

MINING AND METALS ISAC
MM-ISAC

Industry Partnerships 2024



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ABOUT US

Cyber criminals share knowledge and tools freely. Their attacks not only pose a financial and production risk, but they also put our shared progress in safety and sustainability at risk. Coordinated attacks demand a unified and cooperative defense. Established in 2016 the MM – ISAC continues to strive to be the global front against this untied front of cyber criminals.

Who is the MM-ISAC

Mining and Metals – ISAC is a not-for-profit industry owned information sharing and analysis center for the global mining and metals industry. ISAC's are known for gathering information on cyber threats which affect specific industries. We provide the only organization for mining and metals globally in which the cyber security community can come together. In addition, we also provide peer to peer sharing and collaboration with workshops, events, webinars, and working groups. This allows for unique ability to network and match industry members. This fosters a one-of-a-kind ISAC that will make threat intelligence actionable for organizations of all sizes and maturity levels.

Our Mission

Improve the cyber resiliency of mining and metal companies, preventing incidents impacting the safety, environmental sustainability, or operational productivity in the industry.

Our Vision

To be the go-to center for information regarding cybersecurity, cyber resiliency within the mining and metals industry. To be a platform in which people and members in the industry can safely share their ideas, threat and vulnerability information, recovery actions to keep the mining and metals industry in a united effort against cyber criminals.



Meet our Leaders.

CEO & CISO in Residence - Rob Labbé



Rob Labbé has worked in various roles in information security for the past 20 years. Previously to working full time with MM-ISAC, Rob spent over 9 years at Teck Resources focused on the security of industrial control systems, ensuring safe production through Teck's digital transformation.

In 2016, Rob co-founded the Mining and Metals ISAC, a collaborative community in which threat and incident information is shared in order to improve cyber security of metals and mining companies.

In 2017, he was named to CIM Magazine's *2017 Names to Know* and in 2018 was named as one of the top 20 global security and fire influencers by IFSEC.

Director, Cyber Intelligence Operations - Cherie Burgett



As the Director of Cyber Intelligence Operations for the Mining and Metals Information Sharing Analysis Center (MM-ISAC), Cherie Burgett leads the ISAC's cyber intelligence program, enables sharing and coordinates responses to active threats. She provides the link between the public and private sector and supports companies to develop strategies as they undergo digital transformation. Cherie's personal philosophy is that cybersecurity is first and foremost a human problem and her passion is building up the community to encourage more collaboration among industry professionals.

Director, Education and Research - James Stockton



Adult Educator for over the last 15 years. Director of Research for the Metal and Mining Information Sharing Analysis Center. He graduated from Auburn University with a Ph.D. in adult education. Worked for Embry-Riddle Aeronautical University as an instructor since November 2007. Military veteran with 24 years of service. The highest military award earned was a Bronze Star Medal. Qualified professional, who held positions in Safety, Aviation Maintenance, and as a Helicopter Pilot. Holds certificates in Sec+ (CompTIA), Airframe and Powerplant, and Commercial Pilot (Federal Aviation

Administration).

MM-ISAC PARTNERS

We invite you to join us in fostering a secure and collaborative future as we extend exclusive sponsorship opportunities for the MM – ISAC. As a trusted hub for industry-specific threat intelligence, our ISAC plays a pivotal role in enhancing cybersecurity and resilience across the mining and metals sector.

By becoming a partner, you will gain unparalleled visibility among key decision-makers, industry leaders, and cybersecurity professionals within mining and metals. Your support will not only contribute to the success to the MM – ISAC but also position your organization as a champion of proactive cybersecurity and cyber resilience measures. As we navigate the evolving threat landscape, your partnership ensures our collective ability to stay ahead of emerging challenges. Embark on this journey with us, leveraging unique sponsorship packages that offer strategic brand exposure, networking opportunities, and the chance to shape the future of collaborative cybersecurity. Together, let us build a robust defense against cyber threats and create lasting impacts in the realm of information security, data, and resilience.

We currently have the following packages available below and each package will need to be renewed yearly.



Operational Partners

As an operational partner of the MM – ISAC your organization will a range of Benefits that significantly enhance professional engagement. This involvement allows for the contribution of expertise and insights, driving meaningful innovation. Moreover, such partnerships provide valuable networking opportunities, enabling connections with industry professionals, stakeholders, and decision-makers. The collaborative nature of operational partnerships fosters camaraderie and teamwork, promoting mutual learning, best practice sharing, and collective problem-solving. Ultimately, serving as an operational partner not only offers personal and professional growth but also allows for a significant impact on the future of Mining and Metals industry and how it looks at Cybersecurity.

