigned table to lead discussion at the cracker barrel event (three time slots at 15 minutes each)
- Special acknowledgment of sponsorship on PowerPoint backdrop preceding the general Session (full page slide)
- Special recognition on conference website
- Recognition signage where food/beverages served during the reception
- Verbal recognition at general session on the day of the sponsorship

Exclusive Sponsorship of Lunch (\$2,000)

- Complimentary booth (\$600 value)
- Recognition signage posted in the registration area ALL day on day of lunch
- Full page display in conference program
- Opportunity to address the attendees (3 minutes) at the beginning of the lunch
- Special acknowledgement of sponsorship on PowerPoint backdrop preceding the general session (full page slide)
- Special recognition on conference website
- Option to provide corporate literature, flyer, or small table sign at EACH dining table
- Recognition signage where food/beverages served during the lunch
- Verbal recognition at general session on the day of the sponsorship

Exclusive Sponsorship of Continental Breakfast (\$1,000)

- Recognition signage posted in the registration area during the morning
- Half page display in conference program
- Special acknowledgement of sponsorship on PowerPoint backdrop preceding the general session (full page slide)
- Special recognition on conference website
- Option to provide corporate literature, flyer, or small table sign at EACH dining table
- Recognition signage where food/beverages served during the breakfast
- Verbal recognition at general session on the day of the sponsorship

Executive Forum Sponsor (\$1,500)

- Recognition signage posted in the registration area ALL day the day of the forum
- Full page display in conference program
- Opportunity to welcome all the attendees (3 minutes) at the beginning of the forum
- Special recognition on conference website
- Verbal recognition at conference



Focused Solution Session Sponsor (\$1,500) - Limit of Five (5)

- Complimentary booth (\$600 value)
- 60 minute presentation in Focused Solution Track held simultaneously with Breakout Sessions
- One (1) free admission to the conference
- One free half page ad in the onsite program
- Complimentary passes to your session only



Exclusive Sponsorship of Audiovisual Equipment (\$1,000)

- Recognition signage posted at entrance to all session rooms during length of conference
- Half page display in conference program
- Special recognition on conference website
- Special acknowledgment of sponsorship in conference program
- Verbal recognition during conference opening remarks

Exclusive Sponsorship of Morning or Afternoon Break (\$500)

- Quarter page display in conference program (normal exhibitor ad)
- Special acknowledgment of sponsorship in conference program
- Recognition signage where food/beverages served during the break
- Verbal recognition at general session on the day of the sponsorship

Cracker Barrel Table Sponsor (\$200)

- Assigned table to lead discussion at the cracker barrel event (three time slots at 15 minutes each)
- Listing in conference program regarding cracker barrel discussion
- Option to provide corporate literature, flyer, or small table sign at your cracker barrel table
- Recognition signage on assigned tables
- Verbal recognition at general session on the day of the sponsorship



Exhibit Benefits

Conference Exhibitor

(\$600 or \$700 after July 12)

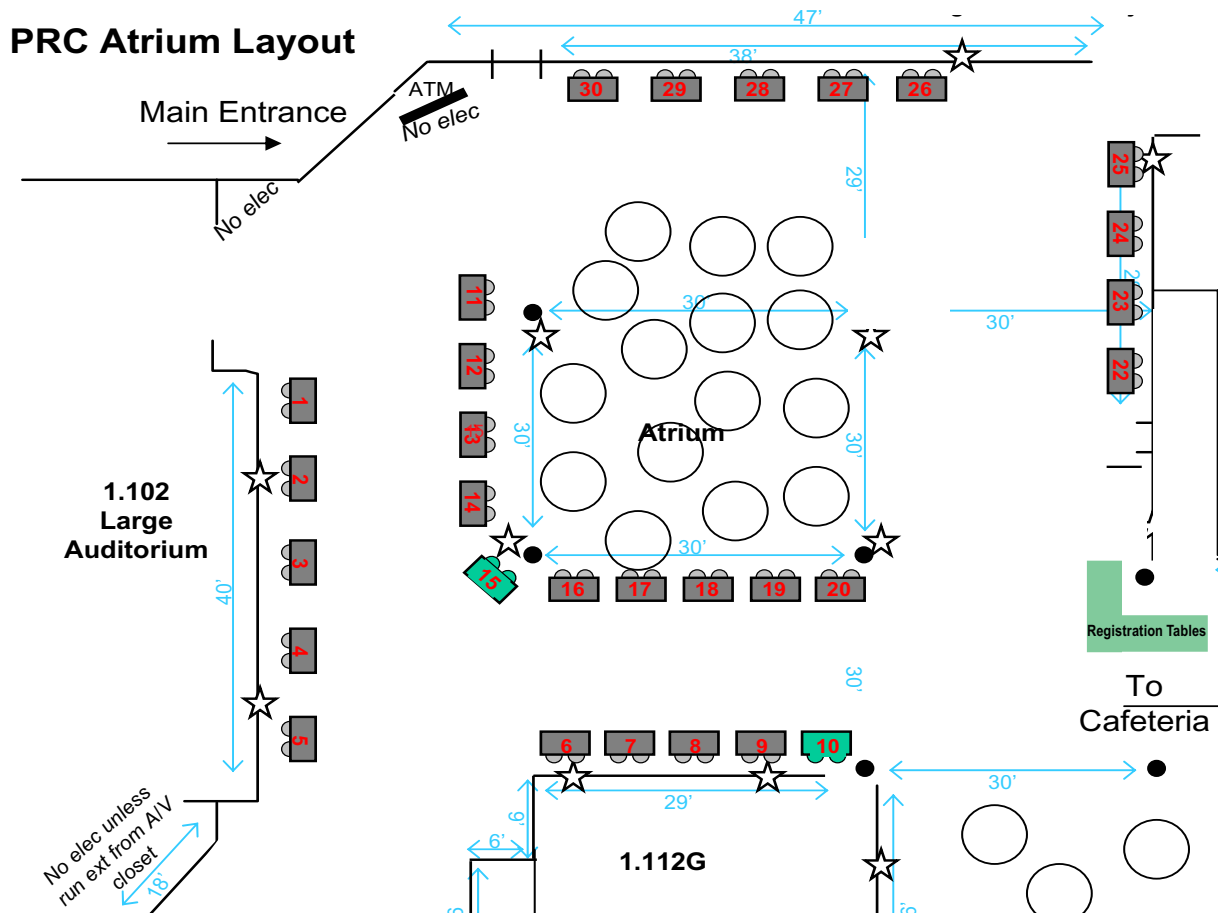
- Opportunity to interact with conference attendees in the Exhibit area and to promote company's products and services
- Full conference admission for one staff member
- Link from the conference web page to the exhibiting organization's web page
- Quarter page display in conference program
- Recognition of sponsorship on exhibitor appreciation sign in the registration area
- Verbal recognition at key times throughout conference
- Electronic list of attendees when conference ends

