



# Collaborating and Cooperating for Greater Security

*For Securing Critical Infrastructure and Safer Cities*

The ever changing nature of threats, whether natural through climate change, or man-made through terrorism activities, either physical or cyber attacks, means the need to continually review and update policies, practices and technologies to meet these growing demands.

## Exhibitor Prospectus

The Critical Infrastructure Protection and Resilience North America Conference brings together leading stakeholders from industry, operators, agencies and governments to debate and collaborate on securing America's critical infrastructure and smart cities.

***Gain access to leading decision makers from corporate and government establishments tasked with Critical Infrastructure Protection and Resilience and safer cities.***

***Leading the debate for securing America's critical infrastructure***

Supporting Organisations:



Media Partners:





# critical infrastructure

## PROTECTION AND RESILIENCE AMERICAS

19<sup>th</sup>-21<sup>st</sup> OCT 2021

New Orleans, LA, USA

A Homeland Security Event

- *Chemical Sector*
- *Commercial Facilities Sector*
- *Communications Sector*
- *Critical Manufacturing Sector*
- *Dams Sector*
- *Defense Industrial Base Sector*
- *Emergency Services Sector*
- *Energy Sector*
- *Financial Services Sector*
- *Food and Agriculture Sector*
- *Government Facilities Sector*
- *Healthcare and Public Health Sector*
- *Information Technology Sector*
- *Nuclear Reactors, Materials, and Waste Sector*
- *Transportation Systems Sector*
- *Water and Wastewater Systems Sector*

There are 16 critical infrastructure sectors whose assets, systems, and networks, whether physical or virtual, are considered so vital to the United States that their incapacitation or destruction would have a debilitating effect on security, national economic security, national public health or safety.

Presidential Policy Directive 21 (PPD-21): Critical Infrastructure Security and Resilience advances a national policy to strengthen and maintain secure, functioning, and resilient critical infrastructure. This directive supersedes Homeland Security Presidential Directive 7.

### **We must be prepared!**

The Nation's critical infrastructure provides the essential services that underpin American society. Proactive and coordinated efforts are necessary to strengthen and maintain secure, functioning, and resilient critical infrastructure – including assets, networks, and systems – that are vital to public confidence and the Nation's safety, prosperity, and well-being.

Critical infrastructure must be secure and able to withstand and rapidly recover from all hazards. Achieving this will require integration with the national preparedness system across prevention, protection, mitigation, response, and recovery.

This directive establishes national policy on critical infrastructure security and resilience. This endeavor is a shared responsibility among the Federal, state, local, tribal, and territorial (SLTT) entities, and public and private owners and operators of critical infrastructure (herein referred to as "critical infrastructure owners and operators"). This directive also refines and clarifies

the critical infrastructure-related functions, roles, and responsibilities across the Federal Government, as well as enhances overall coordination and collaboration. The Federal Government also has a responsibility to strengthen the security and resilience of its own critical infrastructure, for the continuity of national essential functions, and to organize itself to partner effectively with and add value to the security and resilience efforts of critical infrastructure owners and operators.

The Critical Infrastructure Protection and Resilience North America conference will again bring together leading stakeholders from industry, operators, agencies and governments to collaborate on securing North America.

The conference will look at developing on the theme of previous events in helping to create better understanding of the issues and the threats, to help facilitate the work to develop frameworks, good risk management, strategic planning and implementation.

### **Why the Need for Such a Discussion?**

All Federal department and agency heads are responsible for the identification, prioritization, assessment, remediation, and security of their respective internal critical infrastructure that supports primary mission essential functions. Such infrastructure need to be addressed in the plans and executed to the requirements of the National Continuity Policy.

The ever changing nature of threats, whether natural through climate change, or man-made through terrorism activities, either physical or cyber-attacks, means the need to continually review and update policies, practices and technologies to meet these demands.