Benefits:

- Listing as a partner
 - Use of the MM – ISAC Logo
- Monthly Membership Meeting Attendee
- Co-Press Releases
- \$10,000 USD Event Sponsorship Credit
- Webinar Participation (Speaker)

Investment: **Provide Core technology for MM – ISAC use**

- Case by case, dependent on the technology needs of MM-ISAC.



Intelligence Partners

Intelligence partnerships represent collaborative alliances between entities with a focus on sharing knowledge, expertise, and resources to enhance decision-making, problem-solving, and innovation. These partnerships often involve a range of stakeholders, including businesses, research institutions, governmental agencies, and non-profit organizations, pooling together their insights and capabilities to tackle complex challenges. Intelligence partnerships facilitate the exchange of critical information, data analysis, and strategic planning to drive meaningful outcomes. By fostering synergy and cooperation among diverse stakeholders, intelligence partnerships play a pivotal role in driving progress, promoting resilience, and shaping a brighter future for Cybersecurity within the mining and metals industry.

Benefits:

- Listing as a MM – ISAC Partner
- Access to information of the MM – ISAC
- Joint industry intelligence reports
- Collaborate with the MM – ISAC about critical information relating to cyber security, threat intelligence and build cyber resilience with a focus on Mining and Metals industries.

Investment: **No Cost**



Association Partners

Association partnerships are formed between organizations with shared interests or objectives. These partnerships bring together entities from various sectors, such as businesses, nonprofits, government agencies, and academic institutions, to work towards common goals, address mutual challenges, and capitalize on collective strengths. Whether it is advocating for policy change, advancing research and innovation, or delivering impactful projects and programs, association partnerships leverage the diverse expertise, resources, and networks of participating entities to achieve greater impact and effectiveness than they could alone. By fostering cooperation and synergy among stakeholders, association partnerships drive positive change, promote sustainability, and enhance the overall well-being of the Mining and Metals industry.

Benefits:

- Listing as a MM – ISAC Partner
- Collaborate on Articles and White papers.
- Establish joint working groups

Investment: **No Cost**



Cyber Range Partners

Embark on a journey of cybersecurity excellence by teaming up with our cutting-edge Cyber Range for immersive cyber exercises. The MM – ISAC hosts quarterly cyber exercises for our members and we want you to be a part of it. Our Cyber Range provides a dynamic environment for hands-on training, allowing participants to harness and test the latest tools against evolving cyber threats.

By aligning your brand with our Cyber Range, you gain unparalleled exposure to cybersecurity and operational technology professionals and leadership.. As a partner, you play a crucial role in advancing cybersecurity skills and resilience in the face of complex threats. Your support not only enhances the impact of our cyber exercises but also positions your organization as a key player in the realm of proactive cybersecurity initiatives.

Benefits:

- Listing as a MM – ISAC Partner
- Your product used in our Cyber Range allowing our members to use your product as they learn how to defend a mining operation.
- Access to the MM-ISAC cyber range for member POC/Trial purposes
- Funds go towards keeping the Cyber Range Operational.

Investment: **\$20,000 USD**



Industry Partners

Becoming an MM-ISAC Industry Partner offers numerous advantages. Firstly, it provides an opportunity to monetize one's influence, expertise, or platform. Industry Partners receive exclusive networking opportunities, collaborations with reputable brands, and access to exclusive resources or experiences.

The MM – ISAC has a tiered structure for its Partners, each with unique and valuable Benefits. Industry Partnerships are as follows:



Sustaining Partners

Benefits:

- Listing as a MM - ISAC Partner
 - Use of the MM – ISAC Logo
- \$10,000 USD Event Sponsorship Credit
- Webinar Participation (Speaker)
- Co-branded swag at mining and security industry events where MM-ISAC has a presence
- Branding at mining industry events
- Monthly membership Meeting Attendee
- Working Group Participation
- R&D participation

Investment: **\$30,000 USD**



Gold Partners

Benefits:

- Listing as a MM – ISAC Partner
- \$5,000 USD Event Sponsorship Credit
- Monthly membership Meeting Attendee
- Working groups
- R&D participation

Investment: **\$15,000 USD**



Silver partners

Benefits:

- Listing as a MM – ISAC Partner
- Monthly Membership Meeting
- \$2,500 USD sponsor credit

Investment: **\$7,500 USD**



Details

Webinar Speaker

Elevate your industry influence by becoming a speaker on our upcoming webinar series for the mining and metals sector. Share your expertise and insights on fortifying critical operations against cyber threats, shaping the narrative around cybersecurity practices in the industry.

As a speaker, you will engage with a diverse audience, contribute to thought-provoking discussions, and position yourself as a key thought leader in the field. Seize this opportunity to showcase your knowledge, drive meaningful conversations, and play an instrumental role in advancing cyber resiliency within the mining and metals sector.

