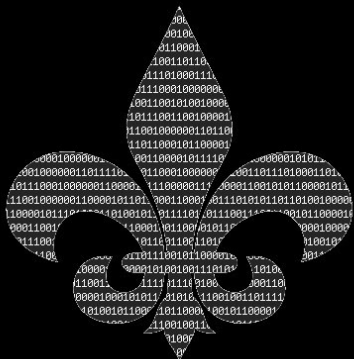




Sponsor Information
NolaCon 2024

Hyatt Centric French Quarter
May 17-19



NOLACON 2024

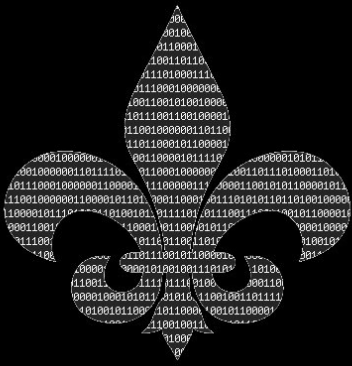
NEW ORLEANS MAY 17-19

About NolaCon

NolaCon is an information security and hacking conference held in New Orleans, offering training and two tracks of talks focused on some of the most pressing security topics of today.

For attendees, NolaCon offers a great learning and networking experience in one of the most interesting and energetic cities in the United States. For sponsors, NolaCon offers a great way to network with senior security officials and decision makers in a relaxed environment.

NolaCon 2024 will be held May 17-19 at the Hyatt Centric French Quarter New Orleans. NolaCon sponsorship is a fun and cost effective opportunity for networking, recruiting and business development.

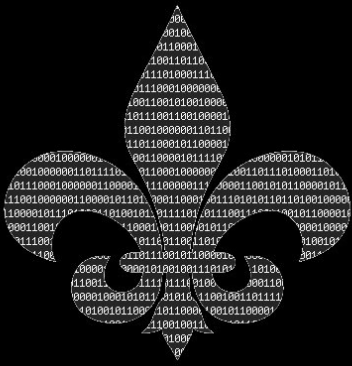


NOLACON 2024

NEW ORLEANS MAY 17-19

Why Sponsor

- Brand recognition among industry leaders and decision makers
 - Depending on sponsorship level there are many opportunities to display your brand and interact with attendees
- You won't be drowned out in the crowd
 - One advantage of supporting a smaller conference like NolaCon is that we accept fewer sponsors. As such all support receives more recognition and presence within the conference
- Ability to directly reach security professionals.
 - Let's face it, security people can be paranoid, face-to-face is much more effective at reaching them than being ignored via email, Facebook or Twitter.
- We are flexible and will work with you to ensure you get the most out of your sponsorship. If one of the packages does not fit you perfectly just ask and we will adjust



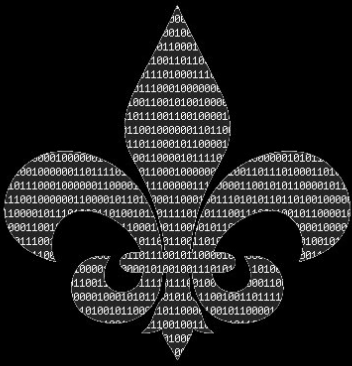
NOLACON 2024

NEW ORLEANS MAY 17-19

Our Audience

NolaCon is the only multi-day security event in the New Orleans area. The last NolaCon (2023) drew over 400 security professionals and enthusiasts from 35 states. For 2024 we are expecting 400-500 attendees at the conference.

Many NolaCon attendees are high-level security professionals in the government or private sector, including decision makers and technology advisors with direct influence in purchasing decisions. Sponsors may encourage 'sign-ups' and request contact information from attendees at the conference.



NOLACON 2024

NEW ORLEANS MAY 17-19

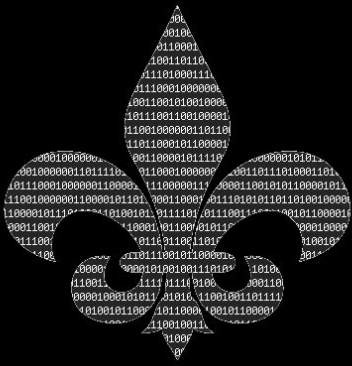
Venue & Conference Information

Hyatt Centric French Quarter
800 Iberville Street
New Orleans, LA 70113

If you are traveling to New Orleans you may send your conference materials (banners, marketing materials, etc.) to NolaCon ahead of time and they will be at the venue awaiting your arrival. Receiving charges may apply from the venue, contact NolaCon for details.

Training dates are May 13-16, general conference dates are May 17-19.

Set up will begin the morning of May 17th and take down will begin at 12pm on the 19th.



