



MINORITIES IN
CYBERSECURITY
2024 ANNUAL
CONFERENCE

MARCH 24th – 28th, 2024 | Dallas, Texas



WHAT IS MINORITIES IN CYBERSECURITY?

In a word it means Community

Minorities in Cybersecurity (MiC) was developed out of a unique passion to help fill the gap that exists in the support and development of women, non-binary, and minority leaders in the cybersecurity field. It is our mission to provide practical knowledge, training, and support to our members with the sole purpose of preparing them to become the next generation of global cybersecurity leaders. From beginning career professionals to executive level positions our programming and services provide an ecosystem for professionals to successfully grow their cybersecurity career.

WHY BECOME A SPONSOR?

- Visibility in the community as a supporter of talented minority, women, and non-binary leaders in cybersecurity
- Opportunities to share your company dedication and recruitment of women, non-binary, and minority cybersecurity leaders
- Access to next generation cybersecurity leaders at all levels
- Networking with peers and strategic partners

ABOUT MiC

MiC is a member-driven organization serving the varying needs of individuals in the cybersecurity community. We are organized and develop our programming based on four leadership levels.

- MiC Aspirers™ – In college, college graduate or transitioning into the cybersecurity field.
- MiC Builders™ – Entry level and building their subject matter expertise.
- MiC Communicators™ – Evolution from individual contributor to a people leader.
- MiC Directors™ – Leaping from Manager to Director and above.

For more information on the Minorities in Cybersecurity Conference, please visit www.mincybsec.org or email conference@mincybsec.org

Minorities in Cybersecurity is a 501(c)(3) nonprofit organization: Tax ID: 83-2607455.



ABOUT THE CONFERENCE

The MiC Annual Conference is a leadership conference for minority, women, and nonbinary professionals in cybersecurity. Our conference is one of a kind! During our time together we are having honest and crucial conversations focusing on the unique challenges underrepresented talent has in the cybersecurity profession. Organizationally, MiC provides training and support for individuals at all levels to help them grow their cybersecurity career. We limit our event to under 200 professionals to allow our participants the opportunity to build meaningful and lasting relationships that will span their entire career. We've created a safe and trusting space for underrepresented professionals to bring their full selves to the table without fear or trepidation, to thrive as professionals.

But don't take our word for it here are some of the statements being made about our conference:

- **“The conference was AMAZING! This is the first event I've ever been to where I felt both seen and that there was safe space to talk about real things. Truly a unique and uplifting event.”**
- **“The entire conference was epic! I'm honored to have been in the presence of such amazing individuals with diverse backgrounds! I love what Mary's doing with MiC and the community. I'm grateful to have been able to be a part of it all. I'm (excited) to see what next year brings!!”**
- **“Thank you for this amazing experience with so much excellence. It is a pleasure to be a part of the community/group.”**

Valuable takeaways by attendees:

- **“Be yourself, Be authentic. When you are the only one in the room, think about your uniqueness because this makes you stand out and stand tall!”**
- **“Hearing the speakers and our peers talk about their experiences helps us to be able to apply their advice to our own lives and help others.”**
- **“Building relationships is foundation for a fulfilling life and career trajectory.”**

PROFESSIONAL LEVEL DEMOGRAPHICS



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As you can see by our previous year's registrations, most (~75%) of our attendees are cybersecurity professionals with multiple years of experience. As a leadership development conference our focus is on assisting with building long-lasting careers in the profession. Our mission is simple it is to provide underrepresented professionals with much need resources and support to thrive as they progress through their career.

SCHEDULE (Subject to change)

Our conference is 3 full days. Two full days of discussions and a full 3rd day consisting of our MiC HEaLS™ Workshops.

