About INSA

INSA is the premier intelligence and national security organization that brings together the public, private and academic sectors to collaborate on the most challenging policy issues and solutions. As a non-profit, non-partisan, public-private organization, INSA’s ultimate goal is to promote and recognize the highest standards within the national security and intelligence communities.

INSA has over 160 corporate members and several hundred individual members who are leaders and senior executives throughout government, the private sector and academia.

To learn more about INSA visit www.INSAonline.org.

“INSA fosters a warm and welcoming community that generously supports members and raises awareness of the important work that is being done.”

- MONICA PAL,
CHIEF EXECUTIVE OFFICER,
4IQ

“INSA does an amazing job of connecting relevant government programs and decision makers with commercial vendors who have leading-edge solutions and uninhibited ideas on how to approach various issues of complexity. I expect our bond with INSA will only grow stronger as we continue to engage new partners across the spectrum of national security activities.”

- JONATHAN MCDONALD,
EXECUTIVE VICE PRESIDENT,
TRANSUNION GOVERNMENT INFORMATION SOLUTIONS
INSA Virtual Events

INSA has pivoted its programming to deliver thought leadership through a variety of new virtual programs. Our content-driven events continue our well-established reputation for delivering the right audience and brand recognition to advance your business goals.

By sponsoring one of our upcoming programs, you can strengthen your organization’s thought leadership portfolio, showcase your innovative solutions, and increase brand awareness in front of a relevant, targeted audience.

Stay visible as we go virtual!

“These events are inspiring. They keep me connected and make me aware of what role I can play and how I might be able to contribute. I have a sense that is a mutual feeling from the audience in general.”

“The INSA webinars are outstanding! They are a great source to get information and diverse perspectives on issues, challenges, lessons learned and new initiatives within the intelligence and national security community.”

“This webinar provides a unique opportunity to hear dialogue with IC and defense leaders outside of the traditional communication channels and gain insights that otherwise would not be available to the masses - looking forward to future sessions!”

FAST FACTS ABOUT INSA VIRTUAL EVENTS

more than 50% of attendees hold public sector leadership roles

98% of surveyed attendees say our events exceed expectations

nearly 30% of attendees go back and watch the program recording

on average, more than 600 people register for each virtual speaker session
# Event Calendar

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Event</th>
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<tbody>
<tr>
<td>Biweekly</td>
<td><strong>INSA At a Glance</strong></td>
</tr>
<tr>
<td>Weekly</td>
<td><strong>INSA Virtual Speaker Series</strong></td>
</tr>
<tr>
<td>Sept. 29, 2020</td>
<td><strong>Common Threads Colorado’s Intelligence Community</strong></td>
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<tr>
<td>Fall 2020</td>
<td><strong>INSA Academic Outreach Webinar</strong></td>
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<tr>
<td>Sept. 16-18 2020</td>
<td><strong>Intelligence &amp; National Security Summit</strong></td>
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*Dates, sponsorship packages and prices are tentative and subject to change.*
INSA At a Glance

INSA’s biweekly At a Glance newsletter delivers timely news that is relevant, welcomed, and valued by our community of 10,000+ subscribers. We can put your message in the spotlight and help you get exposed to key decisionmakers.

NEWSLETTER SPONSOR
$25,000 FOR SIX CONSECUTIVE ISSUES EXCLUSIVE

- Each issue will feature 564x164 px of space for a graphic with company content (logo, a short message, image, etc.) that can be linked externally
- The preview text for each issue will note this newsletter is presented by sponsoring company
- Opportunity to submit two employee profiles for INSA’s #YourIC campaign (to be found on INSA’s website), posted on INSA social media, and announced within select issues of the newsletter

Can’t-Miss Program Announcements

Wednesday Wisdom
July 1
4:30 - 5:15 pm

The Hon. Isabel Patelenas
Assistant Secretary of Intelligence & Analysis
Department of the Treasury

Get Your Weekly Dose of Wisdom

Join INSA for the next installment of Wednesday Wisdom on July 1 from 4:30-5:15 pm ET. The Hon. Isabel Patelenas will discuss financial threats from adversary nations and non-state actors, the Intelligence Community’s collaboration with the financial sector, intelligence analysis training and tradecraft, intelligence workforce challenges, and other issues related to her 33-year career at CIA and the Department of the Treasury.

