



2017 HONEYNET PROJECT ANNUAL WORKSHOP SPONSORSHIP OPPORTUNITIES

15-17 NOVEMBER 2017 | CANBERRA



The HoneyNet Project is a diverse, talented, and engaged group of international computer security experts who conduct open, cross-disciplinary research and development into the evolving threat landscape. It cooperates with like-minded organizations in that endeavor.

THE HONEYNET PROJECT is bringing its annual workshop to Australia for the first time.

Some of the world's most experienced information security professionals will be in Australia for briefings on the current state of information security and to provide two days of hands-on training to increase Australia's information security knowledge base.

The HoneyNet Project, founded in 2000, is an international, non-profit volunteer research organisation dedicated to improving the security of the internet.

For the past 17 years, the project has developed tools and conducted research in the information security field and provided it to the public at no cost. Examples of their work include the Know Your Enemy whitepaper series, numerous open-source tools and forensic challenges. They are also an active Google Summer of Code participant.

2017 Annual Workshop in Canberra Australia

Each year the HoneyNet Project's annual workshop brings together top information security experts from around the globe to present their latest research efforts and discuss insights and strategies to combat new threats. The project workshop provides participants and sponsors with significant exposure to world-class professionals and a diverse range of information security topics. We invite you to be part of our workshop in 2017 through various sponsorship opportunities.

2017 Workshop Details

15 Nov 2017 – Main Conference, Briefing Day & Exhibition

16-17 Nov 2017 – Training Days

Exhibition Venue:
UNSW Canberra at the Australian Defence Force Academy

Workshop Secretariat:
Conference Logistics
PO Box 6150
Kingston ACT 2604

P: +61 2 6281 6624
E: conference@conlog.com.au

Workshop Website:
<https://canberra2017.honeynet.org/>

HoneyNet Project Website:
<https://honeynet.org/>

Workshop Hashtag:
#2017honeynet



2017 Workshop: Our Approach

The HoneyNet Project workshop is a very engaged, hands-on event and we want the sponsorship experience to match that.

The exhibition itself is on the Briefing Day of the workshop, and we encourage exhibitors to be interactive and involved, rather than develop static displays.

The sponsorships all ensure that the attendees will see your branding multiple times and give you the chance to be seen in a fun light with a wide range of branding opportunities.

BECOME A SPONSOR!



WHO WILL ATTEND THE WORKSHOP?

Top information security experts from around the world will gather in Canberra to present their latest research efforts and discuss insights and strategies to combat new threats. With the growing interest in developing Australia's cyber security capacity, the Workshop will be very attractive for Australians to attend and be shown the latest developments.

WHAT ARE THE BENEFITS OF SPONSORSHIP OR EXHIBITION?

The project workshop provides participants and sponsors with significant exposure to world-class professionals and a diverse range of information security topics.

This is the first time the workshop is coming to Australia, with previous workshops being held in San Antonio (2016), Stavanger (2015), Warsaw (2014), Dubai (2013), San Francisco (2012), Paris (2011), Mexico City (2010) and Kuala Lumpur (2009). This is a unique opportunity to reach an audience that is not often available to Australian companies.

The workshop is expected to attract 40 HoneyNet Project members and 200 participants from all over the world.



We ask for your support to help make this workshop the most successful ever!



Sponsorship and Exhibition Opportunities

Summary of Sponsorship and Exhibition Opportunities

Sponsorship LEVELS	Number Available	Price AUD (Incl. GST)	Price USD (Approx)
GOLD	2	AUD \$15,000	USD \$11,000
SILVER	4	AUD \$7,000	USD \$5,250
BRONZE	6	AUD \$3,000	USD \$2,250

