

AFFILIATE MEMBERSHIP



OVERVIEW

Affiliate Membership provides organizations the unique opportunity to display their expertise, products, and services to a targeted and engaged audience. Your organization will receive a visible presence through the ADCG website, newsletters, conferences, informational resources, and training events.

ADCG does not sell advertising space. Visibility is reserved for Affiliate Members who offer expertise, products, or services that add to the value of the data, cyber, or governance industry.

OBJECTIVE

The ADCG network includes a diversity of industry sectors and job functions. We connect Affiliate Members with the optimal market to help grow your business and increase brand credibility. Our Advisory Board includes Jeremiah Buckley, who co-authored the leading guidance on electronic signatures, Joy Intriago, who was responsible for starting and growing ACAMS, the world-class financial services membership and certification organization, and Carlos Solari, the former White House CIO and cybersecurity expert, among others.

OPPORTUNITY

The following benefits can be customized depending on the interests and goals of your organization. We are confident this agreement will grow your industry presence in the U.S. and globally.

Through the benefits, events, and major marketing campaigns described, your organization will be positioned as a leader to our membership and growing community. You will find a sample list of exclusive Affiliate Member benefits below.

LET'S CREATE AN AFFILIATE MEMBER PARTNERSHIP

Affiliate Member packages are developed in consultation with the affiliate at the Elite, Platinum, Diamond, and Gold Level. These are just samples of some of the benefits offered.

ELITE LEVEL

Issue Spotlight Speaker at Conference: Ten-minute issue presentations (issue coupled with your solution) presented at opportune time slots during the conference day.

Sponsored Sessions: Sessions are designated as sponsored by your organization on program materials and as part of the branding during the session.

Dedicated Email Blast: As an Elite Level Affiliate, ADCG will do an email blast to the full ADCG community promoting your selected message (product demo, issue spotlight, etc.)

Sponsorship of White Paper: Co-author billing on white paper on an agreed-upon issue. White paper to be developed jointly on an issue of importance in the industry. The promotion of the white paper will be through multiple channels with the goal of bringing about change.

Social Media Partnership: ADCG will continuously promote our Elite Level Sponsor's content through select social media channels.

OTHER AFFILIATE MEMBER LEVELS AVAILABLE

PLATINUM | DIAMOND | GOLD

Affiliate Member Sample Benefits

- Ads in various locations throughout the adcg.org website in rotation with other ADCG Affiliate Members.
- An invitation to moderate an agreed-upon number of educational web seminars presented by your chosen expert. These seminars will be targeted at different geographical locations and will be on a topic of interest in your market.
- Promote the recorded versions of the Affiliate Member's webinars on social media and on the Association for Data and Cyber Governance website for on-demand viewing by members.
- Provide Affiliate Members with names and contact information about attendees to the live webinar and for those who view the webinar on-demand immediately following the web seminar.

Affiliate Member Sample Benefits Continued

- An opportunity to submit white papers, articles, reports, press releases, and other informational content for postings to the Resource section.
- Listing of your organization as an ADCG Charter Affiliate Member on adcg.org and in select ADCG materials.
- Exposure for your organization with a banner ad in the ADCG weekly e-newsletter (number depends on affiliate level).
- Any prospects who engage (click) with the ads, banners, or Affiliate Member pages, will be directed to the Affiliate Member home page or any other landing page which you may designate on the website.
- Affiliate Members receive preferential choices for speaking assignments at our conferences and seminars.
- Professional memberships in ADCG for your employees (depends on level)
- Professional membership for a designated client or friend of the Affiliate Members choice.

In addition to these benefits, the Association for Data and Cyber Governance shall use its best efforts to expand and project the visibility and exposure of its Affiliate Member to pertinent sectors of the global market in your industry. Additionally, where appropriate, there will be opportunities for media interviews, round table events, subject matter expert panelist discussions to participate in exclusive events to which Affiliate Members may be invited. We highly value these partnerships and will do all we can to make an impact on your organization.

WHY SHOULD YOUR ORGANIZATION SPONSOR AT THE DATA & CYBER GOVERNANCE CONFERENCE?

Lead Nurturing Environment: A great booth experience designed to allow you to present demonstrations of your solution and meet with prospective buyers.

Eliminate Geographical Barriers: Reach a global audience in a virtual environment.

Not just an event but a partnership: Yes, you will have lots of visibility at the conference, but the conference is just the start of the Affiliate Member Benefits.

AFFILIATE MEMBERSHIP OPTIONS

		Elite	Platinum	Diamond	Gold
Packages Available		3	5	8	Unlimited
Conference	Issue Spotlight Speaker	1	1	X	X
Conference	Attendees	10	5	3	3
Conference	Sponsored Sessions	2	1	X	X
Conference	1:1 Meetings	10	5	X	X
Conference	Virtual Booth	YES	YES	X	X
Conference	Dedicated Email Blast	YES	YES	X	X
Conference/ Round Table	Speaking on panels or moderating sessions	5	4	3	2
Education	Certificate Course	5	4	3	2
Membership	Individual Membership	10	5	3	3
Membership & Recognition	Recognition as a co- author & Affiliate Member on an educational paper	YES	YES	YES	YES

CONTINUED...

AFFILIATE MEMBERSHIP OPTIONS

		Elite	Platinum	Diamond	Gold
Editorial	Sponsorship & significant mention of sponsor in white paper on topic of interest	4	3	2	1
Lead Generation	Provide names & contact info of attendees of webinar immediately following	YES	YES	YES	YES
Newsletter	Exposure for your organization with a full banner ad in the ADCG weekly e-newsletter.	8	4	4	2
Social Media Promotions	Twitter & LinkedIn promotion of your choice to our groups & on other individual influencer accounts	6	4	2	1
Webinar Events	Invitation to moderate an education web seminar presented by your chosen expert target to a subject and title in your market	3	3	2	1
Advertisement	Ads in various locations throughout the adcg.org website	3	2	1	1

Pricing is based upon the customizable benefits that meet your needs. We can schedule a meeting to discuss in detail the level and benefits you are interested in.

Contact Jamie Courtney at jamie.courtney@adcg.org or at 571-800-1923 for more information or any questions.