

# Sponsorship Opportunities

September 12, 2024

11:00 AM – 6:00 PM

The Ware Center, Lancaster, PA

# BIG UNIVERSITY

2024

NAVIGATING THE WATERS OF IT & CYBERSECURITY





## Who Is Business Information Group?

Since 1992, Business Information Group (BIG) has helped hundreds of companies upgrade their technology to improve productivity, minimize downtime, and increase collaboration.

### Our mission?

To serve as an extension of our clients' businesses as their most trusted technology advisor. Delivering secure, reliable, and understandable solutions, we help businesses improve operational productivity, create competitive advantage, and enable meaningful business transformations.





# What is BIG University?

Technology and cybersecurity are constantly evolving — that's why we host BIG University.

It's a day for industry experts, technology enthusiasts, and business leaders to come together to discuss the current landscape and the future of the industry.

The event provides the highest level of cyber and IT education in a world where it's difficult to keep up with the latest threats, advances, and tools.



# BIG U 2023 Stats

## Sectors Represented:

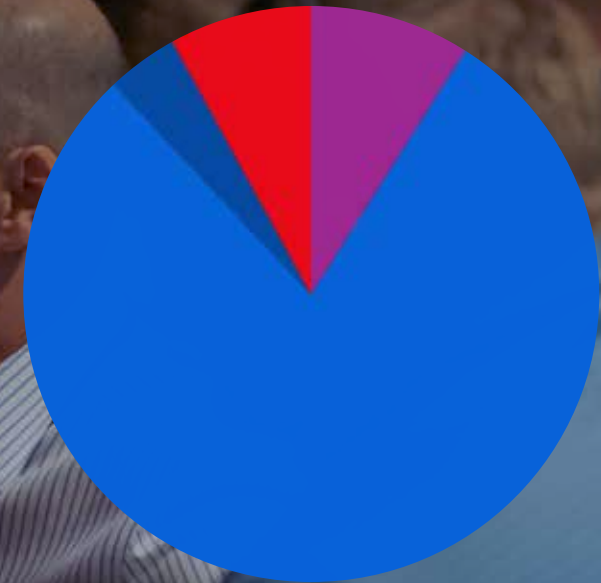
1. Manufacturing
2. Construction
3. Finance
4. Commercial Business Services

### Attendees' Titles



● C Suite.....	24%
● VP.....	3%
● Director.....	12%
● Manager.....	13%
● IT/IS Professional.....	35%

### Revenue of Organizations



● \$0 - 999,999.....	9%
● 1M - 500M.....	79%
● 500M - 1B.....	4%
● 1B+.....	8%



**Not Your Typical Tech Conference**

# Highlights From BIG U 2023

- 165 attendees
- 15 industry experts & community leaders
- Technology in Business panel discussion
- CEO roundtable discussion



View the 2023 Event Speakers, Partners & Agenda

# Last Year's Featured Speakers

**Brian Dawkins**

Hall-of-Fame Safety, Philadelphia Eagles

**Erich Kron, KnowBe4**

Security Awareness Advocate, KnowBe4

**Rich Everts**

Co-Founder & CEO, Bestie Bot

**Don Geiter**

Partner, Cybersecurity Service Team and Finance Practice Chair, Barley Snyder

**Nate Shae**

CEO, SecureStrux

**Devin Chwastyk**

Co-Chair, Privacy & Data Security Group, McNeese Wallace & Nurick LLC

**Mandy Maher, CPIA, CISR Elite**

Business Insurance Consultant / Supervisor, McConkey Insurance & Benefits

**Warren Sheppard**

Partner Development Executive, ConnectWise

**Amy Mitchell**

Vice President Commercial Solutions, Murray Insurance

The logo for the event, featuring the words "BIG UNIVERSITY" in a large, bold, sans-serif font, with "2023" in a smaller font to the right. The logo is displayed on a large screen at the back of a stage.



Happy Hour, The Ware Center Lobby

## Why Sponsor?

### **Brand Visibility in Front of IT Decision Makers**

Put your brand in front of over 200 local Central PA businesses and their CEOs, Owners, Principals, CTOs, and CIOs

### **Position Your Company as a Thought Leader**

Strategically position your business as a thought leader in the cybersecurity & IT space. Showcase your expertise and establish your business as a trusted partner.

### **Build Meaningful Relationships**

Connect and expand your professional network with industry thought leaders and decision makers in the industry.

# TREASURE \* HUNT

NAVIGATING THE WATERS OF IT & CYBERSECURITY

SEPTEMBER 12 | The Ware Center, Lancaster, PA

## Your Map to Treasure: What to Expect

### Networking Luncheon

Set sail with the opening event, a networking luncheon designed to foster connections and collaborations.

