SPONSORSHIP OPPORTUNITIES

SETTING THE COMMON CRITERIA AGENDA

22 – 24 September 2015
Beaumont Estate, Burfield Road, Old Windsor, Berkshire, England SL4 2JJ

See page 19 for Gold & Silver partner packages

www.ICCC15.org.uk
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As the world becomes increasingly dependent on information technology for all critical aspects of society, it is essential we have a common language to express the security in the IT products we must trust.

Common Criteria provides that shared language, enabling the needs for the IT security of different interest groups to be expressed and negotiated in the form of Protection Profiles.

Common Criteria is the major internationally recognised product assurance evaluation and certification scheme for hardware, firmware and software. It allows for mutual recognition by 26 countries of the certifications provided by authorised independent laboratories through the Common Criteria Recognition Arrangement (CCRA).

Each year, the International Common Criteria Conference (ICCC) provides the vital focal point for this community to meet, network and review current trends and developments.

The London ICCC takes place precisely one year after the watershed signature of the reformed CCRA in New Delhi by 26 nations. It will be a compelling event with an impressive line up of international speakers. It will highlight the new collaboration between Government and Industry, using real life examples to demonstrate how this partnership works in practice.

We are looking to represent the user voice at the 16th ICCC. It is essential that international Technical Communities hear the perspective of procurement teams as they set requirements for collaborative Protection Profiles (cPPs).

We will invite presentations from senior representatives from the commercial world, including the international banking system, as well as from governments, sharing their insights with delegates.

ICCC provides an opportunity for industry partners to network with the shapers of the international information security sector. It is an opportunity to proactively position their companies at the forefront of this fast-evolving marketplace.

We have carefully shaped a range of sponsorship packages for industry marketing teams. This e-brochure outlines these opportunities, which you can discuss with our delivery team at sponsorship@iccc15.org.uk.

I look forward to meeting you at ICCC in London.

David Martin, Chairman 16th ICCC
Head of International Assurance, CESG
The International Common Criteria Conference (ICCC) is the vital annual meeting for the world’s Common Criteria community. It provides the vital forum for dialogue between governments and private sector organisations.

This important international event is expected to bring together 450 experts in the security of ICT systems from 26 countries. The audiences comprise Certification Bodies, Evaluation Laboratories, Researchers, Policy Makers, Product Developers, Sellers and Buyers interested in the specification, development, evaluation and certification of IT security.

**THE AUDIENCE**

The breakdown comprised:

- Product Developers: 19%
- Certification Bodies: 14%
- IT Analysts and Security Specialists: 14%
- Central Bodies and Policy Makers: 12%
- Evaluation Laboratories: 11%
- Researchers: 6%
- Contractors: 5%
- CTOs, Sellers & Buyers, Assessor, Influencers: 19%

Recent ICCC events have been attended by 400–500 delegates.
THE LONDON ICCC PROGRAMME

The 16th ICCC is held at a crucial time for the international Common Criteria community. This is the first ICCC following the landmark signature of the reformed Common Criteria Recognition Arrangement (CCRA) in New Delhi in September 2014.

The reform of CCRA increases its relevance in today’s fast moving cyber world and provides objective measures of product security, at lower cost and higher speed. Twelve months into the 36-months transition period, we will examine progress achieved and review the lessons being learnt.

The London ICCC will explore the collaboration with industry that underpins the new CCRA model. We will examine progress in the development and operation of international Technical Communities (ITCs).

Clearly understanding customer requirements is an important priority for ITCs, ensuring products created meet market requirements. Reflecting this we will place a focus on hearing the customers’ voice at the London ICCC. Senior representatives from the commercial world, including the international banking system, as well as from governments will present keynotes, sharing their insights with delegates.

We are again planning a technical track at the London ICCC. There will be a call for papers, identifying new insights and innovations that have resonance within this community.

A highpoint for the event will be the Awards Dinner, which will include the presentation of certificates by international Common Criteria Schemes.

Pre-Event Meeting Programme

From 15 – 21 September, the CCRA and CCUF committee meetings and a series of informal pre-event meetings will be held at Beaumont Estate. It is anticipated that some 120 delegates will participate in informal networking around these meetings. Including a private dinner, this pre-event networking forms an essential part of ICCC and contributes to strengthening the Common Criteria community internationally.
WHY SPONSOR THE LONDON ICCC?

Industry Collaboration Is At The Heart Of This Event

A major focus for the London ICCC will be to highlight collaboration between government and industry, reflecting the new Common Criteria Recognition Arrangement (CCRA) model. Industry commentators will be invited to participate in plenary and track sessions, providing their insights and perspective. For leading players in the sector, sponsoring the event will demonstrate thought leadership and support for this crucial dialogue.

