

Exhibitor and Sponsor Prospectus

The 28th Annual New York State Cybersecurity Conference

20th Annual Symposium on Information Assurance



Empire State Plaza
Albany, NY
June 2 – 3, 2026

What is the Cybersecurity Conference?

The 28th Annual New York State Cybersecurity Conference (NYSCSC '26) and 20th Annual Symposium on Information Assurance (ASIA '26) is a two-day event co-hosted by the New York State Office of Information Technology Services, the University at Albany's School of Business, and The NYS Forum, Inc. The conference is held in Albany, New York on June 2 and 3 at the Empire State Plaza. The conference features prominent industry experts presenting the latest innovations in cybersecurity and includes peer networking and sessions on leading-edge cybersecurity topics and issues. The conference draws more than 1500 attendees to Albany.

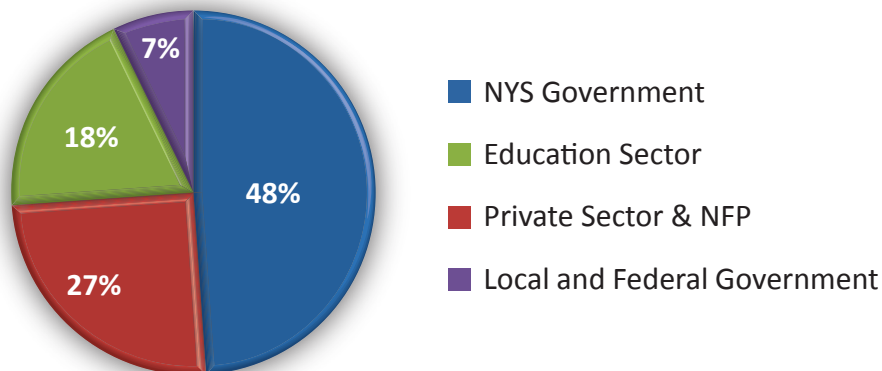
ASIA '26 complements the NYS Cybersecurity Conference as its academic track, with the goal of increasing interaction among security practitioners and researchers to foster the infusion of academic research into practice.

Who Are the Conference Attendees?

Attendees include all government levels, academia, private business, not-for-profit organizations, and citizens interested in learning more about cybersecurity, including:

- Auditors
- Business Managers
- Critical Infrastructure Owners and Operators
- Educators
- Executives
- Law Enforcement
- Lawyers
- Process Improvement Managers
- Project Managers
- Information Security Professionals (CISO, ISO, Security Administrators, Cyber Incident Responders, Security Engineers, Computer Forensic Specialists)
- Information Technology Professionals (CIO, IT Directors, System Administrators, Network Administrators, Web Developers, Application Programmers)

2025 Attendee Breakdown



Call for Exhibitors

Why Exhibit?

- Reach OVER 1,600 attendees from all government levels, private business, and not-for-profit organizations
- Key audience of Executives/CIOs, Information Security Officers, IT Directors, Business Managers
- On average participants spend 30 minutes or more with exhibitors

Who Should Exhibit?

Any company with a product or service that meets any of the following conference goals:

- To educate the community about protecting information
- To increase awareness about cybersecurity threats and risks
- To present cutting edge information to broaden cybersecurity professionals' knowledge
- To ensure that participants leave the event with practical information that can be applied to their specific environment

How Do I Reserve Space?

- Complete the CONTRACT FOR EXHIBIT SPACE form on page 16. The form is also available on The NYS Forum, Inc. website at: <https://nyf.memberclicks.net/nys-cyber-security-conference---2026>.
- Payment may be made by check or credit card. Please see page 15 for more information.

Check out the Exhibit Floor Diagram on page 14

How Much Will It Cost?

Exhibit Booth Pricing

\$3,000* per booth for two (2) days of exhibiting.

*Discount offered for The NYS Forum, Inc. IT Corporate Roundtable Members. The discount does not apply to early bird special pricing or sponsorship items. For further information, visit: <https://www.nysforum.org/about/membership.aspx>

Note: Conference management reserves the right to refuse an organization's contract for exhibit space.

What Do I Send In?

Completed CONTRACT form. Full payment of \$3,000 per 8' x 10' display space.

To Whom Do I Make the Check Payable?

