

**HOU
SEC
CON**
LEARN &
DEFEND

HOU.SEC.CON. PROSPECTUS

**SEPTEMBER 30 -
OCTOBER 1, 2025**

GEORGE R. BROWN CONVENTION
CENTER
1001 AVENIDA DE LAS AMERICAS,
HOUSTON, TX 77010



ABOUT HOU.SEC.CON.

**HOU
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HOU.SEC.CON is a premier security conference rooted in Houston but serving professionals nationwide. Since 2010, HOU.SEC.CON has been committed to offering a high-quality conference with the goal of educating cybersecurity enthusiasts through exceptional information security talks, training, and special attractions.



Each year, HOU.SEC.CON attracts over 2,000 attendees from all across the country, making it a truly impressive event! Our attendees hold titles such as CISOs, Security Managers, Security Architects and Engineers, Cybersecurity Students, and everything in between. In short, we draw current and future cybersecurity leaders, decision-makers, and influencers. Bottom line: if you want opportunities to showcase your products and solutions on a national stage, HOU.SEC.CON is the conference you want to sponsor!



EXHIBITORS

The HOU.SEC.CON typical attendee type is everything from the security administrator to the CISO. Large enterprises, Small/Medium sized businesses, schools, and government all send their staff to our conference. In order for the attendees to get to know you, HOU.SEC.CON has created the following sponsorship levels with the accompanying benefits:



ANCHOR SPONSOR

\$20,000

- Exhibit space
- Logo featured prominently on website as an Anchor Sponsor
- Recognition at conference kickoff
- 45 minute break out session
- Complimentary admission for up to five (5) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to five (5) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Lead capture device

ADVOCATE SPONSOR

\$9,000

- Exhibit space
- Logo featured prominently on website as an Advocate Sponsor
- Recognition at conference kickoff
- Complimentary admission for up to three (3) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Lead capture device

VILLAGE SPONSOR

\$15,000

- Activity space
- Logo featured prominently on website as an Exhibit Sponsor
- Recognition at conference kickoff
- Complimentary admission for up to three (3) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Lead capture device

LOUNGE SPONSOR

\$15,000

- Exhibit space
- Logo featured prominently on website as an Exhibit Sponsor
- Recognition at conference kickoff
- Complimentary admission for up to three (3) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Branded Lounge Tabletops
- Lead capture device

EXHIBITORS

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SODA SPONSOR

\$15,000

- Exhibit space
- Logo featured prominently on website as an Exhibit Sponsor
- Recognition at conference kickoff
- Complimentary admission for up to three (3) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Logo on the soda cart
- Logo on coffee sleeves
- Lead capture device

BOOK SIGNING SPONSOR

\$15,000

- Exhibit space
- Logo featured prominently on website as an Exhibit Sponsor
- Recognition at conference kickoff
- 45 minutes of author time
- Complimentary admission for up to four (4) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to four (4) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Logo featured on Author Signage
- Lead capture device

SOLD OUT

COFFEE SPONSOR

\$15,000

- Exhibit space
- Logo featured prominently on website as an Exhibit Sponsor
- Recognition at conference kickoff
- Complimentary admission for up to three (3) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Logo on the coffee cart
- Logo on coffee sleeves
- Lead capture device

SOLD OUT

WIFI SPONSOR

\$15,000

- Exhibit space
- Logo featured prominently on website as an Exhibit Sponsor
- Recognition at conference kickoff
- Complimentary admission for up to three (3) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)
- Logo on Wi-Fi Splash Page
- Lead capture device

EXHIBITORS

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BAG SPONSOR

\$2,500

SOLD OUT

• Complimentary admission for one Sponsor representative (must receive contact info by September 16, 2025)

RIBBON WALL SPONSOR

\$2,500

- Logo will appear on the Ribbon Wall
- Complimentary admission for one Sponsor representative (must receive contact info by September 16, 2025)

LANYARD SPONSOR

\$2,500

- Logo will appear on the lanyard
 - Complimentary admission for one Sponsor representative (must receive contact info by September 16, 2025)
- SOLD OUT**

CISO TRACK SPONSOR

\$7,000

- Exhibit space inside the track
 - Signage with logo
 - Complimentary admission for one Sponsor representative (must receive contact info by September 16, 2025)
 - Lead capture device
- SOLD OUT**

EXHIBITORS

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PODCAST SPONSOR

\$15,000

- Sponsors are mentioned in the announcement of the show.
- Promotional video for the event that mentions each of the sponsors.
- David Spark will do a live :60 read for each sponsor throughout the show.
- Sponsors' logo(s) will appear on screen during recording alongside CISO Series logo.
- When we publish, a banner ad (600x100 pixels) 50% of the width of the page will appear within the content of the blog post, weekly.
- Social media mentions.
- Full transcript of the episode.
- 1 complimentary booth pass (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Exhibit space.
- Logo featured on the CISO Series website.
- Recognition in the CISO Series newsletter.
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)

SOLD OUT

CISO Series Podcast A weekly news and opinion podcast (45 minutes for live audience recordings) hosted by cybersecurity journalist David Spark. Spark invites two cybersecurity leaders to discuss varied topics in cybersecurity leadership, dealing with security issues, and how cybersecurity practitioners work with security vendors. Plus, we play a few games.