Day 1 – Panels and discussions:

Morning Keynote	All
Morning Breakouts	Aspirers, Builders, Communicators, and Directors
Afternoon Breakouts	Aspirers, Builders, Communicators, and Directors
Evening Keynote	All

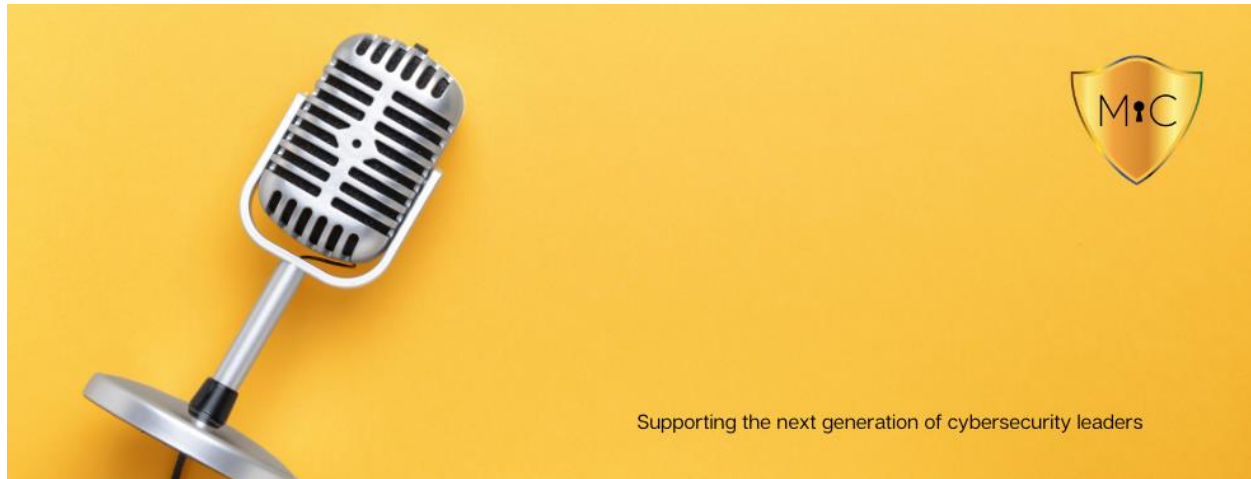
Day 2 – Panels and discussions

Morning Keynote	All
Morning Breakouts	Aspirers, Builders, Communicators, and Directors
Afternoon Breakouts	Aspirers, Builders, Communicators, and Directors
Evening Keynote	All

Day 3 – MiC HEaLS™ Workshops. There will be seven (7) total workshops in 3-hour blocks; Three (3) from 9-12pm, one (1) lunchtime workshop between 12-2pm and an additional three (3) workshops from 2-5pm.

MiC HEaLS™ - MiC Healthy Environment and Lifestyle Services – We need to make health a priority before our priority becomes our health. MiC HEaLS™ provides holistic career services, resources, and programming relevant to the stages leaders are in their career. Our workshop will cover one or multiple topics which may include:

Resume Screening and Review	Salary Negotiations	Financial Planning
Mentor Matching	Branding Workshop	Mock Interviews
CISO Workshops	Executive Writing and Communication	Presenting to the Board of Directors



SPONSORSHIP LEVELS

To accommodate different sponsorship needs, MiC will offer the following acknowledged Sponsor Levels based on total spend on the Sponsor and Exhibitor Type packages outlined below. Sponsorship Levels will be based on overall rate card spend.

	Sponsorship Levels	Recognition on MiC Website, Emails, and Conference App	1-Year Corporate Membership to Minorities in Cybersecurity (Level)	Recognition on Plenary Backdrop and Three (3) Complementary Conference Passes	Recognition on Plenary Backdrop and Two (2) Complementary Conference Passes	Exhibit Table on March 26 and 27	Recognition on MiC Branded Give-Away Items
\$75K +	PLATINUM	X	Sponsor 10K Value	X		X	X
\$50K +	GOLD	X	Champion 5K Value		X		
\$35K +	SILVER	X	Contributor 3K Value		X		
\$25K +	BRONZE	X					

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PRECONFERENCE EVENTS

These two (2) events are not to be missed and offer a good opportunity to network outside of the formality of the conference. Sponsorship of these events include payment for all equipment and rental fees, transportation to and from the host hotel, food, drinks and snacks, co-branded branded merchandise and goodie bags for all participants.