# critical infrastructure PROTECTION AND RESILIENCE AMERICAS

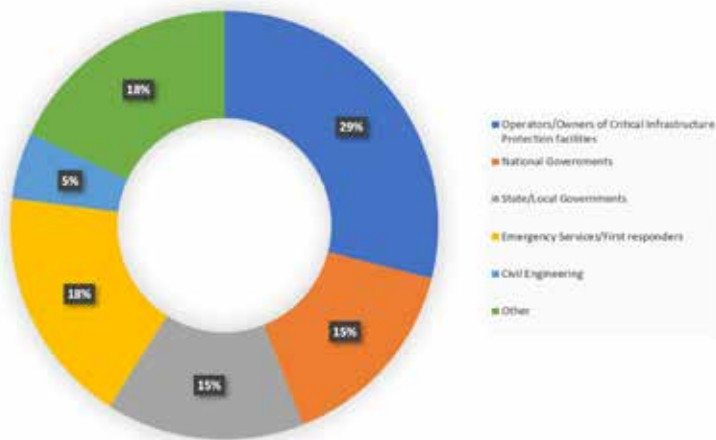
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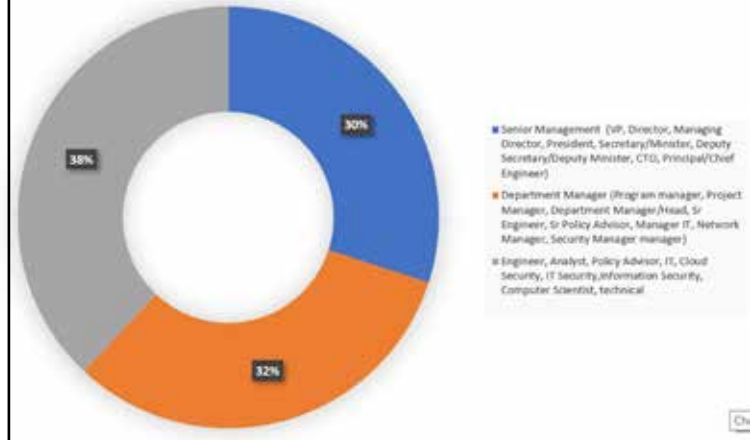
A Homeland Security Event

## Statistics

Organization Type



Job Function



**\$3.5 million**

average amount of the budget size that the attendees are responsible for.

**85.7%**

of attendees are involved in their organizations purchasing process for Critical Infrastructure Protection products

**To find new solution providers**

biggest reason people attended the event

**100%**

of the attendees said they would attend Critical Infrastructure Protection show again!



**critical  
infrastructure**  
PROTECTION AND  
RESILIENCE **AMERICAS**  
19<sup>th</sup>-21<sup>st</sup> OCT 2021  
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## Critical Information Infrastructure Protection / Cyber Security

With the ever increasing threat from cyber attacks on critical infrastructure, the information and data stored and used by CNI systems and operators can be more crucial than the system itself. CIIP is becoming ever more important as part of the cyber security strategy of an organisation or CNI operator.

The Critical Infrastructure Protection & Resilience North America conference will give you the opportunity to demonstrate and showcase your leading technologies, products and services available to the industry.

As an exhibitor you can meet leading decision makers from corporate and government establishments tasked with Critical Infrastructure Protection and Resilience and safer cities.

### Who is CIPRNA for?

Critical Infrastructure Protection and Resilience North America will attract:

- National government agencies responsible for national security and emergency/contingency planning (FEMA / DHS, etc)
- Police and Security Agencies
- Emergency Services, Emergency Managers and Operators
- Local Government
- Facilities Managers – Nuclear, Power, Oil and Gas, Chemicals, Telecommunications, Banking and Financial, ISP's, water supply
- IT, Cyber Security and Information Managers
- Port Security Managers
- Airport Security Managers
- Transport Security Managers
- Engineers, Architects, Constructors and Landscape Designers
- Public Administrators and Managers
- Public Health, Safety, and Healthcare Professionals
- Academic and Research Professionals
- Utility Providers (Energy, Communications, Water)
- Policy, Legal and Law Enforcement
- Urban Planners and County Commissioners
- Transportation Managers and Planners
- Facility, Data and IT Managers
- Supply Chain Logistic Managers and Operators
- Event Security Managers
- Architects / Civil Engineers
- NATO / Military / Border Officials

For further information and details on how to register visit [www.ciprna-expo.com](http://www.ciprna-expo.com)

For conference or registration queries please contact:  
Neil Walker  
Event Director  
T: +44 (0) 7725 318601  
F: +44 (0) 872 111 3210  
E: [neilw@torchmarketing.co.uk](mailto:neilw@torchmarketing.co.uk)

### Who should Exhibit

Critical Infrastructure Protection and Resilience North America provide great business development opportunities, as well as connections to a key target audience, for:

- Security equipment manufacturers and suppliers
- IT security consultants
- Infrastructure protection consultants
- Architects
- Builders
- Civil Engineers
- Security Service providers

### Benefits of Exhibiting

- Build and enhance your company profile and image to key industry professionals
- Connect with customers and develop new business relationships
- Showcase your products and services to key decision makers and buyers
- Communicate your company's news and messages direct to your potential customers
- Learn about the latest challenges and threats facing the critical infrastructure sector
- Connect with more customers in less time in the best face-to-face environment





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## Why participate and be involved?

