



Brought to you by #misc, a Michigan 501c3.

<https://misccon.misc.us>

miscCON is run by the same core group of organizers that previously ran Converge Conference and BSides Detroit.

The primary goal of the Michigan Information Security community (#misc) is to be inclusive to the largest number of contributors, with the most varied and diverse backgrounds possible. As such, we are committed to providing a friendly, safe and welcoming environment for all. And by all, we mean, including but not limited to, gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, ethnicity, age, socioeconomic status, and religion (or lack thereof).

#misc is focused on improving security across Michigan through research, workshops, training, and networking events at little or no cost to the public.

A supplemental goal is to increase community citizenship by encouraging participants to recognize and strengthen the relationships between our actions and their effects on our community. Communities mirror the societies in which they exist and positive action is essential to counteract the many forms of inequality and discrimination of power that exist in our society.

At miscCON, we believe that the key to a secure digital future lies in the continuous development of Michigan's security professionals. Our conference offers a unique opportunity for attendees to learn from industry experts, share their experiences, and collaborate on solutions that will benefit not only their organizations but also the wider community.

Conference Details

Conference name miscCON, 2nd annual

Conference date Friday, November 22, 2024

Venue location Doubletree by Hilton, Lansing

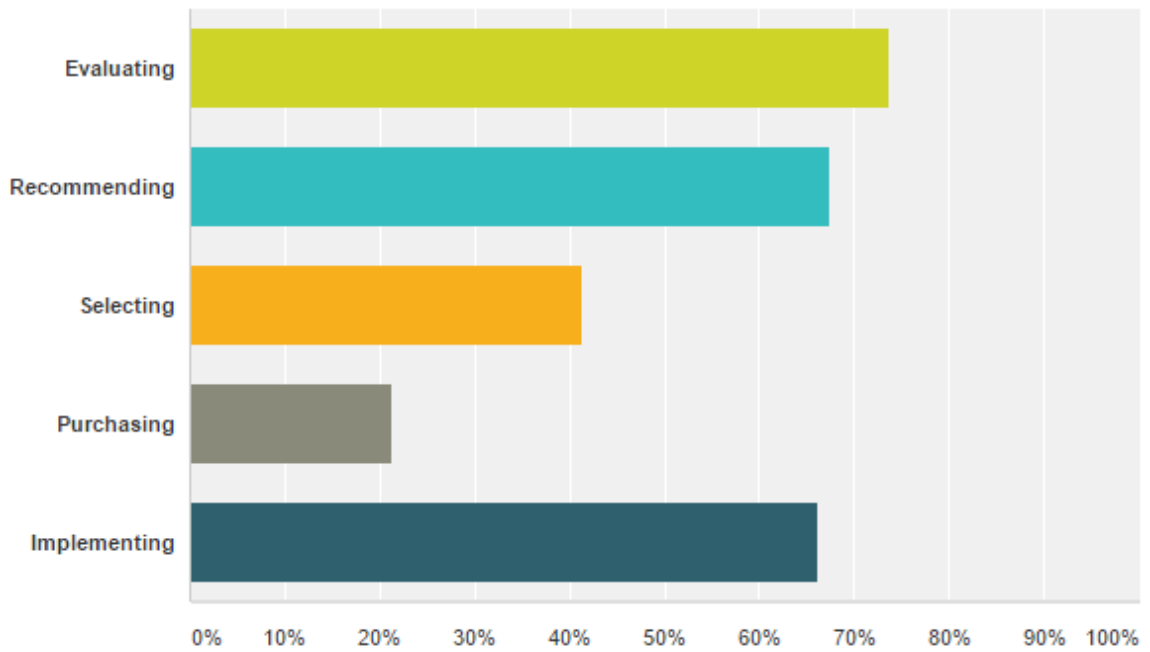
Audience IT Security (40%), IT Operations (25%), Penetration Testers (20%), and Developers (15%)