Make checks payable to:

The Research Foundation for the State University of New York

Please place "2026NYSCSC" in the memo section of the check



Where Do I Send My Contract and Check Payment?

Mail checks to:

Sponsored Programs Administration
University at Albany
1400 Washington Avenue
MSC 100A
Albany, NY 12222

Who Do I Contact for More Information or Questions about Exhibiting?

Heather Courtney
Courtney Consulting & Event Management
Email: heathercourtney377@icloud.com
Phone: (518) 852-0740

Exhibitor/ Sponsorship Opportunities

Byte (Exhibitor Booth) \$3000

What's Included with Display Space for June 2 and 3?

- A conference website presence with a direct link to your company website
- Company logo and 100 word description in the conference app (deadline is 5/22/26)
- Two (2) complimentary event passes and two (2) reserved parking passes for booth personnel
- Printed logo on the passport raffle which encourages attendees to visit booths to enter a drawing for prizes
- Logo and recognition during the conference Welcome address
- Post-event electronic list of conference attendees who have opted-in to receive information from Exhibitors
- 8' high back drape and 3' high side drape
- One (1) 6' table with cloth skirt and white vinyl top
- Two (2) chairs
- One (1) 7" x 44" single line identification sign
- One (1) complimentary Internet connection available (for use on a single device over both days)
- One (1) 110v electrical connection
- After hours exhibit booth security

Sponsorship Packages

Boost your brand awareness and marketing at the 2026 NYS Cyber Security Conference through sponsorship packages.

How Do I Become a Sponsor?

Complete the CONTRACT form. The form is available on page 16. The form is also available on The NYS Forum, Inc. website at <https://nyf.memberclicks.net/nys-cyber-security-conference---2026>.

Terabyte Sponsorship \$12,000

Exclusive Opportunity

One Exhibitor package plus:

- Two (2) additional 8'x10' areas (equaling a triple-sized exhibit space) in a prime location
- Sponsor of the conference mobile application
- Prominent Banner ad in the conference mobile application
- Additional 100-word company description (total 200 words) with logo in the conference mobile app
- Logo on the inside cover of the ASIA Proceedings Book (shared with other sponsors)
- Live logo on The NYS Forum, Inc. exhibitor page
- One (1) 20-minute live demo at your booth on June 2 and 3 during exclusive exhibit hall time
- Push notifications sent via the mobile application announcing demo times
- Eight (8) complimentary passes and eight (8) reserved parking passes to the NYS Cybersecurity Conference
- Access to the attendee list (excluding those who opted out) one week prior to the event for conference promotional purposes
- Logo displayed in registration sponsorship board area
- Recognition as the Terabyte Sponsor during conference opening
- Public recognition announcement during exhibitor hours
- Lead retrieval software provided

Megabyte Sponsorship \$10,000

Two (2) Available

One Exhibitor package plus:

- One (1) additional 8'x10' area (equaling a double-sized exhibit space) in a prime location
- Exclusive sponsor of continental breakfast for one day of the conference
- Additional 100-word company description (total 200 words) with logo in the conference mobile app
- Banner ad in the conference mobile application
- Logo on the inside cover of the ASIA Proceedings Book (shared with other sponsors)
- Live logo on The NYS Forum, Inc. exhibitor page
- One (1) 10-minute live demo at your booth on June 2 and 3 during exclusive exhibit hall time
- Push notifications sent via the mobile application announcing demo times
- Six (6) complimentary passes and six (6) reserved parking spaces to the NYS Cybersecurity Conference
- Access to the attendee list (excluding those who opted out) one week prior to the event for conference promotional purposes
- Logo displayed in registration sponsorship board area
- Recognition as the Megabyte Sponsor during conference opening
- Public recognition announcement during exhibitor hours
- Lead retrieval software provided

Kilobyte Sponsorship \$6,000

Six (6) Available

One Exhibitor package plus:

- Banner ad in the conference mobile application
- Prominent 100-word company description with logo in the conference mobile app
- Logo on the inside cover of the ASIA Proceedings Book (shared with other sponsors)
- Live logo on The NYS Forum, Inc. exhibitor page
- Lead retrieval software provided
- Four (4) complimentary passes and four (4) reserved parking passes to the NYS Cybersecurity Conference
- Access to the attendee list (excluding those who opted out) one week prior to the event for conference promotional purposes
- Logo displayed in registration sponsorship board area
- Recognition as the Kilobyte Sponsor during conference opening
- Public recognition announcement during exhibitor hours
- Push notifications sent via the mobile application announcing sponsorship item



Additional Sponsorship Opportunities

Consider these additional marketing and promotional opportunities for your company to increase visibility and create a positive impression. Each of the sponsorships below come with two (2) complimentary event passes and two (2) reserved parking passes.