### Speaking Opportunities

Claim your spot on the main deck with opportunities to present keynote speeches, lead breakout sessions, or host workshops. Share your expertise, insights, and stories to guide others through the turbulent seas of IT and cybersecurity.

### Conference-Wide Treasure Hunt

Immerse yourself and attendees in a thrilling treasure hunt that spans the entirety of the conference. With challenges and clues embedded in various sessions and booths, participants will engage in a quest for knowledge, solving cybersecurity puzzles and IT riddles to find the ultimate treasure.





# BIG U 2024 Day at a Glance:

11:00 AM – 12:30 PM ▶ Registration & Networking Expo

12:30 – 1:20 ▶ Breakout Session One

1:30 – 2:20 ▶ Breakout Session Two

2:20 – 2:45 ▶ Coffee Break

2:45 – 3:45 ▶ Panel Discussion

3:45 – 4:45 ▶ Keynote Speaker

4:45 – 6:00 ▶ Happy Hour Reception



BIG University session



Captain Richard Phillips

## 2024 Keynote – Captain Richard Phillips

For five days in April 2009, the world was glued to their TV screens as Captain Richard Phillips became the center of an extraordinary international drama when he was captured by Somali pirates who hijacked his ship, the first hijacking of a U.S. ship in more than 200 years.

...

Captain Richard Phillips is the author of *A Captain's Duty: Somali Pirates, Navy SEALs, and Dangerous Days at Sea*, about his experience and his remarkable rescue. This dramatic story was also transformed into an Academy-Award and Golden-Globe nominated film, *Captain Phillips*, which hit the big screens in fall of 2013.

Captain Phillips is a graduate of the Massachusetts Maritime Academy a member of the International Organization of Masters, Mates & Pilots Union, and a licensed American merchant mariner. He became Captain of the MV Maersk Alabama in 2009. Captain Phillips married Andrea Coggio in 1987. They have two children, Mariah and Danny and reside in Underhill, Vermont.

Sponsor table

# Sponsorship Opportunities





Keynote Presentation

## The Admiral Sponsor

Keynote Sponsor \$10,000 (1 available)

Exclusive sponsorship of keynote speaker, Captain Richard Phillips includes:

- 5-minute speaking slot before keynote speaker
- 10 x 10 booth space at luncheon
- Opportunity to host 1 session
- Featured role in Treasure Hunt game with opportunity to include swag in winning prize
- Prominent branding on all event presentations, event website, and promotional marketing materials
- Exclusive event app features – company profile with links to website, socials, company description PLUS large digital booth cover, premier logo placement within app, sponsored announcements
- Promotional billboard and paid social media ads
- Company bio in published article
- Pre & post-event registration list



Luncheon Buffet

## *The Captain Sponsor*

Luncheon Sponsor

\$7,500 (1 available)

Sponsorship of luncheon reception includes:

- 5-minute speaking slot during lunch (12:15 pm)
- Prime 20 x 20 booth space in luncheon hall
- Signage on buffet tables
- Active role in Treasure Hunt game with opportunity to include swag in winning prize
- Brand recognition on event website and promotional marketing materials
- Event app features – company profile with links to website, socials, company description PLUS medium digital booth cover and one (1) sponsored announcement
- Company mention in published article
- Organic social media spotlight
- Pre & post-event registration list



Happy Hour

## *The Navigator Sponsor*

**Happy Hour Sponsor \$7,500 (1 available)**

Sponsorship of happy hour reception includes:

- 5-minute speaking slot during happy hour (5:00 pm)
- Exclusive table space during happy hour
- Signage on bar
- Active role in Treasure Hunt game with opportunity to include swag in winning prize
- Brand recognition on event website and promotional marketing materials
- Event app features – company profile with links to website, socials, company description PLUS medium digital booth cover and one (1) sponsored announcement
- Company mention in published article
- Organic social media spotlight
- Pre & post-event registration list



The Ware Center Lobby

## The Scout Sponsor

Registration Sponsor

\$5,000 (1 available)

Sponsorship of registration includes:

- Logo on event lanyards
- Logo on check-in screens
- 10 x 10 booth space at luncheon
- Active role in Treasure Hunt game with opportunity to include swag in winning prize
- Brand recognition on event website and promotional marketing materials
- Event app features – company profile with links to website, socials, company description
- Company mention in published article
- Organic social media spotlight
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Lancaster Gift Box

## The Explorer Sponsor

\$1,500 (5 available)

Explorer sponsorships include:

- 10 x 10 booth space at luncheon
- Active role in Treasure Hunt game with opportunity to include swag in winning prize
- Brand recognition on event website and promotional marketing materials
- Event app features – company profile with links to website, socials, company description
- Company mention in published article
- Organic social media spotlight
- Pre & post-event registration list



## THE VENUE

One of the last buildings designed by world-renowned architect Philip Johnson, the Ware Center was completed in 2008.

