

# Gartner Security & Risk Management Summit 2011

June 20 – 23 • Gaylord National Resort • National Harbor, MD  
[gartner.com/us/securityrisk](http://gartner.com/us/securityrisk)

## Overview

The Gartner Security & Risk Management Summit is the premier annual conference and meeting place for IT and business executives responsible for creating, implementing and managing a proactive and comprehensive strategy for information security, risk management, compliance and business continuity, IT disaster recovery and business resiliency. This year's event has been crafted to specifically meet the needs of these audiences, reflecting the topics and issues that are challenging today's leading world-class enterprises.

Attendees have told us that they want to hear from peers about how they have faced real-life situations. So we are excited to offer additional end-user case studies, roundtables and workshops along with more structured networking opportunities for attendees. Networking will be finely tuned by industry and/or by community so that people will be able to trade experiences and practices with peers.

## Event Features

- 45 Gartner Analysts
- Solution Showcase
- Theater Presentations on Exhibit Floor
- CISO Invitational & Boardroom Presentations
- 5 Keynotes
- 30+ Analyst User Roundtables & Workshops
- Highly Interactive Workshops
- Hospitality Suites

## What's New?

- More than 100 Gartner Sessions organized into 4 concurrent and complementary programs
- Solution Showcase featuring the latest IT security, risk management and business continuity products and services
- Content focus featuring information security, risk management, governance and business continuity management and IT disaster recovery
- Bonus workshops on hot topics including e-discovery, crisis management, etc.
- More opportunities to target specific communities
- A diverse audience to include: information security, GRC, Audit, Legal, Crisis Management, and Business Continuity professionals
- Enhanced Gartner Leaders Excellence Award Program

### The CISO Program and the CISO Invitational\*

Designed for those IT/security leaders who are either new to the role, or wish to round out their knowledge and skills to meet the challenges of the position. These two programs focus on the key skills required by a successful CISO, including managerial, collaborative and communicative, rather than primarily technical.

### Security Program

This program provides insight and vision of how things will evolve over the long term, road maps on how enterprises and solutions providers will get there, and explores critical security technologies. There will also be guidance on keeping data and applications requirements-ready and secure and an exploration of privacy policies, protection tools, and emerging trends.

### Risk Management & Compliance Program

In this program the focus is on technologies and strategies that improve governance, assess risk and ensure compliance within an organization.

### Business Continuity Management Program

This series explores the strategies and tactics that build availability and resiliency within the enterprise.

In addition to these four focus areas, we have built in customized professional development, business and networking opportunities for attendees and sponsors including:

- Industry Breakfasts
- Theater Presentations for each Program
- Show Floor arranged by solution category
- Grouping of each community/program within venue

## Conference Chair:

**Vic Wheatman**  
Managing VP

## Program Leaders:

**CISO**  
F. Christian Byrnes  
Managing VP

**BCM**  
Roberta Witty  
Research VP

**Infrastructure Protection**  
Lawrence Orans  
Research Director

**Risk & Compliance**  
French Caldwell  
Research VP

**Secure Business Enablement**  
Ray Wagner  
Managing VP

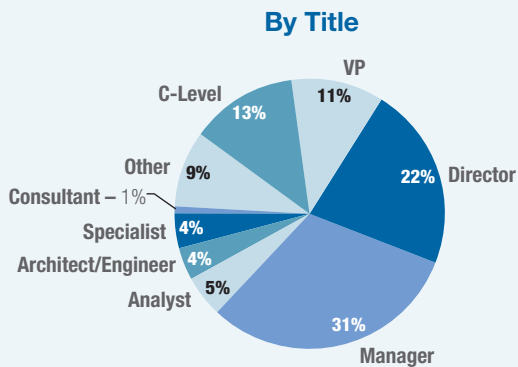
## To sponsor, contact:

**Stephen Gibertoni**  
**Phone:** 1 203 316 6360  
**E-Mail:**  
[stephen.gibertoni@gartner.com](mailto:stephen.gibertoni@gartner.com)

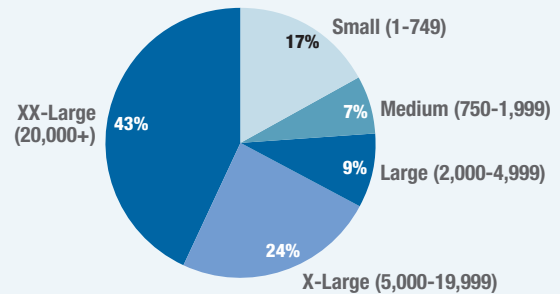
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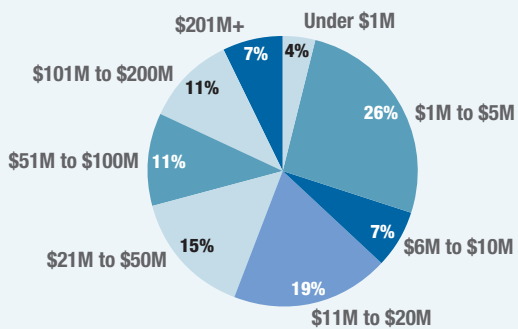
## Audience Profile\*



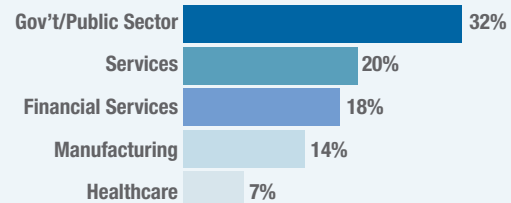
## Company Size – Commercial Sector



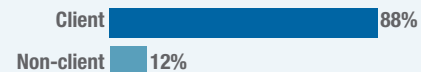
## IT Budget



## Top Industries



## Client vs Non-client



\* demographics based on 2010 attendees

## Pre-Event Survey Highlights\*

- 92% have involvement with security & risk management budgets
- 93% go to the event to evaluate new products & services
- 94% attend 2 or fewer meetings with new technology providers in the office

\* based on results of 2010 pre-event attendee surveys

## Sponsorship Opportunities

We offer a variety of ways for companies to sponsor and interact with attendees at the event. The event will feature one show floor for all attendees and sponsors including IT security, risk management and business continuity solutions – with each category clearly identified. In addition to their show floor presence, sponsors will have the ability to target specific attendees to promote relationship building and present offerings. There are a variety of these marketing opportunities available from speaking sessions to hosted hospitality receptions. We will work with you to customize a package that meets your needs.

### Marketing Opportunities:

- Speaking opportunities
- Targeted attendee interaction
- One-on-one meetings with attendees
- Turnkey exhibit/showcase
- Hospitality receptions

To customize your package, please contact your Gartner Events Account Manager or Stephen Gibertoni at 1 203 316 6360 or [stephen.gibertoni@gartner.com](mailto:stephen.gibertoni@gartner.com).



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## 2010 Sample Attendee Companies

