



**FutureCon**  
Your CyberSecurity Conference HQ

# DALLAS, TX

**Wednesday, August 11, 2021**

## VENDOR INFORMATION PACKET

Thank you for joining FutureCon for the Dallas, TX CyberSecurity Conference! We are so excited to return to in person events, and are happy you are here with us.

I am Leina Schmidt, the Sponsorship Coordinator for FutureCon Events. Moving forward, I will be your point of contact for the upcoming Virtual CyberSecurity Conference. You can reach me by email with any inquiries and to send Deliverables (listed below), [leina@futureconevents.com](mailto:leina@futureconevents.com)

Below you will find the general information needed for the conference, including arrival, set up, attendees, presentation guidelines, and more! I look forward to working with you!

<b>Date:</b>	Wednesday, August 11 <sup>th</sup> , 2021
<b>Venue:</b>	The House of Blues, Dallas
<b>Address:</b>	2200 N Lamar St, Dallas, TX 75202
<b>Set Up Time:</b>	7:00 AM – 8:00 AM CDT the morning of event
<b>Conference Time:</b>	8:00 AM – 5:00 PM CDT
<b>After Party:</b>	5:00 PM – 8:00 PM CDT

**Please note:** Upon arrival, you will go to vendor check-in and pick up your badge and lanyard, you will then be directed to your booth space. A 6 ft table, 2 chairs (double that if you are a Platinum Sponsor), Wi-Fi, and electricity are included in your sponsorship. **Please do not tear down your booth prior to the end of the conference.**



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## Speaker/Presentations

If you have a speaker, send me your speaker's headshot, bio and email along with the presentation topic, abstract and slides. We need this information one month prior to the event date to upload to the event agenda on the website. Time slots will be filled on a first come basis, meaning the earlier you sign up for sponsorships, the earlier in the day your presentation will be.

### Presentation Guidelines:

1. **The speaker should not have a sales/marketing title – the higher the title, the better!**
2. **Must be educational**
3. **Must pertain to CyberSecurity**
4. **Must NOT be a sales or marketing pitch – this is what our Exhibitor room is for**
5. **Must follow the Code of Conduct – please be respectful to others and do not disparage sponsors**

Presentations should be sent in PowerPoint format (preferred) to [leina@futureconevents.com](mailto:leina@futureconevents.com) and [meagan@futureconevents.com](mailto:meagan@futureconevents.com), no later than two Fridays prior to the event. Sending PowerPoints ensures that you can access presenter mode during the presentation, allowing you to see your notes.

### Drawings and Giveaways:

Attendees will be encouraged to visit every booth. If you plan to have a prize giveaway, send me your prize and the value (and a graphic, if you have one). CEO/Host Kim Hakim will be announcing prize winners throughout the event by calling up a sponsor to the stage. You will introduce yourself and pull a winner from attendees that visited your booth. Reps will hold on to the prize as a display for their table. **Please do not bring any prizes to raffle off at your own booth while at the event!**

The giveaway item should not be any product that your company sells. Some examples of past vendor prizes include, gift cards, Amazon electronics, Apple products, Echo, Nintendo, Coffee Makers etc.

**Pre-Show Informational Conference Calls are always on the TUESDAY before the event at 1:00 PM Central Time. An invite will be sent out to you and any registered staff!**

**Shipping Info**  
**Parking Info**  
**Room Block Info**  
**AV Contact for Hotel**  
**VIP/Promo Code Info**  
**Badges**  
**vCard**  
**Additional reps**

**Can we add the banners to the packets, Heather?**

**Important Note:**

\*FutureCon LLC is not responsible for any packages shipped to or from the venue. Please make sure your packages are easily identifiable for your representative. This venue may charge for INCOMING & OUTGOING packages. Check the Sponsorship Resource Center for this venue's specifications on shipping (pricing, whether or not the venue has automatic pick-up from hotel or you have to call in the pick-up).