Target Audience

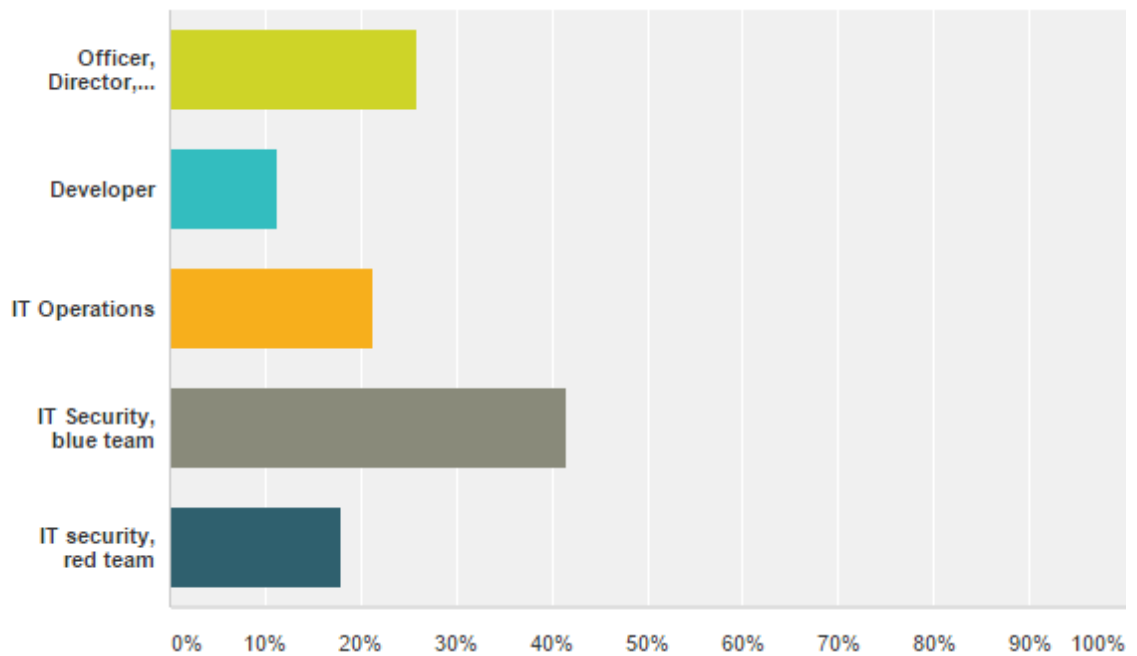
miscCON is hosted by the #misc 501c3 team. We target the industry professional looking to offset or augment their current security skill set and protect their organizations' IT and applications. These are industry leaders, thought leaders, IT professionals, security professionals, and even students who wish to expand their body of knowledge. People who attend have various backgrounds in different sectors and verticals. Their common goal is to learn about emerging issues and connect with those who are having them.

Companies represented: AAA, Abbott Laboratories, Ascension, Advia Credit Union, AlixPartners, Ally Financial, Altair Engineering, Amerisure Insurance, Baker College, Baptist Health, BitLyft, Blue Cross Blue Shield of Michigan, Borg Warner, BPI Information Systems, Caelum, Caesars Windsor, Caretech, Cartthart, CHI, Chrysler, City of Dearborn, Consumers Energy, Covenant Health, Delta Dental, Domino's, DTE Energy, DT Midstream, Eastern Michigan University, Ford, GE, General Motors, Great West Life, GreenPath, Genisys Credit Union, Henry Ford Health Systems, IHS, Jackson National Life, KPMG, Lear, London Life Insurance Company, Marathon Petroleum, Title Source, Volkswagen, and more.