T-Shirt Sponsor

(\$100 or \$150 after July 12)

- Sign up to have your company name and web address on the back of the official ConSec T-Shirt distributed to all attendees
- Deadline to sign up for T-Shirt sponsor: August 18

Exhibit spaces will be placed throughout the atrium as the configuration of the building allows rather than arranged in a rigid side-by-side trade-show style. Each exhibit space will include a 5-foot table with a floor length tablecloth and 2 chairs. The approximate floor space of a single area is 8' wide by 8' deep. The Vendor Committee assigns exhibit locations based on electricity and other needs.



ConSec Exhibit Reservation Form

September 22-25, 2008

Registration Procedures

To reserve exhibit space for this event:

1. Complete these two pages.
2. Complete credit card information or prepare a check made payable to: Swift Solutions
3. Submit the form (with payment) to the address listed at the right. Or fax to us at 866.826.0250
4. Send us a jpeg of your logo (to tjones@swift-solutions.org)

Designated Contact Information

Note: Signage based on information below – please print clearly.

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Email Address: _____

Web Address: _____

CONSEC
c/o Swift Solutions
P.O. Box 150790
Austin, Texas 78715

Sponsorship Options

- Cracker Barrel Event Sponsor (\$2,500)
- Exclusive Sponsorship of Lunch (\$2,000)
- Exclusive Sponsorship of Continental Breakfast (\$1,000)
- Executive Forum Sponsor (\$1,500)
- Focused Solution Session Sponsor (\$1,500) - Limit of Five (5)
- Exclusive Sponsorship of Audiovisual Equipment (\$1,000)
- Exclusive Sponsorship of Morning / Afternoon Break (\$500)
- Cracker Barrel Table Sponsor (\$200)
- T-Shirt Sponsor (\$100 before July 12; \$150 after July 12) **Deadline to Sign up for T-Shirt: August 18**

For joint sponsor information, please call 877.451.8700

Please mark (X) the options desired and place the charges in the Amount column.

Exhibit space includes one 5' table, tablecloth, small sign, 2 chairs, and conference admission for one company representative. Approximate exhibit area floor space is 8' wide by 8' deep.

Booth Reservation

- Booth Reservation received by 7/12/2008 \$600
- Booth Reservation received after 7/12/2008 \$700

Additional Options

- Additional exhibit staff (exhibit area & refreshments only - limit 2) \$50/ per person
- Internet Connection \$50

Payment

All reservations must be accompanied by payment. To pay your fee via credit card, please complete the following information:

- AmEx Discover MasterCard Visa

Cardholder's Name: _____ Amount: _____

Card Number: _____ Expiration Date: _____

Mark Your Calendars for ConSec 2008

Business Continuity

Because business continuity requirements constantly change, organizations must continually examine their operations and service-level expectations. IT departments and staff should challenge themselves to understand and reduce risk while increasing business resilience.

Data as a Strategic Asset

Data stored on company or agency systems is a strategic asset. As the value of the data increases, the reliability and quality of storage solutions must be considered. There is no question that storage is the key technical component of all business continuity solutions.



insights through its plenary and breakout education sessions.

Risk Management

Many organizations, along with stakeholders and regulatory authorities, are focusing on operational risk assessment. One key focus area is information systems and data protection. For organizations struggling with the issues of disaster recovery and business continuity, ConSec offers

ConSec Focus

This year's ConSec will show how risk management concepts can be applied to help organizations understand the salient issues, identify key characteristics, and respond to the fundamental problems of risk within the organization.

The 2008 ConSec conference sessions will provide real

business success stories and discuss how success is achieved. ConSec will address risk management and traditional vulnerabilities, and offer an overview regarding pitfalls to avoid. Speakers will discuss risk management approaches that can reduce uncertainty.



Keynote Speaker

Tom Oreck, Executive Chairman of the cleaning products manufacturer and retailer Oreck Corp., will be the opening speaker for this executive forum. He will speak about how Oreck survived Hurricane Katrina and what the company has done with their business continuity plans.

During Hurricane Katrina, Oreck's headquarters were in New Orleans, and the company also had a 375,000-square-foot manufacturing plant and call center based in Long Beach on the Mississippi Gulf Coast. The company was back in operation 10 days after the hurricane.

The experience taught Tom Oreck critical lessons about the role of Information Technology, communication to and from employees, and that although a good business continuity plan is essential, recovery from a disaster depends on what Oreck calls "aggressive improvisation" by employees.



ConSec 2008
P.O. Box 150790
Austin, Tx 78715