Sponsorship ITEMS	Number Available	Price AUD (Incl. GST)	Price USD (Approx)
TIER ONE*			
Workshop Satchel	1	AUD \$6,000	USD \$4,500
Workshop App	1	AUD \$6,000	USD \$4,500
Lanyard & Name Badge	1	AUD \$6,000	USD \$4,500
Workshop Handbook	1	AUD \$6,000	USD \$4,500
TIER TWO*			
Fridge Magnet Torch	1	AUD \$4,000	USD \$3,000
Universal Adapter	1	AUD \$4,000	USD \$3,000
Sports Bottle	1	AUD \$4,000	USD \$3,000
Multi Tool	1	AUD \$4,000	USD \$3,000
Berocca	1	AUD \$4,000	USD \$3,000
Additional Sponsorship ITEMS			
Writing Pad & Pens	1	AUD \$2,000	USD \$1,500
Pocket Program	1	AUD \$2,000	USD \$1,500
Exhibition Table	Multiple	AUD \$2,000	USD \$1,500



Sponsorship Opportunities in Detail

2017 WORKSHOP, CANBERRA AUSTRALIA

BECOME A
SPONSOR!

GOLD SPONSOR

2 opportunities available

\$15,000 AUD (inc GST), \$11,000 USD (approx.)

As a Gold Sponsor, your organisation will benefit from a high level of exposure and representation with the following entitlements:

Choice of one of the Tier One items:

- Workshop Satchel
- Workshop App
- Lanyard and Name Badge
- Workshop Handbook

Benefits:

- Naming rights and branding of the tier one item
- Recognition and acknowledgement as a Gold Sponsor on the official Workshop website, including a hyperlink to company website
- Company logo displayed throughout the Workshop (Briefing Day and Training Days)
- 20-minute presentation time on Briefing Day*
- 1 exhibition table at the Briefing Day
- 4 complimentary Briefing Day registrations
- 2 complimentary Training Days registration
- 250 word profile in the Workshop Handbook

** No commercial or marketing presentations. Presentations and speaker selection are subject to the approval of the Program Committee)*

SILVER SPONSOR

4 opportunities available

\$7,000 AUD (inc GST), \$5,250 USD (approx.)

As a Silver Sponsor, your organisation will benefit from a high level of exposure and representation with the following entitlements:

Choice of one of the Tier Two items:

- Fridge Magnet Torch
- Universal Adapter
- Sports Bottle
- Multi Tool
- Berocca

Benefits:

- Naming rights and branding of the nominated item
- Recognition and acknowledgement as a Silver Sponsor on the sponsorship page of the official Workshop website, including a hyperlink to company website
- Company logo displayed throughout the Workshop (Briefing Day and Training Days)
- 1 exhibition table at the Briefing Day
- 2 complimentary registrations to the Briefing Day
- 1 complimentary Training Day registration
- 200 word profile in the Workshop Handbook



BRONZE SPONSOR

6 opportunities available

\$3,000 AUD (inc GST), \$2,250 USD (approx.)

Benefits:

- Co-naming rights to a nominated Briefing Day morning/afternoon tea or lunch break
- Recognition and acknowledgement as a Bronze Sponsor on the sponsorship page of the official Workshop website, including a hyperlink to the company website
- 1 registration ticket to the Briefing Day
- Opportunity to provide one flyer for inclusion in the Workshop Satchels
- 150-word organisational in the Workshop Handbook
- First to sign up for Bronze Sponsorship get first offer on buying any Tier 2 options left after Silver Sponsors have been confirmed at a discount

Sponsorship Items - Tier One

These Tier One items are available for individual purchase once Gold Sponsors have been confirmed.

TIER 1 ITEMS

BECOME A SPONSOR!

WORKSHOP SATCHEL *+

\$6,000 AUD (inc GST), \$4,500 USD (approx.)

Exclusive opportunity to brand the Workshop Satchel

Benefits:

- Naming rights and branding of the Workshop Satchel
- Recognition and acknowledgement as the Workshop Satchel Sponsor on the official Workshop website, including a hyperlink to the company website
- Opportunity to include 2 satchel inserts in the Workshop Satchel
- 100 word profile in the Workshop Handbook



LANYARD AND NAME BADGE *+

\$6,000 AUD (inc GST), \$4,500 USD (approx.)