WHEN: Available every Tuesday at 3 AM PT/6 AM ET

AUDIENCE SIZE: 6,000-6,500 downloads per episode

Seven out of our top ten most popular shows (in terms of downloads) were recorded in front of a live audience.

Stats:

- CISO Series “fans only” newsletter (2x each week) - 22,000 subscribers
- Audience for CISO Series is split between vendors and practitioners.
- About 6.5 percent of our total audience has the specific title of CISO, but we also have plenty of listeners with the title of CIO, CTO, VP, of InfoSec, head of InfoSec, and director of InfoSec.
- Demographics: About 65 percent of our audience is North America. We have significant concentration in these cities: San Francisco, London, Atlanta, New York, Boston, Chicago, Dallas, and Washington DC. After North America, we have a significant audience in the UK, Europe, India, and Australia and also in Israel.

**View the CISO Series site
and podcast here**

EXHIBITORS

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"MAN ON THE STREET" VIDEO SPONSOR \$15,000

- A one-on-one sponsored guest interview video
- Video is produced by CISO Series and posted to their blog, LinkedIn and YouTube
- Video is promoted through the CISO Series newsletter on LinkedIn and via email. Total audience 26,000. Sponsor banner and link will appear in the newsletter.
- Video is shared on HOU.SEC.CON channels
- Video is distributed to sponsor for their use
- Video will include a banner ad that appears with sponsor logo
- The banner ad will include a 50-word description, and link will appear within the content of the blog post, and in the feed of the podcast description.
- Exhibit space
- Logo featured prominently on website the Podcast Sponsor
- Recognition at conference kickoff
- Complimentary admission for up to three (3) booth staff (non-transferrable to client/prospects – must be registered by September 16, 2025)
- Complimentary passes for up to three (3) clients/prospects (non-transferrable to booth staff – passes expire if not used by September 16, 2025)

"Man on the Street" Video: These are the CISO Series most popular videos as they get tons of engagement. CISO Series will fully control the topic and editorial of the video. The goal is to create something fun, funny, and engaging that security professionals will want to see, comment, and share. CISO Series controls the editorial of these videos.

You can find sample videos below:

What's a red flag when applying for a cybersecurity job?

Have you ever felt imposter syndrome?

SPONSORSHIP APPLICATION

Company name (as it will appear electronically and in printed conference materials)

Contact

Address

City

State

Zip

Phone

Email

EVENT	SPONSOR LEVEL	CHECK	COST
HOU.SEC.CON.	ANCHOR		\$20,000
HOU.SEC.CON.	ADVOCATE		\$9,000
HOU.SEC.CON.	VILLAGE		\$15,000
HOU.SEC.CON.	SODA		\$15,000
HOU.SEC.CON.	LOUNGE		\$15,000
HOU.SEC.CON.	WIFI		\$15,000
HOU.SEC.CON.	MAN ON THE STREET		\$15,000
HOU.SEC.CON.	RIBBON WALL		\$2,500

SPONSORSHIP APPLICATION CONTINUED

Payment by Check (Make checks payable to HOU.SEC.CON, mailing address on next page)

Payment by Card or ACH (Link for payment on invoice sent after signing up)

**I hereby apply for the sponsorship and/or exhibit space in the above-named event.
If accepted, I hereby agree to abide by the promotion requirement above and the terms,
conditions and regulations on page two of this application.**

Sponsor

HOU.SEC.CON

Signature

Signature

Printed Name

Printed Name: Michael Farnum

Title

Title: President

Date

Date

**Please scan and e-mail completed and signed form to
SponsorWrangler@HoustonSecCon.com**

TERMS, CONDITIONS, AND REGULATIONS



CONTRACT: This application for sponsorship/exhibit space, the formal notice of sponsorship/exhibit space assignment by Management, these Rules & Regulations constitute a contract for the right to sponsor/exhibit with HOU.SEC.CON.. Sponsor/Exhibitor also agrees to comply with the rules and regulations of the Property at which the conference is held (hereby referred to as Property).

MAILING ADDRESS: Please mail all checks and correspondence to HOU.SEC.CON., 6711 Stella Link Rd, Ste 484, Houston, Texas 77005.

PAYMENT: Via check: mailing address above; via credit card or ACH: link will be sent in Invoice after signing up.

PAYMENT: Net 30 days.

REFUNDS: A full refund will only be given should the event not occur due to the cancellation of the event directly by the HOU.SEC.CON. committee.