Critical Infrastructure Protection and Resilience North America provides a unique opportunity to meet, discuss and communicate with some of the most influential critical infrastructure protection, safer cities and security policy makers and practitioners.

Your participation will gain access to this key target audience:

- raise your company brand, profile and awareness
- showcase your products and technologies
- explore business opportunities in this dynamic market
- provide a platform to communicate key messages
- gain face-to-face meeting opportunities

Critical Infrastructure Protection and Resilience North America gives you a great opportunity to meet key decision makers and influencers.

[www.ciprna-expo.com](http://www.ciprna-expo.com)

## How to Exhibit

Gain access to a key and influential audience with your participation in the limited exhibiting and sponsorship opportunities available at the conference exhibition.

To discuss exhibiting and sponsorship opportunities and your involvement with Critical Infrastructure Protection & Resilience North America please contact:

### Paul McPherson

Americas

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T: +1-240-463-1700

### Paul Gloc

UK and ROW

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### Sam Most

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T: +44 (0) 208 123 7909

## Sponsorship Opportunities

A limited number of opportunities exist to commercial organisations to be involved with the conference and the opportunity to meet and gain maximum exposure to a key and influential audience.

Some of the sponsorship package opportunities are highlighted here.

- Platinum Sponsor - \$12,500
- Gold Sponsor - \$8,950
- Silver Sponsor - \$6,950
- Bronze Sponsor - \$4,950
- Conference Proceedings Sponsor - \$3,950
- Delegate Folder Sponsor - \$3,500
- Networking Reception Sponsor - \$2,950
- Coffee Break Sponsor - \$2,500
- Lanyard Sponsor - \$1,950
- Badge Sponsor - \$1,950

Packages can be designed and tailored to meet your budget requirements and objectives.

Please enquire for further details.

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## Exhibiting Investment

The cost of exhibiting at the Critical Infrastructure Protection & Resilience North America conference is:

**Table Top Exhibit 5'x7' - \$2,000** (Rate after May 1st - \$2,250)

**Table Top Exhibit 10'x10' - \$3,600** (Rate after May 1st - \$4,000)

Raw space with 1 x table and 2 x chairs, pipe and drape, electrical socket, wi-fi, 1 Exhibitor Delegate pass with full conference access, lunch and coffee breaks included, listing in the official event guide and website.

**Exhibitors also benefit from a 50% discount on Conference Delegate Fees.**

**ASK ABOUT OUR BOOKING BUNDLES FOR EXTRA EXPOSURE**

**ALL PRICES SUBJECT TO 13.9% LOUISIANA/NEW ORLEANS SALES TAX**



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## International Association of CIP Professionals (IACIPP)

The IACIPP is a global fraternal association of CIP professionals, dedicated to sharing ideas, information, experiences, technology and best practise, with the express purpose of making the world a safer place.

The association is open to critical infrastructure operators and government agencies, including site managers, security officers, government agency officials and policy makers. The purpose is to share ideas, information, experiences, technology and best practise.

The Association, although very young in its journey, is clear in what it is seeking to achieve. The creation of a network of like minded people who have the knowledge, experience, skill and determination to get involved in the development and sharing of good practice and innovation in order to continue to contribute to the reduction of vulnerabilities and seek to increase the resilience of Critical Infrastructure and Information.



For further details visit [www.cip-association.org](http://www.cip-association.org)  
or email [info@cip-association.org](mailto:info@cip-association.org).

### The IACIPP initial overall objectives are:

- To develop a wider understanding of the challenges facing both industry and governments
- To facilitate the exchange of appropriate infrastructure & information related information and to maximise networking opportunities
- To promote good practice and innovation
- To facilitate access to experts within the fields of both Infrastructure and Information protection and resilience
- To create a centre of excellence, promoting close co-operation with key international partners
- To extend our reach globally to develop wider membership that reflects the needs of all member countries and organisations

