



Sponsor Information
NolaCon 2017

Astor Crowne Plaza New Orleans
May 19-21



NOLACON 2017

NEW ORLEANS MAY 19-21

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 2017 will be held May 19-21 at the New Orleans Astor Crowne hotel. NolaCon sponsorship is a fun and cost effective opportunity for networking, recruiting and business development.



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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.
 - Lets 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



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Our Audience

NolaCon is the only multi-day security event in the New Orleans area. Last year NolaCon drew over 250 security professionals and enthusiasts from 30 states. For 2017 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.



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Our Location

New Orleans is booming, and the entrepreneurial spirit of our tech community is leading that boom. New Orleans is fast becoming an incubator for tech companies and tech talent.

Recently Forbes magazine named New Orleans #3 on the list of cities winning the battle for tech jobs - right behind San Jose and San Francisco. Companies like GE Capital have bet big on New Orleans, and our schools are turning out graduates who want to invest in developing New Orleans as the next big tech city - the Silicon Bayou.



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Venue & Conference Information

Astor Crowne Plaza New Orleans
739 Canal Street
New Orleans, LA 70130

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 15-18, general conference dates are May 19-21.

Set up will begin the morning of May 20th and take down will begin at 4pm on the 22nd.



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Hotel Information

Astor Crowne Plaza New Orleans
739 Canal Street
New Orleans, LA 70130
(504) 962-0500

The Astor Crowne Plaza New Orleans in the historic French Quarter is the official hotel of NolaCon 2017. The Astor Crowne is offering attendees a discounted rate of \$185 per night, good for an additional two days before and after the training/conference dates.

Go to https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=14115259 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.



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Sponsorships coordinated by

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

Important Dates for Sponsors

Present-Mar 31, 2017: Notify NolaCon of intention to sponsor

April 8, 2017: Sponsorship payments due

April 15, 2017: Logos/Marketing materials submitted

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



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DIAMOND

\$10,000

- Company logo on conference website with short description
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 10 job listings in conference program
- 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
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 5 job listings in conference program
- Social media mentions as Platinum Sponsor
- Recognition in opening keynote
- Five guest passes



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GOLD

\$2,500

- Company logo on conference website
- Exhibitor table in high traffic area
- Half page ad plus up to 3 job listings in conference program
- Social media mentions
- Two guest passes

SILVER

\$1,000

- Company logo on conference website
- Exhibitor table in high traffic area
- Quarter page ad plus one job listing in conference program
- One guest pass



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BRONZE

\$500

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



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PARTY SPONSORSHIP!!

FRIDAY HAPPY HOUR

\$5,000

- Logo on Bar
- Company logo on conference website
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 5 job listings in conference program
- Social media mentions as Platinum Sponsor
- Recognition in opening keynote
- Five guest passes

SATURDAY PARTY

\$15,000

- Logo on Stage, mentions during the party
- Company logo on conference website
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 5 job listings in conference program
- Social media mentions as Platinum Sponsor
- Recognition in opening keynote
- Five guest passes



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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)



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Contact NolaCon

<http://NolaCon.com>

Email: Sponsor@NolaCon.com

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

ATTACHMENT A
Sponsor Levels and Recognition*

At the Saturday Party LEVEL (\$15,000 contribution) you receive:

- Logo on Stage, mentions during the party
- Company logo on conference website
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 10 job listings in conference program
- 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
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 10 job listings in conference program
- Social media mentions as Diamond Sponsor
- Recognition in opening keynote
- Introduction of entertainment at Saturday night party
- Five guest passes

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

- Company logo on conference website
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 5 job listings in conference program
- 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
- Company logo on all signage, printed conference materials
- Exhibitor table in most visible area
- Full page ad plus up to 5 job listings in conference program
- Social media mentions as Platinum 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
- Half page ad plus up to 3 job listings in conference program
- 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
- Quarter page ad plus one job listing in conference program
- One guest pass

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

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

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 19th, 2016 8:00am – 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 21st.

Exhibitors will be assigned tables by the conference

Hours

The exhibit area will be open:

Friday, May 19th, 2017 10:00am – 6:00pm

Saturday, May 20th, 2017 9:00am – 6:00pm

Sunday, May 21st, 2017 9:00am – 2:00pm