GENERAL RESTRICTIONS: (a) Management reserves the right without recourse to prohibit any sponsorship/exhibit, which, in its opinion, is not suitable or in keeping with the character of HOU.SEC.CON.. This reservation concerns persons, things, conduct, printed matter, catalogs, etc. Aisle space may not be used for exhibit purposes, or for display or signs. (b) No Exhibitor shall assign, sublet, or apportion the whole or any portion of space allotted, nor exhibit therein, any products and/or services other than those produced or distributed by the Sponsor/Exhibitor in the regular course of business. (c) Firms and representatives of firms not assigned sponsorship/exhibit space are prohibited from soliciting business in any form at the event. (d) Admission to the conference, including seminars, meal functions, reception and exhibit area will be by registration badges only and all Sponsor/Exhibitor personnel must wear registration badges on the property. (e) Distribution of samples and souvenirs is permitted provided: 1. There is no interference with adjoining exhibitors. 2. It is conducted on a dignified basis. (f) The use of any public area outside of the sponsorship/exhibit area for the display of products and/or services or demonstration or the distribution of circulars, samples or other materials is prohibited. (g) No loud speakers, photographic equipment, audio recording equipment or megaphones are permitted. (h) Tacking, posting, taping or nailing signs, banners, etc., to any permanent walls or woodwork will not be permitted. Any damage to the property by Sponsors/Exhibitors or their employees or agents must be paid for by the Sponsor/Exhibitor causing such damage. (i) No visual or audio recording or transmission of HOU.SEC.CON. sessions may be made by or on behalf of Sponsor/Exhibitor without prior written consent of Management. Sponsor/Exhibitor shall not use or permit the Property to be used in conflict with any ordinance, rule or regulation of any government authority in any manner which could violate the insurance or increase the rate of insurance of the Property, in any manner which constitutes waste or nuisance; in any manner which causes injury to the Property or except as may be provided herein, or in violation of the Property's Rules and Regulations.

LIABILITY: Sponsor/Exhibitor hereby agrees to indemnify, save and hold harmless, Management and the Property from any suit or claim for personal injury or for property damage or for loss of use of property by whomever sustained arising out of or in connection with Sponsor's/Exhibitor's activities, or Sponsor's/Exhibitor's participation with HOU.SEC.CON. except Sponsor/Exhibitor is not responsible to an indemnitee for the indemnitee's gross negligence or misconduct.

INSURANCE: All property of Sponsor/Exhibitor is understood to remain under its custody and control in transit to and from and within the confines of the Property and Sponsor/Exhibitor shall maintain insurance covering Sponsor's/Exhibitor's property. Sponsor/Exhibitor shall also carry comprehensive general liability coverage of at least \$1,000, 000 for personal injury liability, and \$500,000 for property damage liability, and statutory worker's compensation with employees' liability with a limit of at least \$100,000. Sponsor/Exhibitor shall furnish appropriate certificates of insurance upon request.

FIRE REGULATIONS: No explosives, fuel, combustibles or hazardous materials, decorative materials neither fireproof nor flameproof, or any materials or substances deemed hazardous under applicable fire regulations may be brought into the Property.

ELECTRICAL COMPLIANCE: All electrical and hydraulic equipment must meet requirements of all applicable electrical and safety codes.

DISPLAY AND CONSTRUCTION REGULATIONS: No exhibit area shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines and shall comply with the requirements of local fire regulations.

TERMS, CONDITIONS, AND REGULATIONS



EXHIBIT DAYS AND HOURS: All exhibitors must have their displays complete and ready by 7:30 am on the day of the event. Event hours may change anytime at the discretion of Management.

MOVE-IN MOVE-OUT: Days, times and complete instructions for moving displays in and out of HOU.SEC.CON. events will be provided to Exhibitors prior to the event.

MEETINGS: No Sponsor/Exhibitor shall hold any meetings or events that conflict with HOU.SEC.CON.

FORCE MAJEURE: In the event the Property is unavailable whether for the entire event, or a portion of the event as a result of wind, fire, flood, tempest or as a result of government intervention, malicious damage, act of war, strike, lockout, labor dispute, riot or any other such cause or agency over which Management has no control, or should Management decide that because of any such cause it is necessary to cancel, postpone, or resite HOU.SEC.CON., or reduce the installation time, exhibit time, move-out time, speaking engagements and other event activities, Management shall not be liable to indemnify or reimburse the Sponsor/Exhibitor in respect of any damage or loss, direct or indirect arising as a result thereof.

AMENDMENTS: Any and all matters not specifically covered by the preceding rules and regulations and the policies and requirements set forth in the contract shall be subject to the sole decision of Management. Management shall have the full power to interpret, amend, and enforce these rules and regulations. Each Sponsor/Exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

ATTENDEE LIST: Attendee lists will not be provided to Sponsors/Exhibitors before, during or after the event. Sponsors/Exhibitors are responsible for collecting contact information of attendees via direct contact during the event. HOU.SEC.CON. will make all reasonable efforts to drive traffic into the Sponsor/Exhibitor area to facilitate sponsor / attendee contact.

DEFAULT: If Sponsor/Exhibitor breaches this contract, Sponsor/Exhibitor will not be permitted to set up its exhibits and/or engage in its sponsorship activities and will be subject to eviction without refund. Any and all disputes will be governed/managed by Texas courts. All legal fees arising from disputes will be paid by Sponsor/Exhibitor.