Afternoon Snack Break \$7,000 (2 available/1 per day)

Your company will be the daily sponsor of the beloved afternoon snack break! Sponsors will receive an 8x10 booth and 2 complimentary passes to the conference. Your logo will be prominently displayed on signage as well as on the conference app and welcome address.

Water Station \$5,000

Keep attendees hydrated! A water station will be available for the entirety of the conference and is a great place to get your brand and logo in front of attendees. Reusable cups and signage will be branded with your logo and placed at the water station. This sponsorship includes preselected merchandise which may be upgraded for an additional charge. Sponsorship must be purchased by May 10, 20256

Hand Sanitizer \$4,000

This sponsorship will put a personal bottle of hand sanitizer, featuring your logo, in the hands of every attendee. This sponsorship includes preselected merchandise which may be upgraded for an additional charge. This sponsorship also includes a conference website presence with a direct link to your company website, your company logo and 100-word description in the conference app. Sponsorship must be purchased by May 10, 2026.

Mints \$3,000

Be a refreshing sponsor with your logo printed on all of the mints given out at registration. This sponsorship will also include signage and recognition on the conference app. Sponsorship must be purchased by May 10, 2026.

Notepads \$4,000

Further brand awareness at the conference and back at the office with this sponsorship. Notepads with your logo will be distributed at registration to every attendee. This sponsorship includes preselected merchandise which may be upgraded for an additional charge. Sponsorship also includes a conference website presence with a direct link to your company website, your company logo and 100-word description in the conference app. Sponsorship must be purchased by May 10, 2026.

Additional Sponsorship Opportunities

A decorative vertical bar on the left side of the page, consisting of a dark blue background with a series of white circles connected by a white line, extending from the top to the bottom of the page.

Conference Bags \$4,500

These customized bags are perfect to tote exhibitor product literature and promotional items. Your company logo will be printed on one side of attendee bags. Conference and co-host logos will appear on other side. This sponsorship includes preselected merchandise which may be upgraded for an additional charge. Sponsorship must be purchased by May 10, 2026.

Conference Lanyards \$4,000

Lanyards will be handed out to each attendee featuring your choice of design. Sponsorship must be purchased by May 10, 2026.

Pens \$3,000

Need a pen? With your sponsorship all attendees will receive a pen with your logo printed on it. This sponsorship will also include signage and recognition on the conference app. Sponsorship must be purchased by May 10, 2026.

Mobile Application Banner Ads \$500 (Limit 3)

The mobile app allows attendees to get the latest information before, during and after the conference. With a mobile banner app that links to your company's website, you will remain in front of the attendee even after the event closes.

Please provide your banner ad in both of the following sizes for optimum viewing on all devices: 640 x 150 pixels, PNG, JPEG, and GIF only/ 552 x 150 pixels, PNG, JPEG, and GIF only

Additional Sponsorship Opportunities

Ideas

Don't see a sponsorship item that meets your needs?

Contact: **Heather Courtney**

Courtney Consulting & Event Management

Email: heathercourtney377@icloud.com

Phone: (518) 852-0740

PLEASE NOTE:

- All final designs/products must be approved by conference hosts.
- The FINAL date to submit your organization's logo and description to guarantee placement in the conference app and printed signage is May 15, 2026. Logos that come in after this date will not be guaranteed placement in printed materials. Please send high resolution logos to Heather Courtney at heathercourtney377@icloud.com.
- Event passes are comprehensive for the length of the event; the total number is for both conference days. For example, if you have four badges available, we will not print one set of names on day one and a second set on day two. If you have more booth staff attending than your sponsorship level allows, you may purchase additional badges at a discounted rate.
- **Only one advertisement, one logo placement and one company profile will be allowed per designated booth space.**
- **Any sponsorships sold after the "purchase by date" may not include all the items listed due to scheduling deadlines and will be sold at the conference staffs discretion.**

See page 17 for quick reference guide to sponsorship levels



Frequently Asked Questions

How will space be assigned?

