



National Defense Information Security and Analysis Center Principles for Engaging with Sponsors and Exhibitors

ND-ISAC Desires Active Engagement with Vendors / Sponsors / Exhibitors

ND-ISAC recognizes that active engagement between ND-ISAC members and technology developers and capability providers (i.e. vendors / sponsors / exhibitors) is essential for ND-ISAC members to understand and to remain abreast of cyber security technology innovation and emerging capabilities. ND-ISAC seeks to enable and foster the circumstances for these engagements consistent with the ND-ISAC mission, lines of effort and signature processes.

About ND-ISAC's Mission:

ND-ISAC is an organization formed by member companies to elevate the cybersecurity operations of its members, while taking into account *all hazards* that pose risks to member company enterprise operations and resilience.

To do this, ND-ISAC predominantly focuses on the technical attributes and efficacy of cybersecurity tools, processes and their associated business efficiency. ND-ISAC comments on policy or regulatory matters only in selected cases where the aforementioned issues may present significant implementation issues for ND-ISAC member companies.

ND-ISAC Lines of Effort:

ND-ISAC approaches this mission via three principal lines of effort:

1. Maintain a trusted and valued cyber threat intel sharing supported by a secure portal,
2. Via technical working groups led by member company subject matter experts, expand ND-ISAC processes/capabilities to assist member companies in elevating their capabilities to defend their networks, and
3. To assist some member companies to elevate their cybersecurity who may not otherwise achieve that capability on their own, ND-ISAC must identify / orchestrate / and bring services to assist those member companies.

ND-ISAC, as a signature process, conducts **ND-ISAC Live!** events and other conferences to enable face-to-face technical exchanges among member company subject matter experts and to also facilitate trust-building via personal networking opportunities.

ND-ISAC Engagement Approach -- Vendors / Sponsors / Exhibitors

ND-ISAC recognizes that peer organizations sustain and support their equivalent of **ND-ISAC Live!** events via vendors, sponsorships, or exhibitors.

ND-ISAC likewise believes it is appropriate to engage appropriate vendors / sponsors / exhibitors for this purpose within defined circumstances.

ND-ISAC defines appropriate as generally meaning companies with pre-existing business relationships with ND-ISAC or with member companies, or companies who may provide identifiable benefits to the ND-ISAC mission.



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The phrase defined circumstances, summarized below, is intended to outline basic expectations and standards of comportment for vendors / sponsors / exhibitors who support an ND-ISAC event. In short:

- Exhibitors will be afforded space that is proximate to, but physically separated from ND-ISAC member discussion spaces which are exclusively limited to ND-ISAC member companies.
- Vendors / sponsors / exhibitors are subject to an absolute prohibition of aggressive sales tactics and/or uninvited entry into ND-ISAC member discussion spaces. The prohibited circumstance may be inferred from persistent and uninvited personal approaches to ND-ISAC member attendees with the purpose of promoting or selling a product, and/or uninvited entry into ND-ISAC member discussion spaces.
- ND-ISAC does not provide a listing of attendees for ND-ISAC events.
- Acceptance as a vendor/ sponsor/ exhibitor does not imply or connote a product endorsement by ND-ISAC and a vendor / sponsor/exhibitor may not make that representation nor advertise an affiliation with ND-ISAC without the express written consent of ND-ISAC.
- A vendor / sponsor/exhibitor must support the spirit and objectives of ND-ISAC events in abjuring harassment of any form or objectionable behavior, and refrain from violations of the terms of use of event facilities.

The ND-ISAC vendor/ sponsor/ exhibitor agreement provides comprehensive terms and conditions for ND-ISAC events. For additional information and to find out about opportunities to be a vendor / sponsor / exhibitor at ND-ISAC events, please contact: events@ndisac.org