NOLA CON 2024

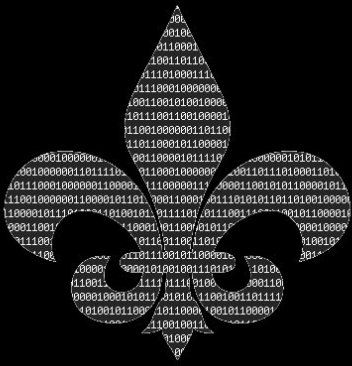
NEW ORLEANS MAY 17-19

Hotel Information

Hyatt Centric French Quarter
800 Iberville Street
New Orleans, LA 70113
(504) 586-0800

The Hyatt Centric French Quarter in historic New Orleans is the official hotel of NolaCon 2024. The Hyatt is offering attendees a discounted rate of \$211 per night, good for an additional two days before and after the training/conference dates.

Go to <https://www.hyatt.com/en-US/group-booking/MSYRF/G-NCON> or call the hotel and mention NolaCon to receive the conference rate. If your group has special needs, please contact us directly so that we can arrange assistance.



NOLACon 2024

NEW ORLEANS MAY 17-19

Sponsorships coordinated by

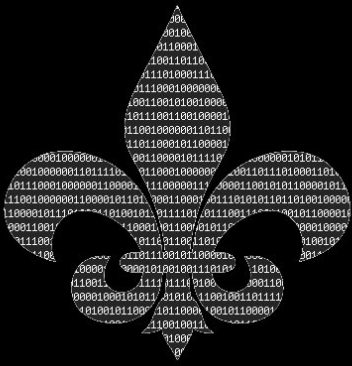
Rob Andersen, NolaCon
rob@nolacon.com
(504) 300-9982

Important Dates for Sponsors

Present-Mar 31, 2024: Notify NolaCon of intention to sponsor

April 15, 2023: Logos/Marketing materials submitted

* NolaCon reserves the right to reject sponsorship applicants based on evaluation



NOLA CON 2024

NEW ORLEANS MAY 17-19

DIAMOND

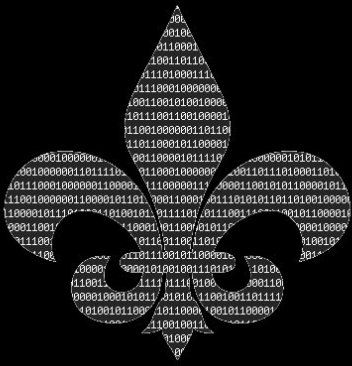
\$10,000

- Company logo on conference website with short description
- Exhibitor table in most visible area
- Social media mentions as Diamond Sponsor
- Recognition in opening keynote
- Introduction of entertainment at Saturday night party
- Five guest passes

PLATINUM

\$5,000

- Company logo on conference website
- Exhibitor table in most visible area
- Social media mentions as Platinum Sponsor
- Recognition in opening keynote
- Five guest passes







NOLA CON 2024

NEW ORLEANS MAY 17-19




GOLD

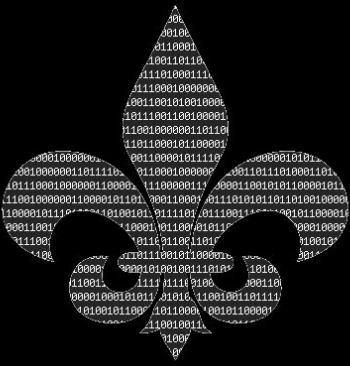
\$2,500

-  Company logo on conference website
-  Exhibitor table in high traffic area
-  Social media mentions
-  Two guest passes

SILVER

\$1,000

-  Company logo on conference website
-  Exhibitor table in high traffic area
-  One guest pass









NOLACON 2024

NEW ORLEANS MAY 17-19

PARTY SPONSORSHIP!!







FRIDAY HAPPY HOUR

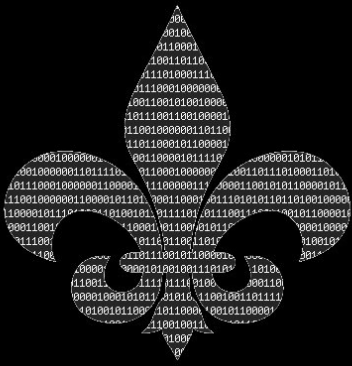
\$5,000

-  Logo on Bar
-  Company logo on conference website
-  Exhibitor table in most visible area
-  Social media mentions as Platinum Sponsor
-  Recognition in opening keynote
-  Five guest passes

SATURDAY PARTY

\$10,000

-  Logo on Stage, mentions during the party
-  Company logo on conference website
-  Exhibitor table in most visible area
-  Social media mentions as Platinum Sponsor
-  Recognition in opening keynote
-  Five guest passes