What you can expect:

- MM – Staff will approve the presentation.
- Introduction of the speaker by Rob Labbé (10 – 15 minutes)
- 45 minute presentation
- 10 -15 minutes for Q & A with a MM – ISAC staff member acting as moderator.
- Presentation slides sent to all MM – ISAC membership and webinar attendees.



EVENT SPONSORSHIP

Unlock unprecedented exposure and strategic networking opportunities by aligning your brand with our MM – ISAC events. As a crucial nexus for industry-specific threat intelligence, our ISAC events bring together cybersecurity professionals, decision-makers, and thought leaders in a collaborative environment.

By supporting our events, you will play a pivotal role in shaping the discourse around cybersecurity resilience. Your support not only strengthens the impact of our events but also positions your organization at the forefront of proactive cybersecurity and cyber resilience initiatives. In the face of evolving threats, your partnership ensures our collective ability to stay ahead of challenges through knowledge sharing and collaboration.

Explore tailored sponsorship packages offering strategic brand exposure, networking privileges, and the opportunity to influence the future of cybersecurity discourse. Let us unite to build a robust defense against cyber threats and create lasting impressions at the forefront of information security.

We have two types of Event packages. One for our round table discussions and our Annual General conference.



Round Tables

The MM-ISAC regularly hosts roundtable meetings to bring together member companies and other mining company cyber security leaders to share intelligence, dig-in on critical risk factors and topics, and confirm a plan for increasing collaboration and sharing and ensuring a united approach to the cyber resiliency of our industry.

During the roundtable, participants will share their critical issues and dig-in on pathways for solutions covering many of the cyber security priorities today. Topics often include:

- Insider risk
- Cyber security for OT
- Supply chain resiliency
- Shifting from prevention to active management control
- Current threat intelligence

Audience Demographic

Round table discussions are often a smaller grouping, looking typically between 10 to 20 individuals all. The attendees will range from the CISOs, security managers and leads of mining organization as well as supply chain partners. Attendees reflect the global nature of MM-ISAC.

Benefits

Investment*	\$2,000 USD
Logo placement	Prime
Event Signage	Prime
Social Media	Prime
Technical representative guaranteed	✓
Verbal Recognition	✓
Introduction	✓
Dedicated E-mail to Attendee’s	✓

* All Investments are in USD.

Annual Conference

The MM-ISAC annual general conference is a two-day event at the Kennedy Space Center with a member only preconference in Florida, United States. Hosted the week before American thanksgiving in November. This year, Preconference will be Tuesday November 12 and the conference will happen the 13th and 14th of November starting at 9 am EST and ending 5 pm EST the next day. The conference agenda breaks down follows.

Preconference

Open to MM-ISAC membership only, we host an industry tabletop exercise. Similar in nature to GridEx for the electric sector, we will work through an industry tabletop exercise, allowing members to exercise not only their incident response plans but also the ISAC IR plan to ensure effective collaboration across the industry. After the exercise, the scenario will be made available to members to run with their leadership, executive and operational teams.

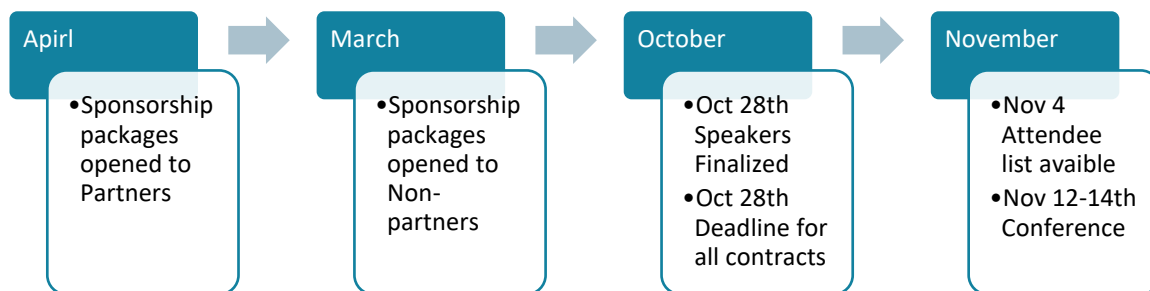
Day Two and Three

Open all interested in cyber resilience in the mining industry the day consists of 5 to 6 speakers speaking on a theme. This year's theme is cyber resiliency for Cyber Security. Presentations will be followed by a panel discussion comprising of all speakers.

