



# SAINTCON

SPONSOR PROSPECTUS

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### Event Overview

SAINTCON is the largest annual cyber-security conference in Utah. For more than 20 years, this event has been the must-attend conference for many IT and security professionals. SAINTCON has established a reputation as the best place to engage in cyber-security and IT related exchange, discourse, and learning. SAINTCON continues to grow and adapt to the ever-changing security and technology landscape keeping it always on the leading edge.

SAINTCON's mission is to provide growth opportunities for attendees regardless of skill level, and build community around cyber-security.

In recent years, SAINTCON has drawn many high-profile and leading speakers, and continues to grow year after year in attendance and influence on the security community. This event is where all of the right people are in the room at the same time.

### SAINTCON 2023

Over **1700** security and IT professionals are expected to attend from the majority of large Utah-based businesses. This involvement spans nearly 400 businesses including: ***Government, Education, Healthcare, Financial, Retail, Aerospace, Religious, Media, and many more.***

# SAINTCON

## Sponsorship Overview

SAINTCON is made possible by the amazing contributions of corporate sponsors and partners. Your involvement helps us meet our goals of providing learning and community in a fun and engaging way that makes the difference in so many industries.

### Event Partner Level

This sponsorship level is reserved for just two organizations who share our mission, and wish to work with us to ensure that their involvement in our event leads to a beneficial and lasting relationship that mutually benefits our attendees and your business. This is our highest level of engagement and receives the highest level of support from our team.

This sponsorship level is also granted several exclusive opportunities for engagement including our events like Family-Night or Pre-Conference Registration. These are both great opportunities to engage with attendees.

### Gold Sponsor Level

Our Gold sponsors are a critical component of success for this event. Most Gold sponsors support the conference year-after-year allowing us to focus on building the best event possible. This level of sponsorship provides the best-value for direct engagement with our attendees in a traditional expo-style setting. These opportunities sell out quickly and are limited in number due to space constraints.

### Silver Sponsor Level

This year we are re-introducing this entry-level sponsorship. This sponsorship level provides great name-recognition and access to conference events while not requiring staffing of expo space. This sponsorship level is great for organizations to show support for the community and want to get exposure without the need to staff an expo-booth during the conference.

### Community Sponsor

SAINTCON is built around one of the best cyber-security communities on earth, Utah! This sponsorship level allows non-profit community organizations to have an opportunity to get exposure and build their community at SAINTCON. These are traditionally used by local DEFCON (DC801,DC435) groups, or security-oriented community groups. These are offered as a free community service based on availability.

## MiniBadges

SAINTCON is the home of the MiniBadge! If you are not familiar with minibadges, we encourage you to learn more during our sponsor open-house, and engage with our attendees in this unique way. These little circuitboards are highly collectable and sought-after by attendees. For our Event Partners, a MiniBadge designed by SAINTCON is included. All sponsors are encouraged to either design your own, or work with SAINTCON to have one designed for you.