Demonstrate Thought Leadership

Becoming a commercial partner for the London ICCC will demonstrate the priority your organisation gives to information security. The contribution of private sector sponsors is crucial to staging this event and they will receive recognition in plenary and track sessions. Opportunities have been developed to suit a range of budgets, keeping your brand front of mind with this influential international community. Sponsors will also benefit from enhanced brand exposure in web and printed collateral, before, during and after the event.

Strengthen Key Relationships

The London ICCC will be shaped to maximise networking opportunities for government and industry delegates. There will be places for formal and informal networking. Dedicated meeting spaces will include an integrated exhibition area. The Beaumont Estate, with its dedicated conference facilities, is an ideal venue for staging this event. We will use this space to achieve a valuable experience for our delegates and sponsors alike.

Next Steps

SPONSORSHIP SUBMISSIONS FROM 12 NOON (GMT), WEDNESDAY 15 APRIL 2015

Sponsorship packages are available on a first come first served basis, subject to approval by the ICCC Programme Organisers. Sponsorship submissions will be accepted from 12.00noon (GMT) on Wednesday 15 April 2015. If you would like to apply for a package email your interest to sponsorship@ICCC15.org.uk. If you have any questions contact the ICCC 2015 Events team on +44 (0)117 906 4554. Please note all prices are exclusive of UK VAT.
The ICCC Lead Sponsor is recognised as the most significant contributor to the event and aligns you as a leader in the international Common Criteria arena.

This premium package incorporates a combination of maximum brand exposure, content input and excellent networking opportunities. Highlights include a plenary speaking opportunity and significant branding throughout the ICCC, including pre-and post-event.

**PRE-EVENT**

Digital¹
- Lead logo in prime position on all ICCC registration website pages.
- Lead logo and 150 word description on ICCC registration website sponsor page.
- Link from ICCC registration site to your website.
- Lead logo on all email collateral.

Print²
- Lead logo on all relevant hard copy collateral.

**ON-SITE**

- Acknowledgement during opening plenary keynote speech.
- This package includes a 15-minute plenary keynote speaking slot. A senior director from your organisation will be invited to speak on Day 1 at the Conference. Note: This speech will be on behalf of the international industry body rather than from the perspective of your company. The contents of the speech will be agreed with the ICCC Programme Organisers.
- Branding
  - Logo on all main and directional signage.
  - Logo (large) on welcome signage.
  - Room branding for main stage in plenary session (provided by sponsor).
  - Logo on plenary PowerPoint.
  - Logo on agenda adjacent to applicable plenary session.
  - Logo on back cover of delegate brochure.
  - Logo and up to 500 word description in delegate brochure.
  - First choice of placement of full-page advertisement in delegate brochure.

**Networking and Exhibition**

- One premium position exhibition stand.
- Three complimentary delegate passes (Value £950 EXC VAT each).

**POST EVENT**

- Lead logo and 250 words on sponsor page of post–event website.
- PowerPoint presentation uploaded on post–event website.

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¹ On receipt of signed and returned contract and when the site is launched.
² Subject to contract signed and returned prior to print production.
SPONSORSHIP PACKAGES

16th International Common Criteria Conference

LEAD SPONSOR // £22,500
SPONSORSHIP PACKAGES
One leading organisation is invited to sponsor the prestigious Awards evening at ICC.

The presentations will be made against the spectacular backdrop of Beaumont Estate’s 14th Century chapel. The presentation of Certificates by each international Common Criteria Scheme will be streamed into the Dinner venue. This Celebration Dinner will offer delegates the chance to network and relax.

**PRE-EVENT**

**Digital¹**
- Logo on all ICC registration website pages.
- Logo and 150 word description on ICC website sponsor page.
- Link from ICC website to your website.
- Logo on all email collateral.

**Print²**
- Logo on all relevant hard copy collateral.

**ON-SITE**
- Lead branding on Awards Celebration Dinner.
- This package includes an opportunity to deliver a 15-minute keynote speech during the Awards celebration evening. Note: The contents of the speech will be agreed with the ICCC Programme Organisers.
- Logo and up to 500-word description in ICCC delegate brochure.

**Branding**
- Logo on all applicable networking signage.
- Seat drop of marketing materials or branded gifts on Dinner seats (provided by sponsor).
- Branding and projected logo during Dinner.
- Logo on applicable plenary PowerPoint.
- Logo (medium) on welcome signage.
- Logo on back cover of delegate brochure.
- Logo and up to 500 word description in delegate brochure.
- Full-page advertisement in delegate brochure.