### The Association also aims to:

- Provide proactive thought leadership in the domain of critical infrastructure security and resilience.
- Help set the agenda for discussions in infrastructure security and resilience
- Promote and encourage the sharing of information, knowledge and experience that will enhance security.
- To filter, collect, collate and co-ordinate information and data sharing.
- Identify and promote new technologies that can enhance security and resilience.
- Share information with members about the changing threat landscape
- Share information, ideas and knowledge to promote best practice
- Educate operators and provide industry standards
- Act as a Liaison between operators, government, intergovernmental bodies
- Make available surveys and research
- Provide the mechanism for liaison between operators and industry

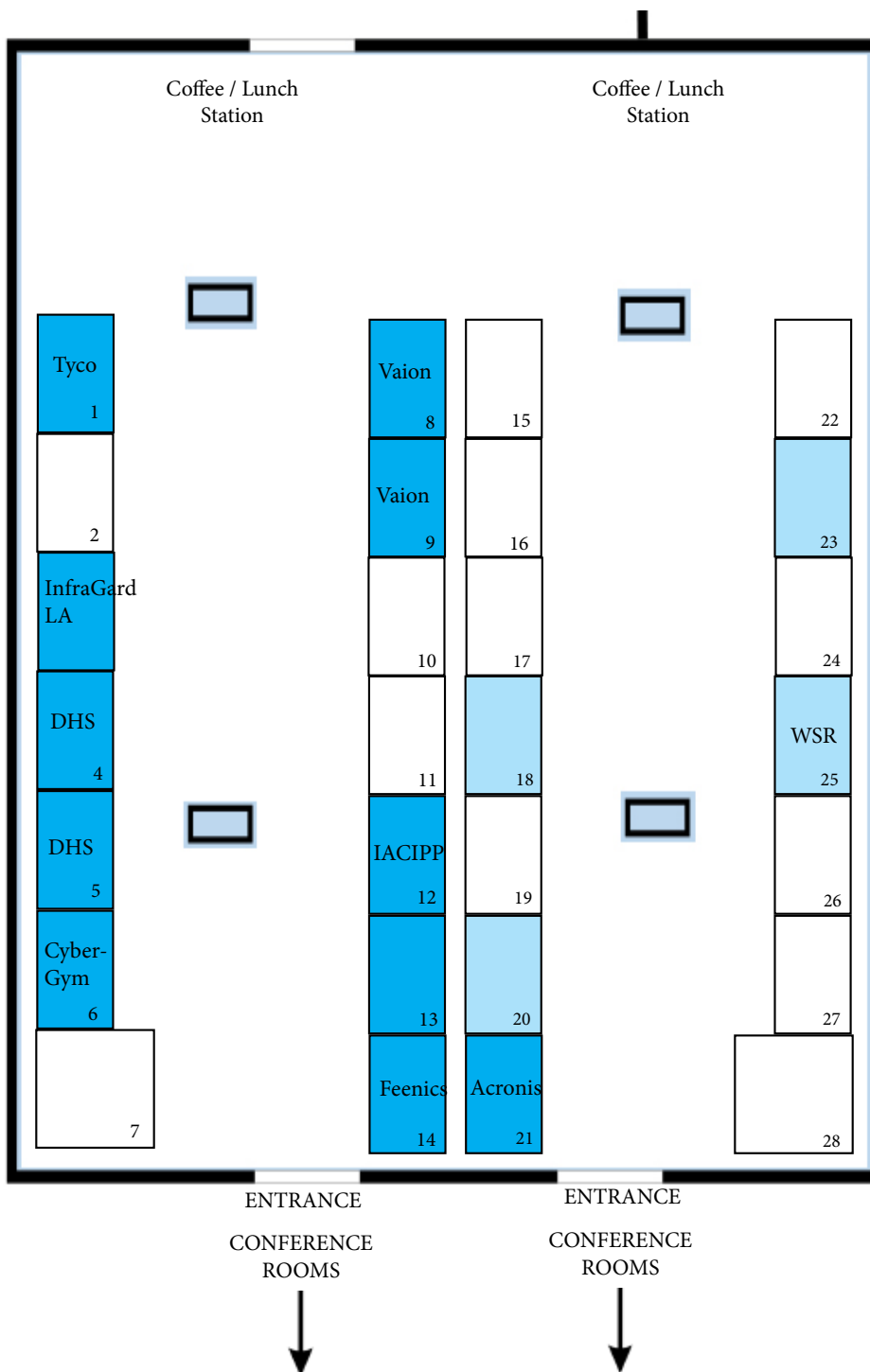
**critical infrastructure**  
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**Communications Resilience** – In the event of a disaster, how do you keep the information flowing

