

SC World Congress

DATA SECURITY CONFERENCE AND EXPO
New York City 2010

Nov. 10-11, 2010 | Sheraton New York Hotel & Towers | New York City



THINK YOU'RE SAFE? THINK AGAIN.

Attend SC World Congress and:

Walk away with specialized tips and practical documents

Get answers from technical experts

Discover technologies to help minimize your risks

Learn about recent threats

Hear from real-world practitioners

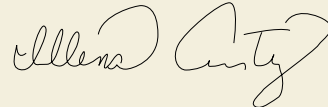
Register today and save up to \$200 on conference fees, or register for FREE exhibit hall admission

Get it all at our third annual SC World Congress

Cybercriminals aren't letting up. You shouldn't either. Arm yourself with all the latest details on preferred vectors of attacks, advice and actionable instruction from industry authorities, and practical ways to improve your information security and risk management plans by attending our third annual SC World Congress this November in NYC.

Sure to show the ROI you and your bosses seek, this year's conference and exposition is an awesome value for the money. Starting with a robust, four-track program, you'll be able to pick the sessions that best suit your needs, as well as interact with your peers and industry-leading experts to learn more about today's information security challenges and discover the best ways to address these by striding through the exposition hall or hitting the networking receptions.

We have combined a program packed full of timely, useful educational opportunities led by industry luminaries with an exposition that has the top vendors and service providers on hand to showcase technologies that likely will prove helpful to you and your organization. Whether you need to protect fresh web applications, guard the bevy of mobile devices your colleagues are using, safeguard data your business is entrusting to cloud services, strengthen your compliance efforts or find other insight on existing and upcoming threats, SC World Congress is the industry event to hit. I hope to see you there.



editor-in-chief, SC Magazine



SC SECURITY INNOVATORS THROWDOWN

World Congress

Hear rapid-fire presentations in this competition among leading young companies you should be keeping an eye on in the SC World Congress Exhibit Hall. Each entrant will present its goals for a newly developed information security technology or service to a panel of expert judges, with the main aim in mind to convince our panel that it has the most robust business plan and tools to attract buyer interest and financial investment.

Listen as our judges evaluate the entrants based on a set of predefined criteria to determine finalists and a winner.

After judging is completed and tallies taken, the winner will be announced on Wednesday, Nov. 11 at 4:00 p.m. EST. Both the winning company and the top five innovators then will be featured in a special section of an upcoming edition of *SC Magazine*.

You won't want to miss this event and be one of the first to hear from these young security companies to get a glimpse of what are some of the brightest technologies and services out there.

You can find out more about this event and a schedule of presentations by visiting www.scworldcongress.com.

Judging panel:

- Illena Armstrong, editor-in-chief, *SC Magazine*
- Becky Bace, CEO, Infidel
- Greg Bell, principal, KPMG
- Robert Rodriguez, founder and president, Security Innovators Forum
- Simone Seth, senior researcher, Information Security Forum
- Peter Stephenson, technology editor, *SC Magazine*
- Elad Yoran, CEO, Security Growth Partners

TRACKS

POLICY/ MANAGEMENT

Within organizations, security fits a business function. Tasks associated with business management and policy-related guidelines take up a significant amount of attention for CISOs. This track helps security professionals prioritize, better understand and provide guidance around important topics, such as PCI, DRM, security awareness and privacy.

EMERGING THREATS

Sessions in this track will focus on the latest emerging threats faced by organizations – and the best practices implemented to thwart them. Topics discussed will include secure coding, offshoring, vendor risk assessments, as well as dangerous attack vectors.

EDITOR'S CHOICE

Given the constant change in the environment, every security line of business needs to be flexible. This track addresses that change with sessions focusing on extremely timely issues as seen through the eyes of *SC Magazine's* Editor-in-Chief Illena Armstrong. Hear from a number of the latest innovators in the security industry discussing international cybercrime, breach PR best practices, and how to keep current with issues and the latest trends.

TECHNICAL

This track offers a deeper dive for the more technical of security and IT professionals at the conference. More emphasis will be given on specific aspects of threats and vulnerabilities, as well as relevant solutions – as opposed to the more executive-focused content in the other three tracks.

Keynotes (Free to all badge holders)

WEDNESDAY, NOV. 10, 12:55 P.M.

Secure content automation protocol (SCAP)

This standards methodology is vital to government, private sector practitioners and security vendors alike. Hear from those leading this effort, how you can benefit from SCAP, and all of the free tools available.



Speaking: Tony Sager (left), NSA; Ron Ross, FISMA; Richard Hale, Defense Information Systems Agency; and Wyatt Starnes, Harris Corp.

WEDNESDAY, NOV. 10, 3:55 P.M.

12 hours to network meltdown

During this interactive keynote, be part of the blue team fighting the bad guys on the red team to help the fictitious company Hackbro after its private cloud goes under attack.



Speaking: Col. Mike Convertino, commander, 318 Informations Operations Group, U.S. Air Force

THURSDAY, NOV. 11, 4:30 P.M.

Keeping America's cyber infrastructure secure

A New York congresswoman will discuss how Congress is working to help the security industry deal with threats – everything from our power grid to cyberterrorism, ID theft and general criminal activity.