Exclusive opportunity to brand the Workshop Lanyard and Name Badge

Benefits:

- Recognition and acknowledgement as the Lanyard and Name Badge Sponsor on the official Workshop website, including a hyperlink to the company website
- Logo on lanyard and name badge for both Briefing Day and Training Days
- 100 word profile in the Workshop Handbook

** Subject to availability once all Gold Sponsors have been confirmed.*

+ Design provided by the Workshop organising committee

WORKSHOP APP *+

\$6,000 AUD (inc GST), \$4,500 USD (approx.)

Exclusive opportunity to brand the Workshop App

Benefits:

- Naming rights and branding of the Workshop App
- Recognition and acknowledgement as the Workshop App Sponsor on the official Workshop website, including a hyperlink to the company website
- Sponsor's banner advertisement to be visible on all pages of the Workshop App
- Static page advertisement on Workshop App (downloadable PDF)
- Logo to be included on the landing page of the Workshop App
- 100 word profile in the Workshop Handbook

WORKSHOP HANDBOOK *

\$6,000 AUD (inc GST), \$4,500 USD (approx.)

Exclusive opportunity to brand the Workshop Handbook

The Handbook will cover both the Briefing Day and the Training Days

Benefits:

- Recognition and acknowledgement as the Workshop Handbook on the official Workshop website, including a hyperlink to the company website
- Full colour advertisement on the back cover of the Handbook
- 200 word profile in the Workshop Handbook

Sponsorship Items - Tier Two

These Tier Two items are available for individual purchase once Silver Sponsors have been confirmed.

TIER 2 ITEMS

BECOME A SPONSOR!

UNIVERSAL ADAPTOR *

\$4,000 AUD (inc GST), \$3,000 USD (approx.)

Exclusive opportunity to include a branded Universal Adaptor in the Workshop Satchel

Worldwide compatibility travel adaptor. Small, and lightweight with enhanced durability.

Benefits:

- Logo to be featured on the Universal Adaptor
- Recognition and acknowledgement as the Universal Adaptor Sponsor on the official Workshop website, including a hyperlink to the company website
- 50 word profile in the Workshop Handbook

FRIDGE MAGNET TORCH *

\$4,000 AUD (inc GST), \$3,000 USD (approx.)

Exclusive opportunity to brand the Workshop Magnet Torch.

Low profile torch with a strong magnet on the back so it will stick securely to a fridge or metal surface.

Benefits:

- Logo to be featured on the Fridge Magnet Torch
- Recognition and acknowledgement as the item Sponsor on the official Workshop website, including a hyperlink to the company website
- 50 word profile in the Workshop Handbook

MULTI TOOL *

\$4,000 AUD (inc GST), \$3,000 USD (approx.)

Exclusive opportunity to brand the Workshop Multi Tool.

Stainless steel Multi Tool including nine very handy implements.

Benefits:

- Logo to be featured on the Multi Tool
- Recognition and acknowledgement as the Multi Tool Sponsor on the official Workshop website, including a hyperlink to the company website
- 50 word profile in the Workshop Handbook

SPORTS BOTTLE *

\$4,000 AUD (inc GST), \$3,000 USD (approx.)

Exclusive opportunity to include a branded Sports Bottle in the Workshop Satchel

Benefits:

- Logo to be featured on the Sports Bottle
- Recognition and acknowledgement as the item sponsor on the official Workshop website, including a hyperlink to the company website
- 50 word profile in the Workshop Handbook

BEROCCA *

\$4,000 AUD (inc GST), \$3,000 USD (approx.)

Exclusive opportunity to keep the delegates recharged by including BeroCCA in the Workshop Satchel

Benefits:

- Logo to be featured on BeroCCA
- Recognition and acknowledgement as the BeroCCA Sponsor on the official Workshop website, including a hyperlink to the company website
- 50 word profile in the Workshop Handbook



**Subject to availability once all Silver Sponsors have been confirmed.*

Other Sponsorship Items

These items are available for individual purchase

OTHER ITEMS

BECOME A SPONSOR!