**Exhibit Hours**  
 October 19 - 1:00pm - 5:30pm  
 October 20 - 9:30am - 7:30pm  
 October 21 - 9:30am - 4:30pm

**Exhibit Set Up**  
 October 19 - 8:00am - 1:00pm  
**Exhibit Breakdown**  
 October 21 - 3:00pm - 6:00pm

**Floorplan**





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## Previous Participating Organizations Include:





# DIGITAL MEDIA ADVERTISING OPPORTUNITIES

## WEBSITE BANNER



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Infragard Louisiana

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Premium position - Horizontal

728 x 90px

1 month	3 months	£310	\$375	£275	\$335
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6 months	12 months	£250	\$300	£230	\$280
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Square banner

125 x 125px

1 month	3 months	£150	\$170	£130	\$150
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6 months	12 months	£115	\$135	£100	\$120
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## CIPRE ENEWSLETTER



### CIPRE E-NEWSLETTER



Hurricane Zeta makes landfall on Louisiana Coast

Hurricane Zeta made landfall in southeastern Louisiana as a Category 2 storm, leading into coastal communities with heavy rain and wind, and leaving hundreds of thousands without power, and threatening...

Read more...



NSA Secures 5G Through Partnerships

NSA's Cybersecurity mission includes working to secure future technologies. As imminently emerging technology, 5G will change the way both military and National Security Systems operate, and NSA is partnering across...

Read more...



OSCE and UN partners train practitioners from Central Asia on effective investigations of cybercrimes and terrorist use of Internet

*CIPRNA event monthly ENewsletter is circulated to 30k industry professionals across Europe or interested in European CIPR developments.*

Premium position - Horizontal

728 x 90px

1 month	3 months	£310	\$375	£275	\$335
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6 months	12 months	£250	\$300	£230	\$280
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Mid position - Horizontal

728 x 90px

1 month	3 months	£250	\$300	£230	\$280
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6 months	12 months	£210	\$260	£190	\$240
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## IACIPP MONTHLY E-NEWS

IACIPP ENews is the monthly ENewsletter of the International Association of CIP Professionals, circulated to 100k industry professionals globally.

### Premium position - Horizontal

728 x 90px

1 month	3 months
£625 \$750	£545 \$650
6 months	12 months
£500 \$600	£460 \$550

### Mid position - Horizontal

728 x 90px

1 month	3 months
£500 \$600	£460 \$550
6 months	12 months
£420 \$500	£375 \$450

## ONLINE SPONSORED CONTENT

Sponsored content allows you to tell your existing and potential customers about your latest technology or service, exactly the way you want to say it. It gives your control of the message whilst benefitting from reaching a much bigger but still targeted audience.

You send the 800-word or so piece along with images and we will post to the [www.worldsecurity-index.com](http://www.worldsecurity-index.com) homepage for one week, be shared via our social media channels and it will then remain on the site for a full 12 months.

Cost £500 (\$600)

## SECURITY TECHNOLOGY VIDEO LIBRARY

Your company videos represent a significant investment in time and resources, and yet, not many people see them or even know they exist. And those that do view them, usually know who you are anyway! Maximise your investment in your video resources by allowing us to promote it for you.

Include your company or product video in our exclusive Security Technology Video Library included on the [www.WorldSecurity-index.com](http://www.WorldSecurity-index.com) web site and promoted via World Security Report.

Cost £1,215.00 (\$1,450) it will remain on the site for a full 12 months.



# DIGITAL MEDIA ADVERTISING OPPORTUNITIES

## WEBINARS

Hosted by World Security Report Editor, Tony Kingham. Interview style with Tony as moderator and 3-4 speakers supplied by the sponsor. Topic driven by sponsor. Program approx 45 minutes in length. Audio with power point. Power point provided by Sponsor.

The sponsor of the webinar and their speakers will be featured in all of the promotional efforts:

What CIPRE and World Security Report will do:

- Email Blast – several DEDICATED EMAIL blasts to 100,000+ contacts. Typically, two prior and one post live event.
- Website – Home page banner on our web sites with click through to the webinar
- Push Notices – to our LinkedIn Groups
- Banners in our monthly e-newsletter. Typically, two prior and one post live event.
- Advert Specifically for the webinar in World Security Report
- Registration engine to capture details of those who register for the webinar.
- Details of those who registered for the webinar provided in a spreadsheet to Sponsor.

What will be needed from the Sponsor:

- a topic
- a power point presentation
- 2-3 speakers
- at least one phone call ahead of time with all speakers.