New IC
How Diversity & Inclusion Drive Innovation

Session Spotlight: How Diversity & Inclusion Drive Innovation

Panelists will discuss the ways a diversity strategy can profoundly impact your organization’s culture and bottom line. From fostering a more diverse and inclusive workforce to creating diversity & inclusion strategic goals, you will hear how some of our community’s leaders are attracting top talent, increasing creativity, and driving innovative breakthroughs.

Read Wytsa’s and Cody’s Stories

Get to Know #YourIC

Wytsa McCorm, Director of Human Resources at Raytheon Technologies, talks us about her role. “In two days there are 60% where I spend the majority of my time in programs, operational, strategy and financial reviews, and some weeks could include a talent development or talent acquisition review, meeting or a government customer or team meeting.”

Cody Bowers, Product Manager of EffortIQ, shares what excites him the most for the future. “The IC today has to find its place, has to compete, and has to capitalize on the new world of agencies where there are activeed servants, have no presenters, or don’t exist. Along the reorganization and challenge of a shift ahead for IC reform can present today.”

Overheard on the Network

Follow us on social media to learn more about the work we do.
EVENT & SPONSORSHIP GUIDE

HOST SPONSOR | $10,000 | EXCLUSIVE

- Sponsor company will receive branded marketing HTML for distribution to relevant stakeholders (suppliers, partners, etc.)
- Opportunity to introduce the featured speaker
- Opportunity to submit one piece of company-branded “thought leadership” (a video no longer than 30 seconds or a PDF)
- Opportunity to provide email copy (no more than 130 words) for INSA to include in wrap-up email to attendees within 24 hours of web event
- Sponsor logo on screen during the webinar
- Dedicated social media post with company logo thanking your organization for its support of the program
- Company logo placement on registration confirmation and event reminder messages
- Recognition of sponsor by moderator at beginning and end of program
- Company logo placement on event marketing materials, website, email promotions, and social media

For information about upcoming speakers, please contact Jeff Lavine at JLavine@INSAonline.org.
Common Threads: Colorado’s Intelligence Community

Virtual Event // September 29, 2020

This event brings together members of the intelligence community from across the country to discuss topics from commercial opportunities to workforce development to diversity and inclusion.

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<tr>
<td>Guidehouse</td>
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<td>Raytheon Intelligence</td>
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<th>PACKAGE INCLUDES</th>
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<tr>
<td>- Opportunity to introduce keynote</td>
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<td>- Sponsor company will receive branded marketing HTML and a social media graphic for distribution to relevant stakeholders (suppliers, partners, etc.)</td>
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SOLD OUT

STILL AVAILABLE
INSA Academic Outreach Webinar

Virtual Event // Fall Semester 2020 // Time TBD

This unique program intends to reach professors and aspiring students pursing intelligence and national security academic programs across the United States. This program will highlight career opportunities in the IC, the unique role INSA plays in the Community, the importance of public-private partnerships and how students can benefit from INSA's virtual programming while studying remotely during the COVID-19 Pandemic. INSA intends to offer this webinar free as an on-demand virtual learning tool to all National Centers of Academic Excellence and other institutions of higher learning dedicated to producing the next generation of IC leaders.

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| TBD    | TBD   | Presenting Sponsor | - Opportunity to submit one piece of branded “thought leadership” (a video no longer than 30 seconds or a PDF)  
- Recognition of sponsor by moderator at beginning and end of program  
- Limited speaking role TBD  
- Dedicated social media post with sponsor logo and a ‘thank you’ for its support of the program  
- Sponsor logo on screen during webinar |
#IntelSummit20 is the premier forum for unclassified dialogue between USG intelligence agencies and their industry and academic partners.

Please contact Lori Powell at LPowell@eventpower.com for an exhibitor prospectus and available sponsorship opportunities.