POCKET PROGRAM*

\$2,000 AUD (inc GST), \$1,000 USD (approx.)

Exclusive opportunity to have your organisation's logo included on the Pocket Program

Benefits:

- Pocket program to be made available to all delegates upon registering onsite at the Workshop venue
- Recognition and acknowledgement as the Berocca Sponsor on the official Workshop website, including a hyperlink to the company website
- 25 word profile in the Workshop Handbook

WRITING PAD AND PENS *

\$2,000 AUD (inc GST), \$1,000 USD (approx.)

Exclusive opportunity to have your organisation's logo on the Writing Pads and Pens available throughout the Workshop venue

Benefits:

- Writing Pads and Pens to be available throughout the Workshop venue on both Briefing Day and Training Days
- Made from 100% recycled cardboard and eco-friendly pens
- Recognition and acknowledgement as the Writing Pad and Pen Sponsor on the official Workshop website, including a hyperlink to the company website
- 25 word profile in the Workshop Handbook

EXHIBITION DISPLAY TABLE *

\$2,000 AUD (inc GST), \$1,000 USD (approx.)

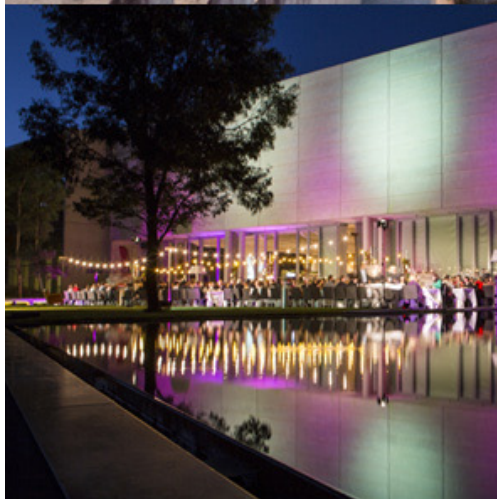
The exhibition will be held in the catering area of the Briefing Day.

Your investment entitles you to:

- Recognition and acknowledgement as an Exhibitor on the exhibition page of the official Workshop website, including a hyperlink to the company website
- One complimentary exhibitor registration for one staff member staffing the exhibition booth on the Briefing Day, including access to the Networking Drinks and full day catering (Please note: Workshop sessions are not included)
- 25 word profile in the Workshop Handbook



General Information for Sponsors and Exhibitors



To secure sponsorship or exhibition opportunities, please complete, sign and return the sponsorship and exhibition booking form (located at the end of this document) to Conference Logistics.

The sponsorship and/or exhibition will not be confirmed until a minimum deposit of 50% of the total sponsorship and/or exhibition cost has been received.

Sponsorship packages and exhibition booths will be sold on a 'first come, first served' basis.

Conference Logistics will be in contact with you in order to ensure that your benefits are delivered.

All amounts listed are inclusive of GST.

DELEGATE DETAILS

An opt-in electronic copy of the delegate list (name, organisation and State only), in accordance with privacy legislation, will be distributed to all sponsors and exhibitors prior to the Workshop in PDF format.

SPONSOR AND EXHIBITOR REGISTRATIONS

Any complimentary full registrations for the Briefing or Training Days are inclusive of morning teas, lunches and afternoon teas every day as well as entrance to all Workshop sessions, the exhibition and one ticket to the Networking Drinks.

Any exhibitor registrations are inclusive of morning teas, lunches and afternoon tea on the Briefing Day as well as access to the exhibition and one ticket to the Networking Drinks. Attendance at Workshop sessions is not included.

IMPORTANT INFORMATION FOR EXHIBITORS

Each exhibitor must keep their display within the dimensions of their 2m x 2m exhibition area. Please note that we cannot accommodate custom design booths. Additional furniture is not available. Please plan your exhibition area to take in the 2m x 2m space, containing a trestle table and two chairs (with power provided).

continued

General Information for Sponsors and Exhibitors



EXHIBITOR MANUAL

All exhibiting organisations will receive a comprehensive exhibitor manual two months prior to the Workshop.