Once delivered, either live or using a pre-recording, the webinar remains available online and on [www.worldsecurity-index.com](http://www.worldsecurity-index.com) and future subscribers are passed on to you.

Cost £3,750.00 (\$4,900) for the live webinar which will also remain on the site for a full 12 months

## THE PODCAST PACKAGE

Podcasts are an incredibly powerful and attractive way of reaching new customers and generating new leads. Podcasts allow you to reach a global audience without your potential customer having to leave comfort of this or her office or home.

It gives the viewer the freedom to tune and watch when they want at a time that suits their schedule.

With you, we will host, produce, and share a 15-minute presentation podcast about your company and its products via our web sites and social media channels.

We will send a dedicated email to our entire subscriber list inviting them to register to view the podcast and we will share those contact details with the client.

The podcast will be advertised in the next available issue of WORLD SECURITY REPORT magazine.

The podcast will remain hosted on the website for twelve months and we will continue to send you any new registrants.

Cost £2,250.00 (\$2,900) each it will remain on the site for a full 12 months.

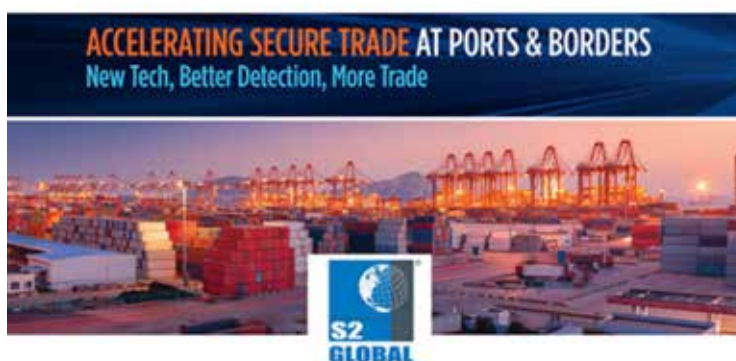


Free On-Demand Webinar

Accelerating Secure Trade at Ports & Borders

If you missed the Live Webinar on 13th November, you can now watch at your leisure...

WATCH NOW





**Media Partners:**



**World Security Report (WSR)** is a quarterly digital magazine fully accessible e-news service distributed to over 120,000 subscribers globally. Hard copy issues are distributed at key security events throughout the year. WSR focusses on six core security issues every quarter, as well as the full range of problems and threats faced by today's governments, security and armed forces and civilian services. It aims to be a prime source of online information and analysis on security, counterterrorism, international affairs and defence.

WSR is the official magazine of the International Association of Critical Infrastructure Protection Professionals (IACIPP).

WSR will inform and enlighten readers with in-depth features, essential analysis and comment.



**SHARE YOUR NEWS**

Through our own dedicated media channels World Security Report and WorldSecurity-index.com, we invite our industry partners to share news about products, product developments and contracts with us and our stakeholders 24/7 365 days a year.

**Editorial Contact**

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**Border Security Report** as a bi-monthly publication and is the premier border management industry magazine delivering agency and industry news and developments, as well as more in-depth features and analysis to over 25,000 border agencies, agencies at the borders and industry professionals, policymakers and practitioners, worldwide.



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# critical infrastructure

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*Developing and implementing policies and best practices to improve measures for the protection, security preparedness and resilience of critical infrastructure.*

## Call for Papers

**Abstract submittal deadline - 28th February 2021**

**Are you interested at speaking at the Critical Infrastructure Protection and Resilience Americas conference?**

The Critical Infrastructure Protection and Resilience Americas Advisory Committee are inviting abstracts for consideration for inclusion in the conference.

If you are interested, you are invited to submit your abstract for consideration by the conference committee by submitting an abstract of approx 200 words. Your presentation should not be overtly commercial in nature.

If you have any queries, please email Neil Walker, Event Director at [neilw@torchmarketing.co.uk](mailto:neilw@torchmarketing.co.uk)

## Further Information

If you are interested in exhibiting and sponsorship opportunities at the Critical Infrastructure Protection & Resilience North America, please complete the form and return to fax **+44 (0) 872 111 3210**:

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Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

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Please tick if you do not wish to be contacted by:

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Critical Infrastructure Protection & Resilience Americas is a collaboration between Torch Marketing and KNM Media.

Queries relating directly to the event should be directed to Torch Marketing, [info@torchmarketing.co.uk](mailto:info@torchmarketing.co.uk).