



WorldCongress
ENTERPRISE DATA SECURITY 2008



Exhibition & Conference

December 9-10, 2008 / Jacob K. Javits Convention Center / New York City



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ENTERPRISE DATA SECURITY 2008

New York City December 9-10

A new event brought to you by the leaders in IT security information

SC Magazine is focused exclusively on the IT security community. Over the last 20 years, it has established an unparalleled reputation for delivering the highest quality information to IT security professionals. This reputation has been built on the successful development of a range of trusted products and services that help the IT security professional do their jobs better.

SC Magazine provides IT security pros with convenient access to the information they need to perform at the highest level – in whatever format they want it: in print, online and face to face.

SC World Congress is brought to you by SC Magazine and the SC branded website, online events, lead generation programs, email newsletters, face-to-face events and other information products.

SC Magazine provides unequalled reach into the working lives of IT security pros and has established a valued relationship with them. Every month, over 100,000 of your potential customers use SC products to access the business intelligence they need to make critical strategic security decisions.

SC World Congress expands that relationship by providing a fresh environment in which security pros can network, see the latest products and services, and learn from leading experts and innovators.

SC World Congress is designed by industry experts who understand the issues and can translate them into a leading program of conference sessions and other learning experiences. SC World Congress is backed by an extensive targeted marketing campaign that will touch IT security professionals a staggering 1.5 million times in advance of the event to communicate the huge value of attending.



The Javits Convention Center in New York City will host SC World Congress 2008

Located in New York City at the heart of world commerce, SC World Congress serves the requirement for an expo and conference that focuses on the real information needs of IT security and corporate management. Within a three hundred mile radius of New York City sits the largest concentration of corporate headquarters and federal/local government offices in the United States. This is where the need for the latest technologies and solutions to protect valuable data is at its highest and where the budgets supporting information security are the largest.

We will deliver the audience...

SC Magazine surrounds the IT security buyer with information products and services that they have learned to trust over 20 years.

SC Magazine has a qualified database of 93,000 U.S.-based IT security pros.

SC Magazine has an audited readership of 50,000+ individual subscribers .

Over 62% of SC Magazine's readership is employed in government, finance, health care and education. These are the verticals most concerned with legislative compliance and intellectual property protection – the two biggest drivers for enterprise IT security expenditure. These industries are also highly concentrated in and around New York.

SC online serves 50,000 active unique visitors to its website every month.

SC World Congress is backed by a five-month marketing campaign that will deliver over 1.5 million targeted messages and will incorporate every aspect of SC's multiple touch points with the IT security professional community.

...in an environment that's conducive to doing business...

SC World Congress is strategically located in New York, the only event in this important location exclusively created for IT security professionals.

It is located in a self-contained environment designed to create an intimate and business-like community atmosphere.

A conference program has been especially created using SC's established relationships with trusted and knowledgeable industry experts.

Add to this, a focus on providing a unique perspective that balances the latest products and solutions with real-world commercial benefits and case studies to support the business case through the decision-making process.

...at a price that makes sense

High value Platinum, Gold and Silver Partnership packages.

Competitive booth rates.

Multiple sponsorship opportunities.



SPONSORSHIP

PLATINUM SPONSORSHIP

Limited to six (6) companies

- 20' x 20' exhibit space
- Full-page/4-color Directory ad
- One speaking slot in Conference program
- Logo placement on all marketing material
- Five (5) full Conference passes
- Banner placement in prominent exhibit hall location
- One (1) time use of attendee list
- One (1) dedicated email promoting your speaking session

Investment \$35,000
(\$64,500 value)

GOLD SPONSORSHIP

- 8' x 20' booth area
- Full-page/4-color Directory ad
- Logo placement on all marketing material
- Two (2) full Conference passes
- One (1) principle sponsor of SC Newswire

Investment \$15,000
(\$22,800 value)

SILVER SPONSORSHIP

- 8' x 10' booth area
- Logo on event website/ onsite signage
- Two (2) full conference passes
- One (1) associate sponsor of SC Newswire

Investment \$7,000
(\$9,100 value)

Booths

8' x 10' BOOTH UNIT

\$4,100 (Booked before May 30, 2008)

\$4,500 (Booked after May 30, 2008)