NOLACon 2024

NEW ORLEANS MAY 17-19

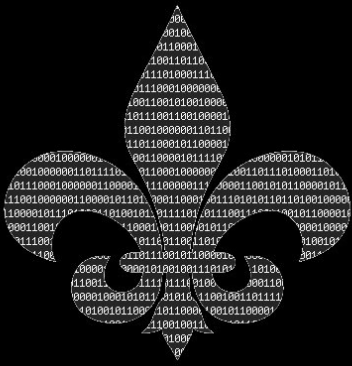
Additional Branded Sponsorship Opportunities
Contact Sponsor@nolacon.com for details

ADULT BEVERAGE SPONSOR

BOX LUNCH SPONSOR (2)

COFFEE CART SPONSOR (2)

BEIGNET CART SPONSOR (2)



NOLACon 2024

NEW ORLEANS MAY 17-19

Contact NolaCon

<http://NolaCon.com>

Email: Sponsor@NolaCon.com

Twitter: [@Nola_Con](https://twitter.com/Nola_Con)



NolaCon Sponsorship Agreement

This Agreement is made between NolaCon (NolaSec, LLC) , a Louisiana corporation , and the following organization, known as a “Sponsor” throughout this Agreement:

Company name: _____

Contact person: _____

Company address: _____
Number and street City State Zip

Sponsorship Level: _____
(See Attachment A for list of suggested sponsor levels)

NolaCon and Sponsor, for mutual consideration, the receipt and adequacy of which are hereby acknowledged, agree as follows:

1. **Sponsorship.** The Sponsor desires to support NolaCon’s purposes and missions by associating the Sponsor’s name and logo with the (“Activities”) related to NolaCon’s annual conference. Sponsor agrees to make a sponsorship contribution in the amount set forth in Attachment A of this Agreement to support NolaCon’s conference, and to abide by the exhibit rules set forth in Attachment B to this Agreement.
2. **Sponsorship events.** Sponsorship events using the catering services of the hotel must execute separate catering contracts with the hotel that will not impact catering contracts between NolaCon and the hotel.
3. **Recognition.** NolaCon will provide appropriate and grateful acknowledgment and recognition of the Sponsor’s support, consistent with applicable provisions of the Internal Revenue Code and Internal Revenue Service regulations; the nature and extent of that acknowledgement and recognition are also described in Attachment A.
4. **Mutual Indemnification.** NolaCon and the Sponsor each agrees to indemnify and hold harmless the other, as well as the other’s officers, directors, employees, agents, and consultants, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys’ fees, costs, and other expenses, incurred on account of the indemnifying party’s willful or negligent acts or omissions in connection with participation in NolaCon’s conference. The parties shall not be considered to have a partnership, agency, or joint venture relationship. These provisions will survive any cancellation or expiration of this Agreement.
5. **Payment.** Payment of sponsorship funds is due within 21 days of this document being signed, or 14 days before the conference, which ever is sooner.

Agreed to this _____ *day of* _____, 20____

On behalf of Sponsor: _____
Signature

Printed name/Title

Accepted by NolaCon: _____
Signature

Printed name/Title

Sponsor Levels and Recognition*

At the Saturday Party LEVEL (\$10,000 contribution) you receive:

- Logo on Stage, mentions during the party
- Company logo on conference website
- Exhibitor table in most visible area
- Social media mentions as Platinum Sponsor
- Recognition in opening keynote
- Five guest passes

At the Diamond LEVEL (\$10,000 contribution) you receive:

- Company logo on conference website with short description
- Exhibitor table in most visible area
- Social media mentions as Diamond Sponsor
- Recognition in opening keynote
- Five guest passes

At the Platinum LEVEL (\$5,000 contribution) you receive:

- Company logo on conference website
- Exhibitor table in most visible area
- Social media mentions as Platinum Sponsor
- Recognition in opening keynote
- Five guest passes

At the Friday Happy Hour LEVEL (\$5,000 contribution) you receive:

- Logo on Bar
- Company logo on conference website
- Exhibitor table in most visible area
- Social media mentions as Happy Hour Sponsor
- Recognition in opening keynote
- Five guest passes

At the Gold LEVEL (\$2,500 contribution) you receive:

- Company logo on conference website
- Exhibitor table in high traffic area
- Social media mentions
- Two guest passes

At the Silver LEVEL (\$1,000 contribution) you receive:

- Company logo on conference website
- Exhibitor table in high traffic area
- One guest pass

ATTACHMENT B EXHIBITION RULES

Specifications

Maximum Number of Exhibitors: 20

Furniture Provided to Each Exhibitor: 1 standard table (approx. 6') and 2 chairs

Exhibitor Set-Up: Friday, May 17, 2024 7:30am – 12:00pm

Shipping: Materials can be shipped directly to the hosting hotel; any delivery fees are the responsibility of the sponsor.

Exhibitor Break-Down: Anytime after 12:00 pm on Sunday, May 19th.

Exhibitors will be assigned tables by the conference

Hours

The exhibit area will be open:

Friday, May 17, 2023 10:00am – 6:00pm

Saturday, May 18, 2023 9:00am – 6:00pm

Sunday, May 19, 2023 9:00am – 12:00pm