I. MIC ANNUAL GOLF TOURNAMENT

Golf Tournament \$25,000	March 24th, 2024
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This MiC community event happens the Sunday before the conference and allows participants the opportunity to showcase their golfing prowess. This event is 18 holes and **limited to 24 people, six (6) teams of four (4)** individuals. Various prizes will be awarded. The person who has the lowest round overall will have bragging rights and receive the coveted MiC Talented Golfer Trophy. **Golf is an outdoor sport; therefore, this is a weather permitting activity.**

II. MIC DAY AT THE SHOOTING RANGE

Shooting Range \$25,000	March 25th, 2024
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This MiC community event happens the Monday before the conference. Participants will receive quality instruction from trained staff on how to handle and shoot handguns, shotguns, and rifles **SAFELY AND PROPERLY!** Whether you are a beginner or trained marks person you are guaranteed to have lots of fun! Various prizes will be awarded. **The range is outdoors; therefore, this is a weather permitting activity.**



CONFERENCE SPONSORSHIP OPPORTUNITIES

I. MEALS SPONSORSHIPS

Sponsor will be recognized as providing breakfast and lunch or dinner each day of the conference. The Meals sponsorships will include one (1) Complimentary Registration Pass to the conference.

Day 1 – Breakfast and Lunch* (\$25,000)	March 26 th , 2024
Day 2 – Breakfast and Lunch* (\$25,000)	March 27 th , 2024
Day 3 – Breakfast and Lunch* (\$25,000)	March 28 th , 2024
Day 1 – MiC Reunion BBQ – (Dinner \$25,000)	March 26 th , 2024
Day 2 – #MiCTalent Showcase – (Dinner \$25,000)	March 27 th , 2024

***Breakfast and Lunch meals sponsors can select to have a 45-minute keynote presentations or hosted panel during those times.**

DINNER DESCRIPTIONS

1. MiC Reunion BBQ – On the first night of the conference we will have our MiC family reunion! Every delegate is a family member of the MiC Community. This dinner will allow folks to reconnect and catch up with each other in a nonformal way.
2. #MiCTalent Showcase – On the second evening of the conference members of the MiC Community will showcase their hidden talents! This relaxing dinner will allow delegates to continue to network and have fun in a relaxing environment.



II. RECEPTION AND NETWORKING SPONSORSHIPS

These three (3) packages offer an opportunity to speak directly to reception delegates. Sponsors will be provided a 5 to 10-minute window at the start of the reception to allow the sponsor to thank the delegates for attending and to provide a brief overview of the sponsor organization. Sponsor logos will appear on signage at the respective receptions. Each package includes one (1) Complimentary Registration Pass to the conference.

This is the kickoff reception the evening on Day One of the conference and is a celebration of MiC Members, Partners, and guests. The reception is open to all attendees.

Kickoff Reception \$20,000	March 26th, 2024
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This reception is at the end of Day Two and open to all attendees. This is a great opportunity to network with peers, meet job seekers, and inspire others in the community.

Networking Reception \$20,000	March 27th, 2024
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This closing reception is at the end of Day Three and a celebration of all we accomplished during the conference. This is a great opportunity to end the conference and solidify the relationships built during the week. The reception is open to all attendees.

Closing Reception \$20,000	March 28th, 2024
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III. RECRUITMENT SHOWCASE

Sponsors will receive a 20-minute recruitment block for their organization. Sponsors have the option to perform a presentation, demonstration, or Q&A in a designated room during a networking break (Organizations are limited to two (2) Recruitment Showcase opportunities).

Recruitment Showcase \$15,000	AM Block March 26th, 2024	AM Block March 27th, 2024
	PM Block March 26th, 2024	PM Block March 27th, 2024

IV. REFRESHMENT SPONSOR

It is always important to have an abundance of snacks and refreshments! Have your logo on display as delegates keep their networking energy up. Logo will appear on signage in break area for all three days of Conference. Package includes one (1) Complimentary Registration Pass to the conference.

Refreshment Sponsor \$30,000	March 26 – 28th, 2024
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V. **Wi-Fi / POWER SPONSOR**

Provide Wi-Fi and power for attendees. Sponsor recognition will appear on signage in the Plenary and Workshop rooms. Package includes one (1) Complimentary Registration Pass to the conference.

Wi-Fi/Power Sponsor \$10,000	March 26 – 28th, 2024
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VI. **CONFERENCE APP SPONSOR**

Sponsor recognition will appear on the home page of the Conference App.

Conference App Sponsor \$7,500	March 26 – 28th, 2024
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VII. **LANYARD SPONSOR**

Get your logo on the lanyard for all delegate badges.