8' x 20' BOOTH UNIT

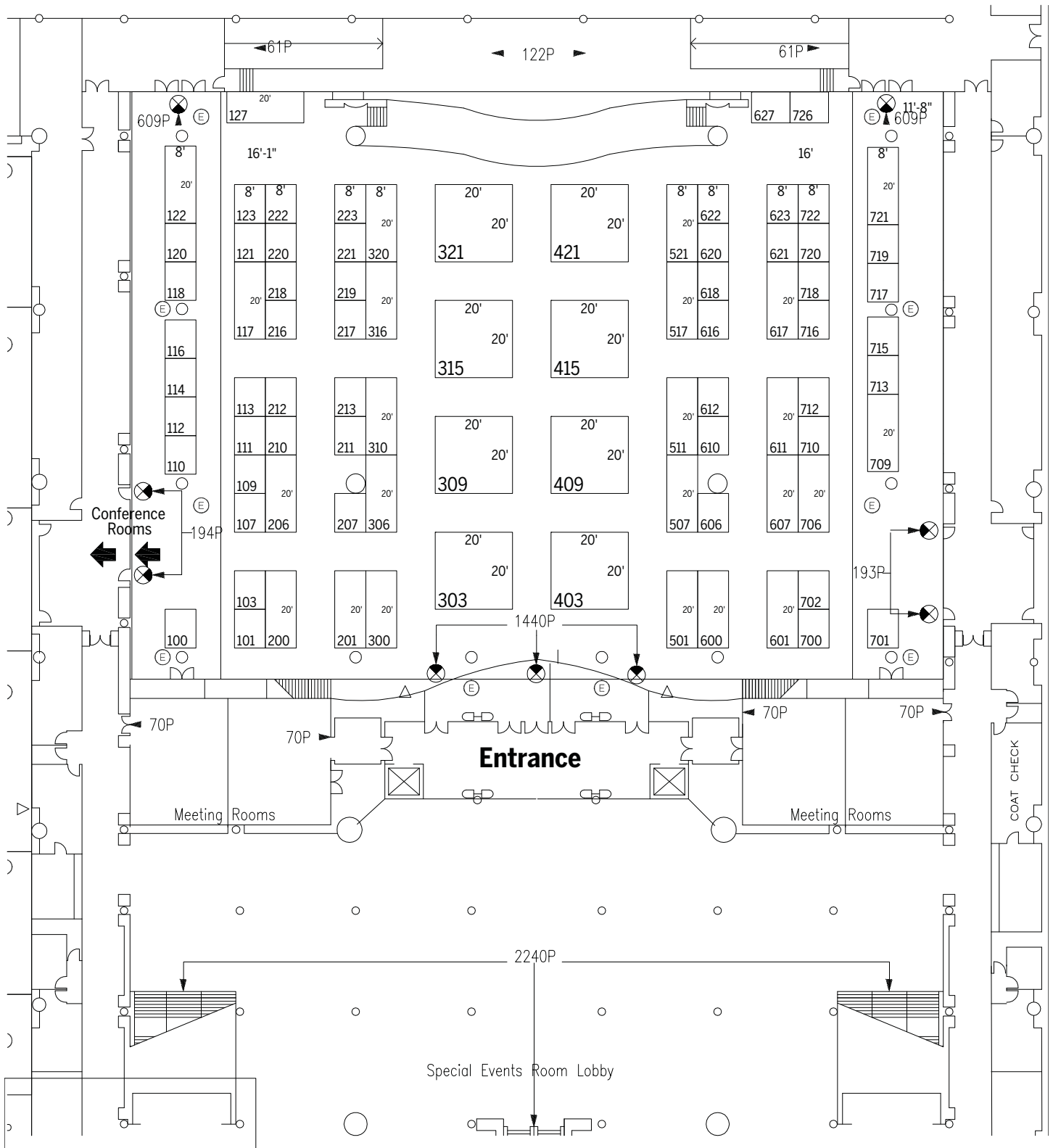
\$8,200 (Booked before May 30, 2008)

\$9,000 (Booked after May 30, 2008)

20' x 20' BOOTH UNIT

\$20,500

Floorplan



For more information on sponsorship opportunities and booth sales at SC World Congress 2008, please contact Mike Alessie at mike.alessie@haymarketmedia.com, or call him at 646-638-6002.