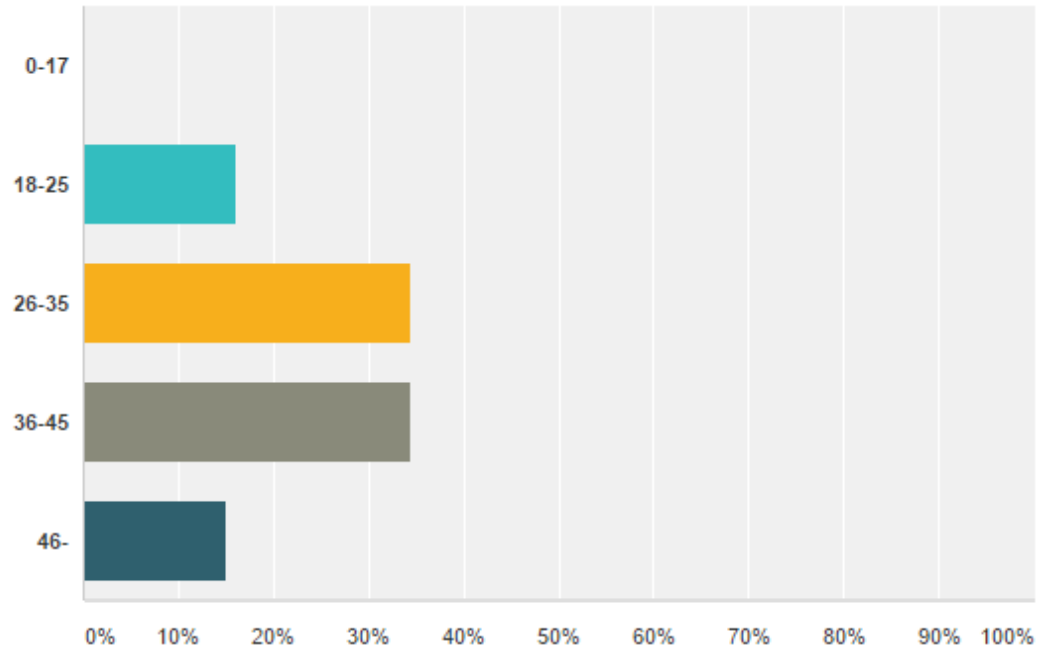
Function in the decision-making process:



Career role:



Demographics:



Sponsorship Benefits

Brand recognition and awareness. Depending on the level of sponsorship, you may recognize your brand placement at some or all of the following: t-shirts, signage/lanyards, lunch sessions, or attendee badges. Based on your level of participation, create and custom branding may be arranged including transportation, banners, and podcast interviews.

Targeted and direct audience. You didn't enter the security industry selling your product to everyone the same way, so why approach events that way? Instead of marketing to the broader security community connect directly with the security practitioners who write about, talk about, recommend, and implement security products and services.

Big fish in a connected pond. For some, sponsoring large events is not within their price range leaving them with no option for communicating their message. miscCON is just the place for you! This small, community atmosphere brings together active and engaged participants who want to absorb information. Sponsoring the event enables to be that big fish in a small pond and better communicate your message to an active audience.

Stay in touch with the industry. miscCON enables its supporters and participants to identify and connect with industry leaders and voices. These participants represent the social networking of security. They are the people who you want to engage to solicit feedback and bring voice to your conversation.

Sponsorship Packages

Benefit	Community	Bronze	Silver	Gold (2)
Social media mentions	X	X	X	X
Website logos	X	X	X	X
Logo on T-Shirt		X	X	X
YouTube Video Logos		X	X	X
Volunteer/Speaker Lounge		X	X	X
Conference Passes	1	4	6	10
Inclusion in Conference Passport		X	X	X
Sponsor Table		X	X	X
Inclusion in CTF313		X	X	X
Media/Press Mentions			X	X
Attendee Information			X	X
Speaker Slot				1
Opening Comments				X
Speaker Dinner Invites				2
Sponsorship cost	\$500	\$4,000	\$6,000	\$10,000

- **Social media mentions:** Your Company name will be listed on the misecCON website as a sponsor, and in thank you announcements pre- and post- conference. Continuous Sponsor Tweet outs
- **Website logos:** Your Company logo will be placed on the misecCON websites as a sponsor.
- **Logo on T-Shirt:** Your Company logo will be placed on the misecCON T-Shirts that are given out at the conference.
- **YouTube Video Logos:** Your Company logo will be placed on every speaker video uploaded to the conferences YouTube channel.
- **Volunteer/Speaker Lounge:** Access to the Volunteer/Speaker Lounge area. This area will have refreshments and snacks throughout the conference.
- **Conference Passes:** Your Company's team will be provided with a discount code for complementary tickets for both events. Depending on the sponsorship level, additional passes will be provided for your prospects and clients.
- **Speaker Dinner Invites:** Your Company will receive invites to the speaker dinner.
- **Opening Comments:** Your Company will be invited to open the conference, say a few words about your organization, and introduce the morning keynote.
- **Media/Press Mentions:** Your Company name will be included as sponsoring the event in press releases and media mentions.