- Booth space is assigned on a first come, first serve basis. To view the floor plan please refer to page 14 of the prospectus. If a booth is purchased after May 15, 2026 the location of the booth will be chosen for you based on what is available.

How do I register my booth personnel?

- You will be receiving information about registration as the conference gets closer. Please note that all personnel must be signed up in our system by May 20, 2026. Limited offerings will be permitted after the deadline based on the discretion of show management.

Will you be offering a lead retrieval service?

- Yes, NYSCSC is pleased to announce that we are working with CVENT as our lead retrieval provider for the upcoming Conference. Make sure that you're equipped with the quickest and easiest way to capture and qualify leads right on the show floor. If you would like to purchase lead retrieval service, please contact Heather Courtney.

What happens if I teardown early?

- Any exhibitor who chooses to dismantle outside of the dedicated tear down times will be prohibited from selecting a preferred booth location at next year's meeting.

Contract for Exhibit Space Terms and Conditions of Agreement

EXHIBIT SPACE

One physical exhibit space shall consist of:

- 80 square feet occupied as a 10' width (or exhibit front) with an 8' depth (or exhibit side)
- 8' high back drape and 3' high side drape
- One (1) 6' table with cloth skirt and white vinyl top
- Two (2) chairs
- One (1) 7" x 44" single line identification sign
- One (1) dedicated internet service connection (for use on a single device over both days)
- One (1) 110v electrical connection
- After-hours booth security

Contract for Exhibit Space Terms and Conditions of Agreement

Exhibitor agrees to pay for any other services which may be required and/or ordered in conjunction with exhibitor's display.

No signs, placards, or other advertisement are allowed to be posted in exhibitor's space or in any other part of said convention center by means of tacks, tape, nails, or pins to the walls, doors, or woodwork.

Dispensing of alcoholic beverages is prohibited. No exhibitor may display outside the parameters of contracted booth space.

Music

No live music performances or use of recorded music will be permitted unless the Exhibitor can demonstrate that it has obtained the requisite copyright licenses from ASCAP, BMI, and other appropriate organizations and such performance or use does not in any way interfere with other Exhibitors.

Demos

Demos conducted at an exhibitor booth or as part of the conference must be approved by conference co-hosts. Demos conducted may not collect or retain any conference attendee data or access or interfere with any device (mobile device, laptop, etc.) without express authorization of the owner.

Exhibitor Placement

Conference management cannot guarantee that companies exhibiting similar products or a competitor will not be located in a nearby or adjoining booth space.

Dismantle

Dismantling of exhibits prior to show closing will result in denial of exhibition privileges at the subsequent conferences.

Subletting Space

It is agreed by the parties hereto that the license contracted for by Exhibitor cannot be assigned by the Exhibitor to any other party.

Indemnity

Any loss, damage, or injury, which may occur to any person or property as a result of any negligent act by the Exhibitor, its representatives, agents, employees, or contractors, shall be the responsibility of the Exhibitor. Exhibitor shall indemnify, defend, and hold harmless conference co-hosts, their officers, directors, employees, agents, and each of them, and the Empire State Plaza from any and all claims made as a result of the negligent acts of Exhibitor, its officers, directors, employees, agents, or contractors. The terms of this provision shall survive the termination or expiration of this Agreement. Neither the conference co-hosts nor the Empire State Plaza shall be responsible for any loss, damage, or injury which may occur to Exhibitor, its property, or its representatives, agents, or employees unless such loss, damage, or injury is caused by the negligent acts of the conference co-hosts or the Empire State Plaza.

Contract for Exhibit Space Terms and Conditions of Agreement

Insurance

All property of the Exhibitor is understood to remain under its custody and control, in transit to or from or within the confines of the Empire State Plaza, subject to the rules and regulations of the conference. Exhibitor agrees to carry liability insurance against injury to the person and property of others in the amount of at least \$2,000,000 and shall name the conference co-hosts and the Empire State Plaza as additional insureds on such insurance policy(ies). Exhibitor shall provide conference co-hosts with certificates evidencing such insurance coverage with return of the registration package.

Applicable laws

The rights, duties, and obligations of the parties, and the validity, interpretation, performance, and legal effect of the Agreement shall be governed and determined by the laws of the State of New York.

Exhibitor acknowledges that it has obligations under federal, state and/or local law such as the filing of State and Federal taxes, compliance with State laws, codes, rules and regulations establishing ethical standards for the conduct of business with New York State such as the New York State Public Integrity Reform Act of 2011, and/or the maintenance of required Federal, State or local permits, registrations, licenses or other governmental authorizations, Exhibitor acknowledges that as a sponsor of the event it is compliant with and has satisfied these obligations under federal, state and/or local laws.

Severability

Any terms, clauses, or conditions which are subsequently adjudged invalid or illegal shall be stricken from these Terms and Conditions never included and all remaining valid and legal conditions, clauses, and terms will thereupon comprise these Terms & Conditions.

Force Majeure

Should any circumstance beyond the control of, and not the fault of, the conference co-hosts prevent or materially affect the 28th Annual NYS Cybersecurity Conference from being held as scheduled, or the exhibit space not being available for use herein specified due to war, governmental action or order, act of God, fire, strikes, labor disputes, or any other cause beyond the control of the conference co-hosts, this Agreement shall immediately terminate and no fees shall be returned.



Contract for Exhibit Space Terms and Conditions of Agreement

Americans with Disabilities Act

Exhibitor represents and warrants that its exhibit, and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively "ADA"). Exhibitor shall indemnify, defend, and hold harmless conference co-hosts, its directors, officers, employees and agents, and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with any provision of the ADA.

Conduct Of Exhibitors/Dress Of Attendants

Exhibitors shall be appropriately dressed in business attire. Costumes not regularly associated with the business and professional character of the conference must have the prior written approval of conference management.

Payment Terms

To guarantee your exhibit space, full payment must be received by May 15, 2026.

Cancellation of Exhibition

Organizer may cancel all or any part of the Exhibition or reduce the amount of space allocated to the Exhibition for any reason in its sole discretion. If the Exhibition is canceled in its entirety, this Agreement shall automatically terminate, and Organizer shall refund to Exhibitor all Space Fees in full satisfaction of all liabilities of Organizer to Exhibitor. Refunds shall not be made for partial cancellation or reductions in the size or scope of the Exhibition. Any Exhibitor who cancels this Agreement prior to any cancellation of the Exhibition by the Organizer shall be entitled to a refund only in accordance with "CANCELLATION BY EXHIBITOR," below.