**Networking and Exhibition**
- One premium position exhibition stand.
- Three complimentary delegate passes (Value £950 EXC VAT each).

**POST-EVENT**
- Logo and 150 words on sponsor page of post-event website.
- PowerPoint presentation uploaded on post-event website.

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²Subject to contract signed and returned prior to print production.
The ICCC plays a vital role in maintaining consensus across the international Common Criteria community. Equally important is the opportunity it presents for networking. As a big player in the information security world, you can place your brand at the forefront of this networking activity; both during the main conference and in the important week of pre-meetings held between 15 – 21 September.

**PRE-EVENT**

**Digital¹**
- Logo on all ICCC registration website pages.
- Logo and 150 word description on ICCC website sponsor page.
- Link from ICCC website to your website.
- Logo on all email collateral.

**Print²**
- Logo on all relevant hard copy collateral.

**ON-SITE**
- Lead branding on pre-event week of meetings at Beaumont Estate under ICCC banner.
- Logo and up to 500-word description in ICCC delegate brochure.
- Lead branding on lunch networking.

**Branding**
- Logo on all applicable networking signage.
- Branding and projected logo during lunch.
- Logo on applicable plenary PowerPoint.
- Logo on agenda adjacent to applicable networking and plenary sessions.
- Logo (medium) on welcome signage.
- Logo on back cover of delegate brochure.
- Logo and up to 500 word description in delegate brochure.
- Full-page advertisement in delegate brochure.

**Networking and Exhibition**
- One premium position exhibition stand.
- Two complimentary delegate passes (Value £950 EXC VAT each).

**POST-EVENT**
- Logo and 150 words on sponsor page of post-event website.
- PowerPoint presentation uploaded on post-event website.

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SPONSORSHIP PACKAGES

LEAD NETWORKING SPONSOR  // £12,500
A strategic opportunity for a select few industry partners to make their voice heard at the London ICC, demonstrating their thought leadership.

As a track sponsor, you will receive high profile recognition and branding. Your involvement will include a 25-minute speaking slot within the track.

**PRE-EVENT**

**Digital¹**
- Logo on all ICC registration website pages.
- Logo and 150 word description on ICC registration website sponsor page.
- Link from ICC website to your website.
- Logo on all email collateral.
- Logo alongside track in online agenda.

**Print²**
- Logo on all relevant hard copy collateral.

**ON-SITE**
- This package includes a 25-minute keynote speaking slot in the Track. Note: The contents of the speech will be agreed with Track Chair.
- 2 complimentary delegate passes.

**Branding**
- Logo on all applicable track content signage.
- Room branding for main stage in all applicable track sessions.
- Seat drop of marketing materials in sponsored track sessions.
- Logo on PowerPoint presentation template in sponsored track sessions.
- Logo on agenda adjacent to applicable sponsored sessions.
- Logo (small) on welcome signage.
- Logo on back cover of brochure.
- Logo and up to 250-words description in delegate brochure.
- ½ page advertisement in delegate brochure.

**Networking and Exhibition**
- One premium position exhibition stand.
- Two complimentary delegate passes (Value £950 EXC VAT each).

**POST-EVENT**
- Logo and 150 words on sponsor page of post-event website.
- PowerPoint presentation uploaded on post-event website.

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²Subject to contract signed and returned prior to print production.

**TRACK SPONSOR // £12,500**

THREE AVAILABLE

16th International Common Criteria Conference
We are inviting one organisation to sponsor the London ICCC website.

This will be an engaging portal for information in the pre-event period. This package also includes the electronic dissemination of content from the event, including papers presented and PowerPoint presentations.

PRE-EVENT

Digital¹

• Logo and 100-word description on ICCC website sponsor page.
• You will be identified as the Digital sponsor.
• Link from ICCC registration website to your website.

Print²

• Logo on all hard copy collateral.

ON-SITE

• Logo on cover of Delegate Brochure.

Branding

• Logo (small) on welcome signage.
• Logo and 100-word description in delegate brochure.
• ½ page advertisement in delegate brochure.

Networking and Exhibition

• One premium position exhibition stand.
• Two complimentary delegate passes (Value £950 EXC VAT each).

POST-EVENT

• Logo and 100 words on sponsor page of post-event website.

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Collateral Sponsor // £10,000

With this package you gain extensive brand exposure with the entire conference delegation with your logo on the badge lanyard and conference bag – a constant reminder of your support.

This package offers continued exposure of your brand as delegates take away the conference bag (selected in collaboration with CESG).

Pre-Event

Digital¹

- Logo and 100-word description on ICCC website sponsor page.
- Link from ICCC registration website to your website.

Print²

- Logo on all hard copy collateral.