3M	Harley-Davidson Motor Company
AARP	Herman Miller, Inc.
Abbott Laboratories	HBO
Ace Hardware	ING
ADP	Iron Mountain
Adventist Health	Johns Hopkins University Applied Physics Laboratory (APL)
Aetna, Inc.	JP Morgan Chase
American Red Cross	KeyBank
American Student Assistance	Land O'Lakes
American University	La-Z-Boy Incorporated
Amerisource Bergen Corporation	Liberty Mutual
Amway	Limited Brands
AOL Inc.	Lockheed Martin
Apollo Group	Lowe's Companies
Arrow Electronics	Mayo Clinic
Bank of America	Mckesson Corporation
Bank of Canada	Morgan Stanley
Barclays Capital	NASA
Brown-Forman	Neuberger Berman
Canada Revenue Agency	New York Life
Capital One	Northrop Grumman
Carefirst Blue Cross Blue Shield	NYC Transit Authority
Cargill	Pepsi Bottling Group
Carnegie Mellon University	PNC Bank
Chemtura	Progressive Insurance Company
Citigroup	Shell Oil
Comcast	T. Rowe Price
Delta	TD Bank Financial Group
Diebold	Tyco International
Dr. Pepper Snapple Group	United Airlines, Inc.
Dun & Bradstreet	United Nations
E*Trade	United Natural Foods
eBay	United Technologies Corp
Exxon Mobil	Universal Music Group
Fannie Mae	US Army
Fidelity Investments	US Airforce
Freddie Mac	US Federal Government
General Dynamics	US Navy
General Electric	US Marine Corps
General Mills	Wells Fargo
Genzyme	World Bank
Georgia Pacific	Yum! Brands, Inc.
Glaxosmithkline	
Gordon Food Service	

## Who will attend?

### CISO Program

- CIOs, CSOs, CISOs, CTOs
- IT VP & Directors

### Security Program

- CIOs, CSOs, CISOs, CTOs and their teams
- IT VPs & directors
- Network & Risk managers, Auditors
- Network security executives & directors
- IT/IS directors & managers
- Security architects & planners
- Finance & senior business executives
- Anyone involved in enterprise-wide security and critical infrastructure protection

### Risk Management & Compliance Program

- CCOs, CGOs, CROs, CFOs, CIOs, CAEs, CPOs, General Counsel
- IT execs, directors, managers charged with governance, compliance, privacy, risk and IT audit
- Finance, Audit, Legal Risk, Compliance Mgrs
- Governance, Risk and Compliance Consultants

### Business Continuity Management Program

Executives, directors and managers tasked with:

- Business Continuity & Resiliency
- Crisis/Emergency Management
- Disaster Recovery
- IT Infrastructure, Network and Operations
- Application Development
- Systems Analysis, Architecture, Admin & Integration
- Electronic Messaging/Communications
- Strategic Planning

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## 2010 Sponsors

### PREMIER

Google  
Qualys, Inc.  
RSA  
Symantec  
Verizon Business  
Websense

### PLATINUM

Authenware  
Cisco Systems  
HP  
Intel  
McAfee, Inc.  
Oracle  
ScanSafe  
SecureWorks  
Solutionary  
Sourcefire  
SunGard  
Trend Micro  
Tripwire  
Trustwave  
VeriSign

### SILVER

21st Century  
Absolute Software  
Agilience  
Applied Discovery  
Arcot Systems  
ArcSight  
AT&T  
Aveksa  
Beta Systems  
BeyondTrust  
BigFix  
Bit9  
Blue Coat Systems Inc.  
Cenzic  
Clearwell  
ControlCase  
Coop Systems  
Core Security Technologies  
Cyber-Ark Software  
Cymphonix  
Cyveillance, Inc.  
dataguise  
DeviceLock

elQnetworks  
Fischer International Identity  
ForeScout Technologies  
Guardium (an IBM Company)  
Guidance  
Hitachi ID Systems  
HOB  
Identity Finder  
InDorse Technologies  
IronKey, Inc.  
LANDesk Software  
LogRhythm  
Lumension Security  
M86  
Methodware  
MetricStream  
MitraTech  
Modulo  
nCircle  
netForensics  
NetIQ Corporation  
nuBridges, Inc.  
OpenPages  
Packet Motion

Paisley  
PGP Corporation  
Proofpoint, Inc.  
Protegrity  
Purewire  
Rapid7  
RenewData  
Relational Security  
SenSage  
SMARSH  
SonicWALL  
Splunk  
Tenable Network Security  
Terremark  
TippingPoint  
Triumfant  
Trusted Computing Group  
Tufin  
Venafi  
Veracode  
VMWare  
Vormetric  
Webroot  
Zix Corporation

as of 6/9/2010

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