Lanyard Sponsor \$2,000	March 26 – 28th, 2024
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VIII. **BENEFACTOR SCHOLARSHIPS**

Sponsor a deserving student with an admission ticket for local students or sponsor an out-of-state or out-of-country student by providing travel and lodging! Everything helps!

Recognition of Benefactors will be provided on signage and conference app during the conference.

Benefactor Scholarships Starting at \$179.00	March 26 – 28th, 2024
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IX. **EXHIBITOR TABLES (Platinum Sponsors ONLY)**

Exhibit Tables are the most popular sponsorship offering for companies looking to hire women, non-binary, and minority leaders in cybersecurity. Sponsors can recruit and engage in meaningful conversations during Networking Breaks.

- Exhibitor Space: one 10 x 10-foot space with 6-foot table, power strip, and waste can
- Two (2) Complimentary Staff Registrations to the Conference (Access limited to AM & PM Breaks. Does not provide access to Sessions or Evening events)



SPONSOR AND EXHIBITOR PUNCH OUT LIST

Total amount of spend on each of the below opportunities will determine sponsorship level as outlined above with Platinum Sponsorship at 75K or above.

CHECK YOUR SELECTION		PASSES	
	PRECONFERENCE – GOLF TOURNAMENT (MARCH 24 TH)	1	N/A*
	PRECONFERENCE – SHOOTING RANGE (MARCH 25 TH)	1	N/A*
	DAY 1 – MEALS SPONSOR (BREAKFAST & LUNCH)	1	N/A*
	DAY 2 – MEALS SPONSOR (BREAKFAST & LUNCH)	1	N/A*
	DAY 3 – MEALS SPONSOR (BREAKFAST & LUNCH)	1	N/A*
	DAY 1 – MiC COMMUNITY REUNION BBQ (DINNER)	1	N/A*
	DAY 2 – #MiC TALENT SHOWCASE (DINNER)	1	\$25,000
	DAY 1 – KICKOFF RECEPTION	1	\$20,000
	DAY 2 – NETWORKING RECEPTION	1	\$20,000
	DAY 3 – CLOSING RECEPTION	1	\$20,000
	REFRESHMENTS SPONSOR (DAY 1, 2 and 3)	2	\$30,000
	RECRUITMENT SHOWCASE (4 Available)	1	\$15,000
	WIFI / POWER		\$10,000
	CONFERENCE APP SPONSOR		N/A*
	JOB FAIR TABLE ONLY (Cancelled)		N/A*
	LANYARD		N/A*
	BENEFACTOR SCHOLARSHIPS		TBD**
DISCOUNTS			
	MEMBER DISCOUNT (-10%)		
		TOTAL	
	<p>Please reserve a sponsorship or exhibitor opportunity for my company. All sponsorship opportunities are limited and are offered on a first-come, first-served basis and will only be held upon receipt of payment. Note: Payment must be received within 30 days of submission of sponsorship/ exhibitor application and no later than 14 days prior to the event.</p> <p>*No longer available</p> <p>**Please contact us directly for student scholarship options</p>		



Contact Name:
Title:
Company:
Street Address:
City, State & Zip:
Phone:
Email:
Fax:
Company Website:
Signature:
MiC Members and Corporate Members receive a 10% discount on all sponsorship or exhibitor opportunities.

Method of Payment (please check the appropriate box):

	Check Forthcoming: Checks must be received within 30 days of submission of sponsorship/exhibitor application. Checks must be made payable to "Minorities in Cybersecurity, Inc." Please mail check to: Minorities in Cybersecurity, Inc. 3540 E. Broad Street Suite 120-105 Mansfield, TX 76063
	Credit card: Credit card payments are accepted via our conference registration webpage. Here: https://www.mincybsec.org/conference-registration

Email or mail to:

Minorities in Cybersecurity, Inc.
3540 E. Broad Street
Suite 120-105
Mansfield, TX 76063
Tel: (682) 651-5404
conference@mincybsec.org



TERMS & CONDITIONS The following Terms and Conditions apply specifically to the 2024 Minorities in Cybersecurity Annual Conference ('EVENT'). 'EVENT VENUE' refers to the location where the EVENT is being held. Sponsorships are granted on a first-come, first-served basis. Minorities in Cybersecurity, Inc. ('MiC') reserves the right to reject any prospective sponsor company ('SPONSOR') that it deems inappropriate. SPONSOR includes any person, firm, or company, corporation, institution, association, or committee to whom the sponsorship is allocated. Terms and Conditions are subject to change without any prior notice.

- 1) All sponsorships will be awarded on a first-come, first-served basis. SPONSORS need to be committed to leadership and development of women, non-binary individuals, and minorities in the cybersecurity field, concerned about increasing the diversity in the cybersecurity field and be supportive of MiC's mission to participate in this conference as a SPONSOR. MiC retains the right to reject any sponsor that it deems inappropriate.
- 2) After written acceptance by MiC, the SPONSOR must provide a logo image (in .AI or .EPS, the format required by MiC) and other details required (such as correct use of the sponsor's name, trademarks etc.) to MiC within 30 days of receipt of acceptance.
- 3) Sponsorship agreements cannot be processed without payment. Funds must be payable in US dollars. All checks should be made payable to MiC. SPONSOR shall be responsible for any taxes on the sponsorship fee.
- 4) Sponsorship may be cancelled by sponsor by written notification to MiC up to 60-days prior to the EVENT start date. A sponsorship cannot be cancelled after that date because MiC incurs the cost of printing and other sponsorship recognitions. If notification of cancellation is received within 60-days of the EVENT start, MiC will attempt to revise sponsor recognition items as feasible and MiC shall be entitled to retain 100% of the sponsorship fee as damages.
- 5) Should any unforeseen event that is beyond the control of MiC render the fulfillment of this agreement by MiC impossible or impractical, MiC may return a portion of the amount paid for the sponsorship after deduction of any amounts necessary to cover expenses incurred in connection with work performed on production of the EVENT prior to the occurrence of the unforeseen event. Such expenses shall include, but not be limited to expenses incurred by MiC as a result of contracts with third parties for services or products connected with the EVENT, including out of pocket expenses and overhead expenses attributable to production of the EVENT. No funds will be returned should the dates or location of the show be changed by MiC, but the sponsorship benefits will be applied to the EVENT that is held at the changed location and/or changed date. MiC shall not be financially liable in the event the show is interrupted, cancelled, moved, or dates changed except as provided herein.
- 6) The sponsorship fee does not include free EVENT registration unless specifically stated in the sponsorship opportunity details.
- 7) Provision of MiC conference sponsorship does not entitle the SPONSOR to a waiver of any applicable annual MiC membership fee unless specifically stated in the sponsorship opportunity details.
- 8) Accommodation costs are not included in the conference registration fee. Attendees are responsible for making their own lodging arrangements.
- 9) All sponsorship materials must be submitted 45-days prior to EVENT start date to ensure inclusion in the production schedule. Sponsorship requests after this date may still be accepted with caveats.
- 10) MiC will not be liable for damage or loss to a SPONSOR'S properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
- 11) No part of an exhibit, signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that damages or defaces the EVENT VENUE premises, equipment and/or furnishings. Damage from failure to observe this notice is payable by the SPONSOR.
- 12) Sponsorship is not limited to financial support per se, but can also take the form of provision of material hardware/software etc. Should your company be interested in sponsorship package not listed in this brochure, please feel free to contact us to discuss your preferences.
- 13) MiC reserves the right to select and finalize design of each branded conference item.
- 14) SPONSORS may request to sponsor single or multiple items/ events.
- 15) For sponsorship opportunities that include signage, please note - signage space may be limited. The EVENT organizers will inform each SPONSOR of the maximum size, number of signs etc.
- 16) In order to limit costs, MiC may limit the number of colors used for the printing of SPONSOR logos.
- 17) If a SPONSOR wants to negotiate for a higher priced item (e.g., higher quality notebook, tote bag, menu, etc.) than MiC has budgeted, SPONSOR must pay any additional cost for that item in addition to the applicable sponsorship fee.
- 18) The attendee list shall remain the property of MiC. SPONSOR will not be given any attendee information.
- 19) SPONSORS may not sublet, assign, or apportion any part of the item(s) sponsored nor represent, advertise, or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by MiC.
- 20) All MiC funds are used to support the mission of the organization, including any net revenue from the EVENT.



Minorities in Cybersecurity

Minorities in Cybersecurity, Inc.
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Suite 120-105
Mansfield, TX 76063

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