On-Site

- Logo printed on badge lanyard.
- Logo printed on conference bag (selected and designed in agreement with CESG).

Branding

- Logo (small) on welcome signage.
- Logo and 100-word description in delegate brochure.
- ½ page advertisement in delegate brochure.

Networking and Exhibition

- One premium position exhibition stand.
- Two complimentary delegate passes (Value £950 EXC VAT each).

Post-Event

- Logo and 100 words on sponsor page of post-event website.

¹On receipt of signed and returned contract and when the site is launched.
²Subject to contract signed and returned prior to print production.
We are producing a high quality 16th ICCC brochure, featuring the event agenda, speaker profiles and insight articles from international leaders in Common Criteria.

The Sponsors of this 28-page document will be invited to provide a 150-word foreword, which will appear on the inside front cover.

**PRE-EVENT**

**Digital¹**
- Logo and 100-word description on ICCC website sponsor page.
- Link from ICCC registration website to your website.

**Print²**
- Logo on all hard copy collateral.

**ON-SITE**

- Logo on cover of Delegate Brochure.

**Branding**
- Logo (small) on welcome signage.
- Logo and 100-word description in delegate brochure.
- ½ page advertisement in delegate brochure.

**Networking and Exhibition**
- One premium position exhibition stand.
- Two complimentary delegate passes (Value £950 EXC VAT each).

**POST-EVENT**
- Logo and 100 words on sponsor page of post-event website.

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¹On receipt of signed and returned contract and when the site is launched.
²Subject to contract signed and returned prior to print production.
Organisations wishing to take an exhibition stand can become an ICCC 2015 Gold Partner. This package allows you to achieve a strong profile at the event.

The ICCC 2015 exhibition will be designed to attract maximum delegate traffic. In coffee breaks refreshments will be located in this centrally placed area.

**PRE-EVENT**

**Digital¹**

- Logo and 50-word description on ICCC registration website exhibitor page.

**ON-SITE**

**Branding**

- Logo and 50-word description in delegate brochure.

**Networking and Exhibition**

- One exhibition stand.
- One complimentary delegate pass (Value £950 EXC VAT).

**POST-EVENT**

- Logo and 50-word description on exhibitor page of post-event website

¹On receipt of signed and returned contract and when the site is launched.
Organisations wishing to make a strong presence at ICCC, but who do not wish to man an exhibition stand can become an ICCC 2015 Silver Partner. This affordable package allows you to achieve a strong profile at the event.

### PRE-EVENT

**Digital**
- Logo and 50-word description on ICCC registration website exhibitor page.

### ON-SITE

**Branding**
- Logo and 50-word description in delegate brochure.

**Networking and Exhibition**
- Unmanned exhibition pop-up.
- One complimentary delegate pass (Value £950 EXC VAT).

### POST-EVENT

- Logo and 50-word description on exhibitor page of post-event website

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2 On receipt of signed and returned contract
The 16th ICCC will be held at the Beaumont Estate, Old Windsor, Berkshire, England. This is a mansion set in 40-acres of stunning parkland. Although this unique venue dates back to the 14th century, it provides state-of-the-art conference facilities and a delightful dinner hall with a finely painted barrel-vaulted ceiling.

With a purpose-designed conference centre, this will be an efficient venue to hear keynote speeches from government and industry leaders. It will also be a place to relax, network and engage in smaller scale dialogue with delegates.

The Beaumont Estate is located on the outskirts of the regal town of Windsor and close to Windsor Great Park, and amongst other attractions, Windsor Castle. This is the oldest and largest occupied castle in the world and the official residence of Her Majesty the Queen. The castle, which has a rich history spanning almost 1,000 years, contains the magnificent state apartments furnished with treasures from the Royal Collection.

High-speed internet access is provided free throughout the hotel.

**ACCOMMODATION**

Special discounted rates have been negotiated for ICCC2015 delegates, with limited numbers available.

£168.00 B&B per person per night including VAT.
THE ICCC 2015 TRACK LOCATIONS

- TUDOR ROOM  
  (ABOVE THE CHAPEL)

- TRACK THREE

- TRACK TWO

- TRACK ONE

- EXHIBITION AREA

- PREMIUM EXHIBITION

- EXTERNAL PATIO

- BEAUMONT RESTAURANT
  LUNCH AREA

- THE ICCC EXHIBITION
  AND NETWORKING AREA
The ICCC Sponsorship Team is available to answer any questions you may have.

Please contact us on:
T: +44 (0)117 906 4554
E: sponsorship@iccc15.org.uk

Event Address:
Beaumont Estate
Burfield Road
Old Windsor
England SL4 2JJ