# Sponsorship Benefits Overview

	Event Partner	Gold Sponsor	Silver Sponsor
<b>Overview</b>	The Event Sponsor is exclusively designed for a premiere partner, offering the highest level of brand exposure and promotional opportunities at SAINTCON.	The Gold Sponsor is our standard engagement sponsorship level, and an great way to get exposure and interact with cybersecurity and IT professionals.	The Basic Sponsor is our general engagement sponsorship level, and an great way to get exposure with cybersecurity and IT professionals.
Slots Available	2	15	15
Cost	\$15,000	\$5,000	\$3,500
Badges Included (Includes Food)	5	3	2
Addtl Discount Badges Available	Up to 10, At time of Contracting Only	Up to 6, At time of Contracting Only	Up to 4, At time of Contracting Only
Last minute badges available (Does not include food-plan)	Yes, Non-Electronic at Discount Rate	Yes, Non-Electronic at Discount rate	No
Allows Co-Sponsor	No	No	No
<b>Expo Benefits</b>			
Booth Location	Expo Floor Exclusive (coordinated)	Expo or Prefunction Area (assigned)	N/A
Booth Size	20'x20'	10'x10'	N/A
Booth SqFt	400	100	N/A
Booth Power	110V/240V Up to 50Amp	110v 15A PowerStrip	N/A
Booth Chairs	Up to 10 Provided	3 Chairs	N/A
Booth Style	Pipe and Drape or Sponsor-provided Custom	Pipe and Drape	N/A
More Space available	Yes, Max additional 10'x20' (20'x30' Total) \$2000	No	N/A
<b>Minibadges</b>			
MiniBadge Included	Yes - Deadline of Aug 1, 2023	No	No
Minibadge Available	Yes, Included (Aug 1, Deadline)	Yes - Deadline of Aug 1, 2023 - \$3500	Yes - Deadline of Aug 1, 2023 - \$3500
<b>Speaking Opportunities</b>			
Keynote Opening Remarks	Yes, 10 Min Max	No	No
Main Track Speaking Slot	Yes, 30 Min Spot Guaranteed, Longer may be available through CFP Process (some restrictions may apply)	Must submit through CFP Process	Must submit through CFP Process
<b>Branding and Marketing</b>			
Logo on Lanyard	Yes	No	No
Logo on Website	Yes, Prominent Placement	Yes	Yes
Logo on Printed Materials	Yes, Prominent Placement	Yes	Yes
Logo on Streams/Recordings	Yes, Prominent Placement	Yes	Yes
Logo on Social Media	Yes	Yes	Yes
Social Media Recognition	Yes	Yes	Yes
Conference Bag Insert	Any Item or printed material up to: 5"x5"x2" and not heavier than 14oz. Must be delivered to SAINTCON by 10/1/23	Any Item or printed material up to: 5"x5"x2" and not heavier than 14oz. Must be delivered to SAINTCON by 10/1/23	Any Item or printed material up to: 5"x5"x2" and not heavier than 14oz. Must be delivered to SAINTCON by 10/1/23
Attendee Leads Gathering	In-person Lead Gathering - SAINTCON Provided QR Code Scan or Similar	In-person Lead Gathering - SAINTCON Provided QR Code Scan or Similar	No
<b>Other Opportunities</b>			
Advertised Associated Event	We will advertise on your independent event as part of the overall conference event. In our schedule. (Some restrictions apply)	Must propose an Event through CFE Process	Must propose an Event through CFE Process
Sponsor an Official Event	Yes, Family Night or Pre-Registration Event Sponsor (Additional Fees Apply)	No	No
Sponsor a Contest	Must propose a Contest through CFC Process	Must propose a Contest through CFC Process	Must propose a Contest through CFC Process

# “Call for Sponsors” Process

## How to become a Sponsor for SAINTCON 2023

### Step 1:

#### Preparation

Download and review the prospectus, choose your engagement level in advance and be ready for the open “Call for Sponsors” process where you will need to submit the following information: *Company Name, Point of Contact Name, Contact Email, Contact Phone, Sponsorship Level Preference, MiniBadge Preference, Payment Method Preference, Black/White Logo in Vector Format, Number of Additional Badges you wish to purchase at time of contracting, Conference Bag Insert Preference.*

### Step 2:

#### Sponsorship Open House via Google Meet (Optional)

SAINTCON will hold an open-house Q&A for Sponsors on May 5th, 2023 from 1:00p-2:30p **via Google Meet**. <https://meet.google.com/egb-mdtu-utb> This will be a session where we will present and discuss the various options and important things to know when engaging with SAINTCON as a sponsor. **Or you can submit questions to: [sponsor@saintcon.org](mailto:sponsor@saintcon.org)**

### Step 3:

#### “Call for Sponsors” Submission

On **May 15, 2023 at 10:00a MDT**, visit the SAINTCON website URL: <https://saintcon.org/sponsorship> to begin the signup process.

### Step 4:

#### Finalize Contracting and Payment

After signup, SAINTCON will contact the registered point of contact, and arrange to send a contract, invoice, and payment information to complete the signup process.

## “Call for Sponsors” opens May 15, 2023

Sponsorships for SAINTCON 2023 will open on May 15, 2023 at 10:00a MDT.

<https://saintcon.org/sponsorship>

Sponsorship levels will be granted subject to availability on a first come first served basis. In the event that all spots in a requested level are taken, SAINTCON will reserve a spot in the next-highest engagement level based on order of submission.

## IMPORTANT!

**Sponsorships for SAINTCON sell out quickly!** We highly encourage you to review the prospectus and be ready to submit a sponsorship application as early as possible in the “Call for Sponsors” process to ensure you do not lose out on your desired engagement level.



# Terms and Conditions

UtahSAINT Organization and/or SAINTCON (DBA): As used herein, "SAINTCON" or "Event" shall refer to the UtahSAINT Organization, a 501(c)(6) non-profit organization. Also as used herein, "exhibitor," "sponsor" and "company" shall refer to the party submitting an Application and Agreement to sponsor and/or exhibit at SAINTCON 2023. SAINTCON will handle all pre-event and on-site decisions and its decisions will be final.

**Sponsorship Rights:** SAINTCON grants the Sponsor a sponsorship of the SAINTCON 2023 Conference Event.

## Cost of Exhibit Space and/or Sponsorship:

See the SAINTCON 2023 Sponsorship Prospectus for pricing details. Additional costs, including but not limited to booth build out, audiovisual needs, shipping and material handling are the responsibility of the exhibiting company.

**Payments:** Full Payment is due within 30 days of application submission or September 15, 2023, whichever occurs first.

**Checks and Wire Transfers:** A PDF invoice will be sent to the registered contact upon application submission. Reference your invoice number so payment is applied appropriately.

## All checks are to be made payable to:

*UtahSAINT Organization, 5655 W 6655 South, West Jordan, Utah 84081.*

The check must be in U.S. currency only, drawn on a U.S. bank.

**Credit Card Payments:** Payment by credit card will include additional fees to cover transaction fees.

No sponsor or exhibitor admission credentials will be distributed to any company who has not paid in full by September 15, 2023; and if any company still has not paid in full by the time of the event, October 23, 2023, they will not be allowed to set up their booth or receive any orders from contractors until the account is paid in full by Cashiers or Certified Check. No personal checks or credit cards are accepted as payment for exhibit space on-site.

**Cancellation:** An exhibitor may cancel or withdraw from the event subject to the following conditions and restrictions:

The exhibitor shall give SAINTCON notice in writing of its intention to cancel or withdraw from the event.

- In the event the said notice is received on or before August 1, 2023, the exhibitor shall be obligated and agrees to pay a cancellation penalty of 10% of the contract value.
- In the event the said notice is received between August 2, 2023, and September 15, 2022, the exhibitor shall be obligated and agrees to pay 75% of the contract value.
- In the event the said notice is received after September 15, 2023, the exhibitor shall be obligated and agrees to pay 100% of the contract value.

All refunds due will be paid to exhibitor no later than sixty (60) days after the close of the Event.

In the event of cancellation, SAINTCON shall have the right to use said space to suit its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the canceled exhibitor.

SAINTCON assumes no responsibility, and exhibitor waives any claims against SAINTCON for having included the name of the canceled exhibitor or description of their products in the show catalog, brochures, news releases or other materials concerning the event.

**Assignment of Space:** Whenever possible, space assignments will be made based on the location preferences requested by the exhibitor. SAINTCON reserves the right to make the final determination of all space assignments in the best interests of the overall Exhibition. These Terms & Conditions become valid upon exhibitors electronic acceptance during the application submission process.

**License:** The Sponsor grants to SAINTCON the non-exclusive, non-transferable right to use trademarks, trade names, service marks or logos owned by it ("Sponsor Marks") in connection with the Event(s) and any activities or promotions reasonably incidental thereto. SAINTCON hereby renounces ownership of and assigns to Sponsor any goodwill that accrues as the result of the use of Sponsor Marks.

**Right of Refusal:** SAINTCON reserves the right to refuse rental of display space to any company whose display of goods, service or machinery is not, in the opinion of SAINTCON, in compliance with our Code of Conduct ([www.saintcon.org/coc](http://www.saintcon.org/coc)) and/or compatible with the general character and objectives of the event.

**Floor Plan Layout Changes:** Floor plans will be sent periodically to the registered contact. All exhibitors should frequently review their space location and changes to neighboring booths/areas for updates. While SAINTCON will send out updates to the layout, it is the exhibitor's responsibility to keep up with changes to their assigned area. SAINTCON is anticipating alterations to the initial printed floor plan and cannot be held responsible for changes which may alter a participating exhibitor's selection of space. If a specific exhibitor is impacted by an adjacent major layout configuration, SAINTCON will notify them directly.

**Subletting of Space:** The exhibitor agrees not to assign, sublet or apportion space or any part thereof contracted for, nor to exhibit, advertise or offer for sale merchandise or services other than those manufactured or sold by the exhibitor company in the regular course of business.

**As an example:** when articles are required for the proper demonstration or operation of exhibit displays, in which case identification of such articles shall be limited to the regular name plate, imprint or other identification, which in standard practice appears normally on the article. Exhibitors may not permit non-exhibiting company representatives to work in their booths except their own dealers and representatives.

**Sharing of Booths:** Co-sponsoring or co-exhibiting is not permitted. Conference signage, program, and website will include only one company name.

**Default of Occupancy:** Any exhibit space not occupied by 4:00 p.m. on Tuesday, October 24th, 2023, shall be forfeited by the exhibitor, and the space may be resold, reassigned, or used by SAINTCON without refund, unless a request for delayed occupancy has received prior approval by SAINTCON.

**Failure to Hold Exposition:** Should any contingency prevent the holding of SAINTCON 2023, SAINTCON shall refund all monies paid within 60 days of the notice of intent to cancel. The exhibitor waives all claims for damages. If, for any reason, the Exhibition is deferred, monies already paid will be automatically transferred to the new dates, and the exhibitor waives all claims for damages or recovery of payments made.

**Exhibition:** Sponsor is required to keep at least one attendant in their booth during all show hours.

Sponsor agrees not to use any display that SAINTCON determines, in its discretion, will endanger person or property, is in bad taste, or will violate the booth regulations or any other provision of this contract.

**Exhibit Staff Registration:** All exhibitors and booth personnel are required to pre-register. Badges will be provided upon arrival. Registrations are not transferable.

**Liability, Insurance:** Exhibitors shall assume, and shall indemnify, hold harmless and defend SAINTCON and their respective members, officers, directors, employees, contractors and agents (collectively "SAINTCON Parties") from and against, any and all claims, damages, liabilities, costs (including reasonable attorneys' fees) and expenses (collectively, "Claims") arising out of or in any way relating to exhibitor's acts or omissions while a participant of SAINTCON 2023, including but not limited to any Claims arising out of or in any way related to any bodily injury or property damage caused by exhibitor's acts or omissions. Additionally, exhibitors hereby waive, and release SAINTCON Parties from, any claim against SAINTCON Parties for damages or to liabilities of any kind, type or nature (including but not limited to any damage to property or business or injury to persons) arising out of or in any way relating to the Exhibition, except to the extent caused by an SAINTCON Party's gross negligence or willful misconduct. In no event shall exhibitor be entitled to claim, and exhibitor hereby waives the right to claim, any special, consequential, indirect or punitive damages arising out of or relating to these Terms & Conditions.

**Personal Property:** Exhibitor acknowledges that any/all property of exhibitor, including any personal properties of individuals, are the sole responsibility of such Exhibitor/Participant and SAINTCON will not assume any liability for such properties in the event of fire, theft, mysterious disappearance or any loss of physical damage or any indirect damage as a result thereof. Participation attendance of the Exhibition will acknowledge the acceptance of all terms and conditions stated herein.

**Assignment:** Neither SAINTCON nor the sponsor/exhibitor may assign their rights under this Agreement without the express written consent of the other party. SAINTCON is unable to sign counter-agreements or 3rd party agreements.

**Governing Law:** This Agreement shall be construed and interpreted pursuant to the laws of the State of Utah without regard to its conflict of law principles.

**Survival:** Anything to the contrary notwithstanding, the representations, warranties and indemnities provided for in this Agreement shall survive the execution and performance and any termination or expiration of this Agreement.

**Entire Agreement:** This Agreement constitutes the entire agreement between the parties and supersedes all prior oral or written agreements. The parties hereto have indicated their acceptance of and agreement to the foregoing by signing the agreement below.

Hereby Agreed between:

\_\_\_\_\_  
Sponsor Organization Name

\_\_\_\_\_  
Sponsor Authorized Representative

\_\_\_\_\_  
Sponsor Authorized Representative Signature

\_\_\_\_\_  
Date

and the UtahSAINT Organization

\_\_\_\_\_  
UtahSAINT Authorized Representative

\_\_\_\_\_  
UtahSAINT Authorized Representative Signature

\_\_\_\_\_  
Date