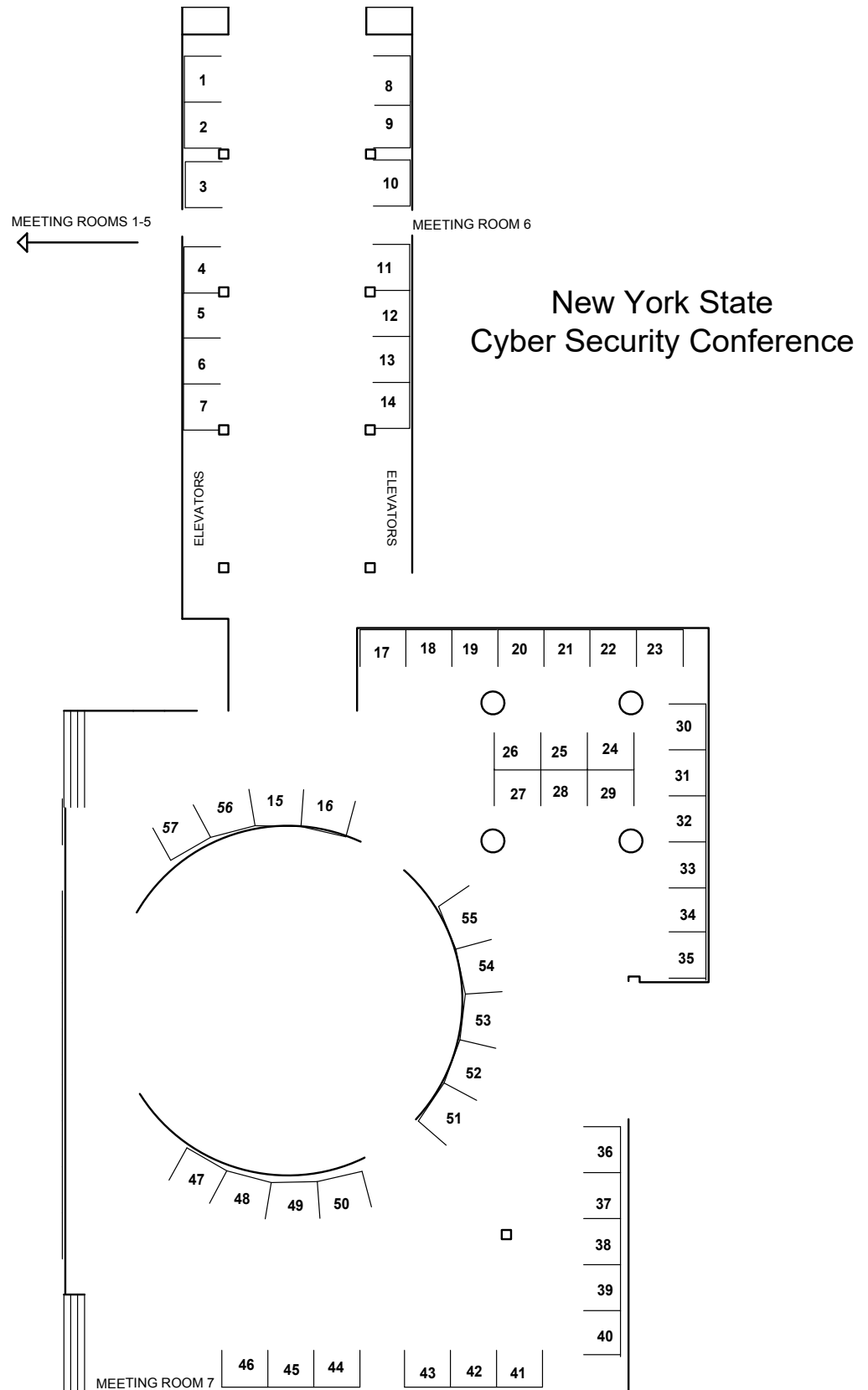
Cancellation by Exhibitor

In the event that Exhibitor desires to cancel this Agreement, Exhibitor may only do so by giving notice thereof in writing sent to the Organizer with evidence of receipt. Exhibitor will be entitled to a refund of Space Fees only if the written notice of cancellation is received by the Organizer on or before May 15, 2026.

Removal of Exhibitor

Organizer hereby reserves the right to eject and remove an Exhibitor or its exhibit without notice for violation of any of the terms of this Agreement without the Organizer being deemed guilty of trespassing in any manner whatsoever, in which case the Space Fees paid by the Exhibitor shall be retained by the Organizer as liquidated damages. Exhibitor agrees to such additional terms and conditions as the Organizer may deem necessary for the proper conduct of the Exhibition

Exhibit Floor Diagram



Exhibit/Sponsorship Check List

Complete the applicable forms - CONTRACT FOR SPONSORSHIP/EXHIBIT SPACE. You may type your information into the PDF document and save it.

Please ensure that the information is complete and accurate.

Submit all forms via email to Heather Courtney
(518) 852-0740
heathercourtney377@icloud.com

Payment can be made via check or credit card:

Mail checks to:
Sponsored Programs Administration
University at Albany
1400 Washington Avenue
MSC 100A
Albany, NY 12222

Make checks payable to: The Research Foundation for the State University of New York

****Please include "2026NYSCSC" in the memo section of the check****

Credit Card Payment:
Contact: Heather Courtney
(518) 852-0740
heathercourtney377@icloud.com

Proposed Show Schedule

Exhibitor Move In: All exhibitors must move in on Monday, June 1 2026, 2:00 p.m. – 5:00 p.m.

Exhibit Hall Hours - Day 1: Tuesday, June 2 2026, 8:00 a.m. – 4:00 p.m.

Exhibit Showcase: 8:00 a.m. – 9:00 a.m., 10:30 a.m. – 11:00 a.m., 11:50 a.m. – 1:00 p.m., 1:50 p.m. – 2:10 p.m., 3:00 p.m. – 3:20 p.m.

Exhibit Hall Hours - Day 2: Wednesday, June 3 2026, 8:00 a.m. – 4:00 p.m.

Exhibit Showcase: 8:00 a.m. – 9:00 a.m., 10:30 a.m. – 11:00 a.m., 11:50 a.m. – 1:00 p.m., 1:50 p.m. – 2:10 p.m., 3:00 p.m. – 3:20 p.m.

Exhibitor Move Out: Wednesday, June 3 2026, 3:00 p.m. – 5:00 p.m.

Contract for Sponsorship/Exhibit Space

2026 NYS CYBER SECURITY CONFERENCE June 2-3, 2026

Contact Person: _____

Contact Email: _____

Sponsor Contact Phone: _____

Onsite Contact Person: _____

Onsite Contact Email: _____

Onsite Contact Phone: _____

Company Name: _____

(as it is to appear throughout the conference on signage, badges, promotional materials)

Mailing Address: _____

City, State, Zip: _____

Website: _____

Indicate your preferred exhibit space choices: # _____

Conference Exhibitor/ Sponsorship Opportunities

<input type="checkbox"/> Terabyte \$12,000 (Exclusive)	<input type="checkbox"/> Afternoon Break \$7,000 (2 available)
<input type="checkbox"/> Megabyte \$10,000 (2 available)	<input type="checkbox"/> Pens \$3,000
<input type="checkbox"/> Kilobyte \$6,000 (6 available)	<input type="checkbox"/> Lanyards \$4,000
<input type="checkbox"/> Booth Space \$3,000	<input type="checkbox"/> Water Station \$5,000
<input type="checkbox"/> Banner Ad in App. \$500 (limit 3)	<input type="checkbox"/> Notepads \$4,000
	<input type="checkbox"/> Bags \$4,500
	<input type="checkbox"/> Mints \$3,000
<input type="checkbox"/> Other	

Do you require an invoice? Yes No

Sign and return by May 15, 2026.

Make checks payable to:
The Research Foundation for The
State University of New York

****Please include "2026NYSCSC"
in the memo section****

Mail checks to:
Sponsored Programs Administration
University at Albany
1400 Washington Avenue
MSC 100A
Albany, NY 12222

Exhibitor/Sponsor hereby agrees to participate in the 28th Annual NYS Cybersecurity Conference, co-hosted by the New York State Office of Information Technology Services, the University at Albany's School of Business, and The NYS Forum, Inc. as outlined in the chosen sponsorship. This event is scheduled to be held at the Empire State Plaza, Albany, NY.

Signature: _____

Print Name and Title / Date: _____



Sponsorship At-A-Glance

	TERABYTE (1)	MEGABYTE (2)	KILOBYTE (6)	BYTE
8'x10' Booth with table/chairs	X	X	X	X
Two (2) additional 8'x10' areas (equaling a triple-sized exhibit space) in a prime location	X			
One (1) additional 8'x10' areas (equaling a double-sized exhibit space) in a prime location		X		
Live Logo on the NYS Forum, Inc. Exhibitor Page	X	X	X	X
Company logo and description in the conference app	X	X	X	X
Complimentary passes and reserved parking passes to the NYS Cybersecurity Conference	8	6	4	2
Banner ad in the conference app	X	X	X	
Lead retrieval software provided	X	X	X	
Public recognition announcement during exhibit hours	X	X	X	
Access to the attendee list (excluding those who opted out) one week prior to the event for conference promotional purposes	X	X	X	
Logo on the inside cover of the ASIA Proceedings Book (shared with other sponsors)	X	X	X	
Logo displayed in registration sponsorship board area	X	X	X	
Recognition as a Sponsor during conference opening	X	X	X	
Public recognition announcement during exhibitor hours	X	X	X	
Push notifications sent via the mobile application announcing:	Demo Times Sponsorship	Demo Times Sponsorship	Sponsorship	
Exclusive Sponsor of the Conference Mobile Application	X			
Live demo at your booth on June 2 and 3 during exclusive exhibit hall time	20 minute demo	10 minute demo		