Among the classrooms and gallery spaces, the facility venues include the 350-seat Steinman Hall, boasting state-of-the-art sound and acoustics befitting a world-class performance facility; and the glass pyramid-topped Atrium, which configures in multiple ways to accommodate up to 250 people.

## PLEASE NOTE:

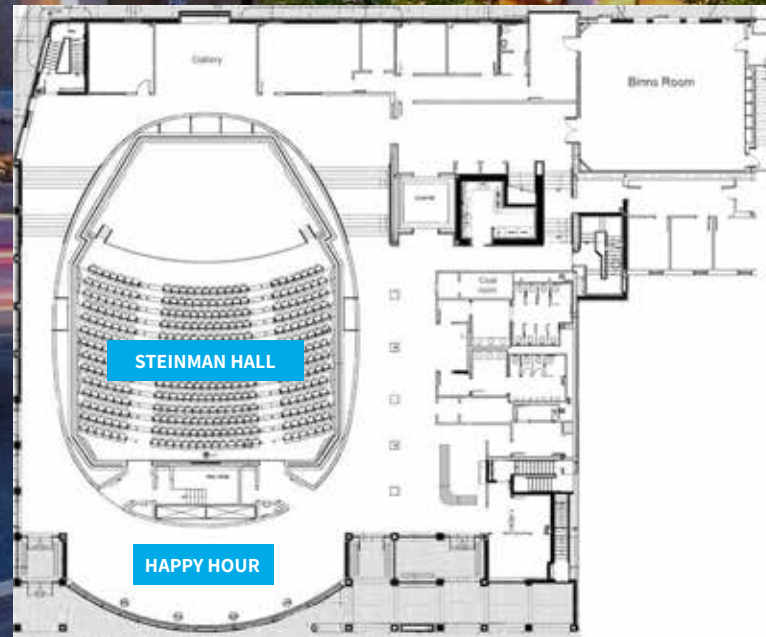
Registration, lunch and networking will take place on the third floor in the Atrium.

Happy hour will take place outside of Steinman Hall in the lobby.

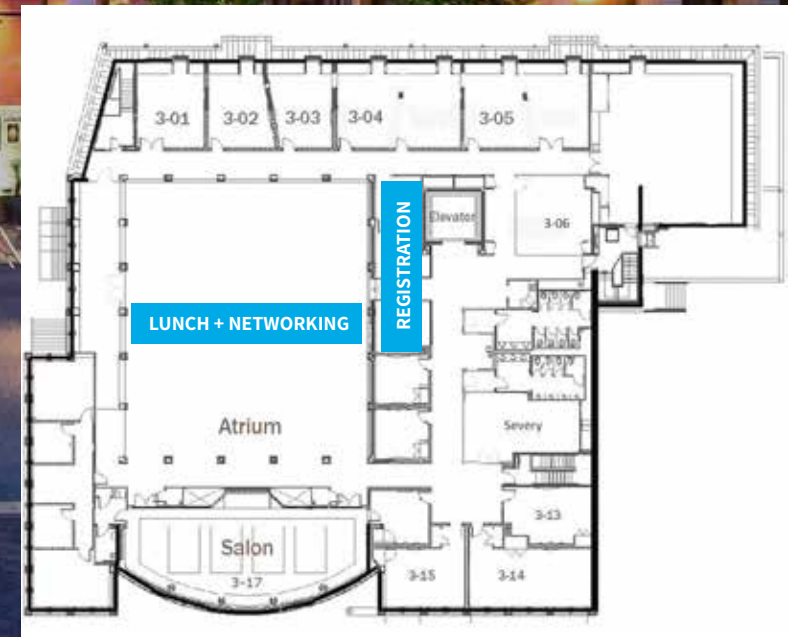
# The Ware Center

42 N PRINCE ST, LANCASTER, PA 17603

First Floor



Third Floor



# Past Sponsors



# Ready to set sail?

Join us in “Navigating the Waters of IT & Cybersecurity” as we embark on a journey through interactive discussions, presentations, and workshops. Your support not only exposes your brand to new horizons and opportunity, but actively contributes to fostering an educational conference for future-driven businesses.

For more information on sponsorship opportunities, contact our sponsorship team at [hello@businessinformationgroup.com](mailto:hello@businessinformationgroup.com).

Together, let’s chart a secure course for success for our local communities!

## Business Information Group

1150 North Sherman Street, Suite 100

York, PA 17402

877.508.9983 | 717.854.9983

BUSINESSINFORMATIONGROUP.COM



View the BIG University web page

