

Sponsoring the HTCIA Conference

Who are our participants?

Our conference attracts several hundred digital forensic examiners, investigators from the law enforcement and corporate fields, e-discovery specialists, legal professionals, information security experts and educators. They hail from the United States, Canada, Europe, Latin America and Asia and have a wide range of experience in the field – we've drawn students, 25-year veterans and everyone in between.

Open to both members and nonmembers of HTCIA, the conference allows for all these people to interact, learn from one another, and find out about the latest equipment they need to do their jobs right.

Who are the other sponsors and exhibitors?

We take pride in offering a vendor neutral setting in which many of our long-time supporters come together to showcase their latest products. These supporters include companies that offer tools for computer and mobile forensics, video and audio forensics, e-discovery, online investigations, incident response and network security, and associated products like books and information on college programs. We also enjoy relationships with other nonprofit professional associations, who exhibit at our conferences.

What kind of content do we feature?

We feature more than a dozen hands-on labs, together with many lectures, on topics related to what our participants' daily work. Beginning, intermediate, and advanced sessions – along with presentations for everyone – are offered, along with vendor- and tool-specific labs. Often there are also tool previews or other information on newly released updates or product launches. Overall, we believe the content is a well rounded approach that meets every facet of our participants' needs.

Why should you sponsor us?

If your products and services support the high tech crimes community, then you'll gain valuable visibility by sponsoring. More than that, however, our conference can help support both your efforts to gain new business, and to build loyalty among your existing customers.

After 25 years of existence, we've seen many of our sponsors launch products at our conferences. Several use it as an opportunity to catch up with long-time customers, to get feedback on products and support and to talk about the direction of the industry. And those who use it to generate new leads on sales find that it's easier to forge deeper connections with people who are there for the sense of community our conference fosters.

Where do we host the conference?

We strive to find conference venues that are fun and interesting places to visit, not just for our conference participants but their families as well. Our locations change from year to year in order to make it easier for people on each end of the country (as well as in the middle) to attend. Odd years see us on the West Coast; even years, on the East Coast. We plan to be adding Midwestern locations in coming years as well.

Why September?

Remember how it felt to get a fresh start at the beginning of a school year? September makes it easier for you to travel when the kids are in school and doesn't interfere with the tightly packed conference schedule in the springtime, and in most places, the weather is still warm enough to enjoy.

How do you sponsor?

What you sponsor is up to you! You can go the traditional route of a Platinum, Gold, Silver or Bronze sponsorship; sponsor a lab or product showcase; hold a special event such as a breakfast or cocktail hour for participants; buy an ad in our program; provide us with bag insert collateral; or provide branded items such as pens, padfolios, bags or items to give away as door prizes. Branded items can be especially valuable if you are not able to be at our conference but still want our participants to see your name.

Please visit www.htciaconference.org and link to the "Sponsorship" tab where you will find a virtual floor plan, exhibit space contract and sponsorship/advertising forms.

What will you get from us?

We will work with your marketing staff to promote your sponsorship of our conference to the fullest extent possible. Whether you invest in a Platinum sponsorship or simply donate software or other goods to our raffle, we'll let our audience know it via our email list, our social networks, and our website. When you donate, we will provide you with additional exposure in the onsite program and verbally from the podium. Branding is all about name recognition and this provides you with an excellent and inexpensive way to get your name in front of these decision-makers.

What do we need from you?

We want to be sure we act according to your marketing timeline – but we have our own as well. We ask you to keep us up to date on as much as possible, so that as we promote the conference, we'll be able to give your sponsorship adequate attention.