TERMS AND CONDITIONS

Please contact Conference Logistics for a full copy of the terms and conditions.

By purchasing a sponsorship and/or exhibition package for The HoneyNet Project Workshop 2017 you are agreeing to the full terms and conditions of the sponsorship.

- Sponsorship and exhibition packages will be allocated in order of receipt of the application form and 50% deposit. Bookings will not be confirmed until a 50% deposit has been received. Confirmation is subject to availability of your preferred sponsorship package. All decisions regarding exhibition location, branding options etc., will be based on the date of your sponsorship/exhibition confirmation. Full payment must be received by **Monday 9 October 2017**
- All deposits are non-refundable
- Cancellations must be made in writing and forwarded to Conference Logistics. For cancellation requests received prior to Monday 9 October 2017, organisations will be held liable for 50% of the total sponsorship and/or exhibition commitment. For cancellation request received on or after Monday 9 October 2017, organisations will be held accountable for the full balance of their sponsorship and/or exhibition commitment
- The Organisers, the HoneyNet Project and the Venue accept no liability for personal accident nor loss or damage suffered by any participant, accompanying person, invited observer or any other person by whatever means. Neither do we accept liability for any equipment, software or other goods of whatever form brought to the Workshop. It is recommended that all valuable items are locked down or removed when the exhibition table is un-occupied. All vendors are responsible for obtaining insurance for their equipment in transit to and from the Workshop and at the Workshop venue
- The Organisers reserve the right to alter the exhibition floor plan at their discretion
- Exhibits must not be removed and displays must not be dismantled either partly or in total before the conclusion of afternoon tea on Wednesday 15 November.
- The sponsor undertakes that they will not hold any events, educational or social functions at the same time as official Workshop program sessions or social functions
- The organisers reserve the right to change the venue and duration of the Workshop if exceptional circumstances demand. In the event of change of venue and/or duration, the agreement to participate will remain in force so long as the sponsor is informed at least one month before the Workshop
- Sponsors and/or exhibitors are required to ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. The sponsor and/or exhibitor will indemnify the organisers in respect of any claim and demands in respect thereof



Sponsorship Application Form

2017 WORKSHOP, CANBERRA AUSTRALIA

Please send completed form with payment to:
Conference Logistics
PO Box 6150, Kingston ACT 2604
Fax: +61 2 6285 1336
E: conference@conlog.com.au

Sponsorship Options

Please tick the preferred sponsorship opportunity

All prices are quoted in Australian dollars and are inclusive of 10% GST

☐ **GOLD Sponsor | \$15,000 AUD** Branded Item: _____

☐ **SILVER Sponsor | \$7,000 AUD** Branded Item: _____

☐ **BRONZE Sponsor | \$3,000 AUD**

☐ Satchel | \$6,000

☐ Fridge Magnet Torch | \$4,000

☐ Berocca | \$4,000

☐ App | \$6,000

☐ Universal Adaptor | \$4,000

☐ Writing Pad & Pen | \$2,000

☐ Lanyard & Name Badge | \$6,000

☐ Sports Bottle | \$4,000

☐ Pocket Program | \$2,000

☐ Workshop Handbook | \$6,000

☐ Multi Tool | \$4,000

☐ Exhibition Table | \$2,000

Sponsor Contact Information

Company Name:

Contact Person:

Address:

Suburb:

State:

Country:

Postal Code:

Email:

Website URL:

Work Phone:

Mobile Phone:

Payment Summary

50% deposit is required at time of booking.

Balance of payment is due by 13 October 2017.

Sponsorship Total:

Additional Exhibitor Staff:

(\$150 per person)

Total Invoice Amount:

☐ I wish to pay by **Electronic Funds Transfer** (an invoice that contains bank details will be sent for processing)

☐ I wish to pay by **credit card** and I hereby authorise you to charge the amount of \$_____ plus the credit card surcharge fee to my credit card

Card Type (MC/Visa):

Card Number::

Expiration Date:

CCV:

Cardholder Name:

Cardholder Signature: