WEBINARS
2022 SPONSORSHIP OPPORTUNITIES
Asia-Pacific
ABOUT (ISC)²

(ISC)² is the leading international nonprofit membership association focused on inspiring a safe and secure cyber world. Best known for its acclaimed Certified Information Systems Security Professional (CISSP®) certification, (ISC)² offers a portfolio of credentials that are part of a holistic, programmatic approach to security. Our membership, more than 160,000 strong, is made up of certified cyber, information, software and infrastructure security professionals who work to advance the industry.

WEBINARS

As the process of assessing risk and securing the information assets of any organization continues to change and grow in complexity, (ISC)² is committed to offer our members various forums to keep current. By attending our webinars, they advance their knowledge on emerging issues and get up-to-date on current trends and hot topics while earning CPE credits to maintain their security credentials.

WHY SPONSOR

• Partner with (ISC)² on webinar delivery to increase your global brand recognition
• Reach new regional stakeholders through content delivered live and on demand
• Build new, qualified leads that convert to sales
• Present content that aligns with your brand, backed by the strength of (ISC)²
AUDIENCE DEMOGRAPHICS

(ISC)² Member Count in Asia-Pacific

- (ISC)² is a certification and membership association with 160,000+ members worldwide, 23,700 of our members are based throughout the Asia-Pacific region.
- (ISC)² certification holders are mid-senior level information security professionals. Over 80% of (ISC)² members hold the CISSP certification, the Gold Standard global cybersecurity credential.

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia &amp; New Zealand</td>
<td>3,700+</td>
</tr>
<tr>
<td>China</td>
<td>3,900+</td>
</tr>
<tr>
<td>China (Hong Kong)</td>
<td>2,000+</td>
</tr>
<tr>
<td>India</td>
<td>3,200+</td>
</tr>
<tr>
<td>Japan</td>
<td>3,500+</td>
</tr>
<tr>
<td>Korea</td>
<td>2,200+</td>
</tr>
<tr>
<td>Singapore</td>
<td>3,000+</td>
</tr>
<tr>
<td>ASEAN countries except SG*</td>
<td>1,100+</td>
</tr>
<tr>
<td>Others</td>
<td>800+</td>
</tr>
</tbody>
</table>

*ASEAN countries except SG are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand, and Vietnam.

Webinar Registrant Profile

Location

- Australia and New Zealand: 14%
- China: 13%
- China (Hong Kong): 8%
- India: 18%
- Japan: 13%
- Korea: 3%
- Singapore: 16%
- ASEAN countries except SG*: 10%
- Other APAC Locations: 5%

For more information on Sponsorship and Exhibit options please contact Lisa Pettograsso at lpettograsso@isc2.org or call +1.571.348.4780
WEBINAR NUMBERS AT A GLANCE:
Subscribers: (ISC)² Security Briefings – Asia-Pacific Channel 47,241

<table>
<thead>
<tr>
<th>Language</th>
<th>Avg. Pre-Registration</th>
<th>Avg. Live (Unique)</th>
<th>Avg. 1 Month Archive (Unique)</th>
<th>Avg. Opt-in Leads to Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>440+ (80% are (ISC)² Members)</td>
<td>220+</td>
<td>420+</td>
<td>390+</td>
</tr>
<tr>
<td>Chinese</td>
<td>210+ (85% are (ISC)² Members)</td>
<td>110+</td>
<td>220+</td>
<td>130+</td>
</tr>
<tr>
<td>Japanese</td>
<td>270+ (83% are (ISC)² Members)</td>
<td>180+</td>
<td>230+</td>
<td>190+</td>
</tr>
<tr>
<td>Korean</td>
<td>90+ (76% are (ISC)² Members)</td>
<td>60+</td>
<td>120+</td>
<td>90+</td>
</tr>
</tbody>
</table>

*The statistics were based on the pre-registrants, live and one-month on-demand viewers of the webinars (conducted in English) hosted during Jan – Oct 2021.

*ASEAN countries except SG are Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand, and Vietnam
SPONSORSHIP OPPORTUNITY

Fees:
English language: $14,000
Chinese, Japanese, Korean language: $8,000

Key highlights:

- **EXCLUSIVE SPONSORSHIP:** Each webinar is an exclusive sponsorship. The audience is yours!
- **SPEAKING OPPORTUNITY:** You select the speaker, giving you the option to select who can best maximize your topic – and your brand!
- **CUSTOMIZED TOPIC:** You determine the topic for your webinar, so it will align perfectly with your solutions and marketing campaigns. (ISC)² will work with you to define messaging for maximum viewer engagement.
- **ENDURING CONTENT:** Your live presentation will be recorded and hosted on-demand to allow for additional viewing, and upon request we can provide you with the raw MP4 file 90-days after the conclusion of your webinar.
- **LANGUAGE OPTIONS:** English (with live captions), Chinese, Japanese and Korean
- **AUTOMATIC CPE SUBMISSION:** (ISC)² members receive CPE credits for each hour of webinars viewed. The points will automatically appear in their (ISC)² accounts which makes it one of the most convenient ways to maintain their (ISC)² certifications.
(ISC)² Security Briefings in Asia-Pacific provide a unique marketing experience that will allow vendors active in the cybersecurity space in the Europe, Middle East and Africa to introduce a topic of choice to large audiences of senior information security professionals in the region.

- 60-minute live webinar
- 300 guaranteed live and on-demand leads provided over a 3-month period for English language webinars
- All leads provided for webinars held in Chinese, Japanese and Korean
- Additional leads may be purchased at $35.00 per lead after lead fulfillment
- Lead contact information provided to the sponsor includes name, company, job title, country, email, phone, industry, company size
- (ISC)² provides an industry expert to serve as your webinar host
- (ISC)² will list your webinar on its website and associated BrightTALK channel
- Each webinar will receive one (1) dedicated email promoting the webinar to our opt-in members in the Asia-Pacific region
- Each webinar will be featured in our monthly member newsletters and promoted through (ISC)² social media channels
- We will syndicate the webinar to your company’s own BrightTALK channel (if applicable)
- Opportunity to provide up to three (3) pieces of content to be included as downloadable handouts for attendees
- Sponsor can request up to 3 registration survey questions to understand the business interests and priorities of the audience
Other sponsorship opportunities in 2022:

- **(ISC)² Security Congress**: Our flagship conference attracting thousands of security thought-leaders from around the world. The 2022 edition will be taking place in a hybrid form: virtually and in person in Las Vegas on Oct 10-12.

- **(ISC)² Webinars North America**: Present on a topic of your choice to a senior cybersecurity audience of 500+ live viewers. Broadcast at a time convenient to all North American audiences.

- **(ISC)² Webinars Europe, Middle East and Africa**: Weekly, educational, one-hour virtual seminars with region-specific content.

- **(ISC)² Executive Roundtables**: Exclusive invitation-only, in-person roundtable events bring together 20 top executives from around the world to develop strategies that foster collaboration and advance the profession.
  - Singapore – July 15-16, 2022 • Venue: Conrad Centennial Singapore Hotel
  - London, UK – September 16-17, 2022 • Venue: Nobu Hotel London Portman Square
  - Phoenix, AZ, USA – November 11-12, 2022 • Venue: Arizona Biltmore

- **(ISC)² SECURE Summits**: A global calendar of one-day, in-person and virtual events where (ISC)² members gather to stay up-to-date on current topics and network with their peers

### In-person Summits

<table>
<thead>
<tr>
<th>Event Start Date</th>
<th>Event Name</th>
<th>Event Location</th>
<th>Event Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 7, 2022</td>
<td>SECURE - London</td>
<td>London</td>
<td>BMA House</td>
</tr>
<tr>
<td>July 14, 2022</td>
<td>SECURE - Singapore</td>
<td>Singapore</td>
<td>Shangri-La Singapore</td>
</tr>
<tr>
<td>December 9, 2022</td>
<td>SECURE - Washington, DC</td>
<td>Washington, DC</td>
<td>Renaissance Washington, DC Downtown Hotel</td>
</tr>
</tbody>
</table>

### Virtual Summits

<table>
<thead>
<tr>
<th>Event Start Date</th>
<th>Event Name</th>
<th>Start Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 15, 2022</td>
<td>SECURE North America - Virtual</td>
<td>9:00 a.m. CST</td>
</tr>
<tr>
<td>November 10, 2022</td>
<td>SECURE Asia-Pacific - Virtual</td>
<td>8:00 a.m. (GMT +8)</td>
</tr>
<tr>
<td>December 8, 2022</td>
<td>SECURE UK &amp; Europe - Virtual</td>
<td>8:00 a.m. GMT</td>
</tr>
</tbody>
</table>

For more information on any of the above sponsorship opportunities, please contact Lisa Pettograsso at lpettograsso@isc2.org, +1 (571) 348-4780