Audience Demographic

Typically, we expect around 50 participants for day one of the conference - all leaders who are responsible for the cyber resiliency of their operations throughout the mining industry. The attendees will range from the CISOs, security managers, and leads of mining organizations to supply chain partners. Attendees reflect the global nature of MM-ISAC.

Sponsorship Timeline



Sponsorship Packages

Below are the listed opportunities.

Level	Platinum	Gold	Silver	Copper
Availability	2	2	5	Unlimited
Investment [†]	\$15,000	\$10,000	\$7,000	\$2,000
Pre Event opt in list of attendees	✓	✓		
Tickets for both Days				
Staff Tickets	5	5	5	2
Guest Tickets	10	10	5	5
Promotional Exposure				
Logo placement				
Event Signage				
Social Media				
Website Recognition				
Program Recognition				
	Prime	Prime	Basic	Basic
On-Site Event Recognition				
Booth Table	✓	✓	✓	✓
Program	✓	✓	✓	✓
Verbal	✓	✓	✓	✓
Swag Welcome Bag Participant	✓	✓	✓ -	✓ -
*Swag items are at cost to the sponsor				
Speaker Slot [‡]	45 Min	30 min	-	-
Discussion Panel Spot	✓	✓	-	-
Post Event Attendance list	✓	✓	✓	✓
Dedicated E-mail to Attendee's	✓	-	-	-

[†] All Investments are in USD.

[‡] All speaker topics must be approved by the MM – ISAC team.

Specialty Sponsorship

Name	Investment [§]	Special Sponsor Type	Additional Notes
Cyber Exercise	In-Kind	Be part of the Members only Preconference exercises	<ul style="list-style-type: none"> • 1 available. • Customized benefits to be worked out. • All Platinum Benefits.
Pre Conference Social	\$5,000	Sponsor a Special dinner for MM-ISAC members the night before the conference starts	<ul style="list-style-type: none"> • 1 available.
Keynote Sponsor	\$10,000	Introduce our keynote speaker	<ul style="list-style-type: none"> • 1 available. • All benefits in the Gold Tier package.
MM-ISAC Special Dinner	\$20,000	Sponsor the networking dinner on the first day of the conference	<ul style="list-style-type: none"> • 1 available.
Networking Sponsor	\$2,000	Receive special recognition for providing our refreshments for one day during the conference	<ul style="list-style-type: none"> • 3 available. • All benefits in the Copper Tier Package.

[§] All Investments are in USD.

Details

Promotional Exposure

Prime

- Premium Logo placement on Website
- Premium Logo placement on all Event materials and communications
- Premium Logo placement on Banners
- Exclusive Social Media Mentions
- Event-specific “thank you” social media recognition.

Basic

- Logo placement on Event materials
- Logo placement on Website
- Logo placement on Banner
- Social Media Mentions
- Event-specific “thank you” social media recognition.

Speaking Opportunities

Annual Conference (45 mins or 30 mins)

Enjoy a focused and immersive experience with our membership and more by giving an exclusive 45 or 30-minute conference session. These condensed, power-packed segments provide a unique opportunity to delve into key topics with our membership and network efficiently. By speaking to them directly, maximize your exposure and impact with the mining and metals industry. All topics must not be sales-related and be approved by the MM – ISAC team.

Annual Conference Pannel Discussion Spot

Being a discussion panel member offers a unique platform to share expertise, exchange insights, and contribute to meaningful conversations. As a panelist, you can actively shape discussions, showcase your knowledge, and connect with a diverse audience. It is an enriching opportunity to foster collaboration, influence perspectives, and be a driving force in shaping industry discourse.

Customized Promotion

Experience the power of personalized promotion with our tailored campaigns. We curate content and offers specifically crafted for you, ensuring a unique and engaging interaction. Elevate your experience as we deliver promotions that resonate with your preferences, making every interaction with our members meaningful and relevant.

SUMMARY

Sponsoring the MM-ISAC presents a compelling opportunity for vendors in the mining and metals industry. Your organizations support of the MM-ISAC demonstrates a commitment to industry leadership and collaboration in cybersecurity, a critical concern for manufacturers worldwide. By aligning with MM-ISAC, vendors showcase their dedication to advancing cybersecurity standards and practices within the sector, enhancing brand reputation and credibility. Sponsorship provides direct access to a targeted audience of industry stakeholders, including manufacturers, suppliers, and cybersecurity professionals, facilitating valuable networking and business development opportunities. Additionally, sponsors gain visibility through various channels, including events, publications, and online platforms, further amplifying their brand reach and recognition. Ultimately, sponsoring MM-ISAC not only supports the mission of enhancing cybersecurity resilience but also offers vendors a strategic avenue to showcase their expertise, forge meaningful connections, and drive business growth within the mining and metals industry.