Speaking (tentative): Rep. Yvette D. Clarke (D-NY), member of the House Committee on Homeland Security

SPECIAL ANNOUNCEMENT



Speaking (tentative): Howard Schmidt, U.S. cybersecurity coordinator and special assistant to the president

Visit the exhibit hall to see advances in technology

Access control, anti-malware software, mobile endpoint security, firewalls/perimeter security, intrusion detection/prevention, digital forensics, wireless LAN security...the list can go on and on – and it does. While visiting the vendors in the exhibit hall, you will find the products,

technologies and services you need to secure your information assets. Technical experts will be on hand to help you sort out the products and find what is best for your organization. Visit www.scworldcongress.com for a list of exhibiting companies.

LET'S PARTY!

Please join us as you wind down your day on Wednesday, Nov. 10 at 5:25 p.m. in the exhibit hall. All attendees are invited for an on-floor cocktail party including drinks and hors d'oeuvres.



Wednesday, Nov. 10

	Policy/ management	Emerging threats	Editor's choice	Technical
9:00 a.m. - 9:50 a.m.	Data protection strategy	SANS top 20 critical controls	The FUDfactor: Does it still work? And is it necessary?	Tool time revisited
10:00 a.m. - 10:50 a.m.	Green fields to green lights	The changing threat landscape: 2010 and beyond	Implementing enterprise security risk management policy	Defending against the advanced persistent threat – new or old concept?
10:50 a.m. - 11:05 a.m.	Coffee break (coffee also served in conference area)			
11:05 a.m. - 11:55 a.m.	IT security breaches: The costs and the cures	SMBs: A hot target for bad guys	Securing the North American power grid	Authentication management
12:05 p.m. - 12:50 p.m.	Lunch - Keynote: Secure mobility: Why employees won't give up iPhones and why you shouldn't care. Sponsored by			
12:55 p.m. - 1:55 p.m.	Keynote 1 Secure content automation protocol (SCAP) – Why this acronym is important to the private sector			
1:55 p.m.	Exhibit floor opens & coffee served - Innovation Theater sessions commence			
2:55 p.m. - 3:45 p.m.	Cloud computing: The end of technologists: How to survive IT as a utility	The balance between security and ease of use: Real world lessons	Innovation: The key to the future of security	Cloud computing for government
3:55 p.m. - 5:25 p.m.	Keynote 2 12 hours to network meltdown, an interactive session			
5:25 p.m. - 7:00 p.m.	Exhibit floor opening day cocktail party			

Thursday, Nov. 11

	Policy/ management	Emerging threats	Editor's choice	Technical
9:00 a.m. - 9:50 a.m.	Evolution of log management	Massachusetts privacy law and your business	Security awareness training	Patching progress in the enterprise and how to expedite it
10:00 a.m. - 10:45 a.m.	Breakfast keynote			
10:45 a.m.	Exhibit floor opens - Innovation Theater sessions commence			
11:30 a.m. - 12:30 p.m.	Keynote 3 Beyond counter intelligence: Cyber espionage revealed			
12:40 p.m. - 1:30 p.m.	Securing high tech health care	CyberWar: Where is the battlefield?	Critical infrastructure protection: An international look	Surviving eDiscovery: IT and legal team to meet the challenge
1:30 p.m.	Exhibit floor break - Innovation Theater sessions continue			
2:30 p.m. - 3:20 p.m.	Pleasing the pay master	Cyber response in a crisis	Public-private partnerships changing the world	Got iPhone?
3:30 p.m. - 4:20 p.m.	Better security through IT-GRC	Social engineering	Software assurance training and development	Top botnets and how MAEC can help
4:20 p.m. - 4:30 p.m.	Coffee break (coffee also served in conference area)			
4:30 p.m.	Exhibition floor close			
4:30 p.m. - 5:30 p.m.	Keynote 4 Keeping America's cyber infrastructure secure			
5:30 p.m. - 5:45 p.m.	Closing remarks and conference close			



Dr. Mustaque Ahamad
professor and director, Georgia Tech Information Security Center (GTISC)



Mike Brown
CISO, Federal Aviation Administration



Devon Bryan
deputy CISO, IRS & co-chair, government advisory board, (ISC)²



Rep. Yvette Clarke
chairwoman, Homeland Security Committee, U.S. Congress (tentative)



Eric Cole
fellow, SANS Institute



Douglas Concepcion
network infrastructure/security specialist, UNFPA



Col. Michael Convertino
commander, 318 Information Operations Group, U.S. Air Force



Sadie Creese
professor, University of Warwick



Robert Cruz
senior director, eDiscovery solutions, Proofpoint



Dennis Devlin
CISO, Brandeis University



Nick Edwards
director, product management, Cisco



Jeremy Epstein
senior computer scientist, SRI International



Jason Falciola
technical account manager, Qualys



Richard Hale
chief, communications information assurance engineering for GES engineering, DISA



Kathleen Kiernan
chair, InfraGard National Members Alliance



Daniel Kuehl
professor, information operations iCollege of the National Defense University (NDU)



Bob Maley
CEO, Strategic CISO



Adam Meyers
principal, SRA International



Hugh Njemanze
CTO and EVP of research and development, ArcSight



Ronald Ross
senior computer scientist, NIST



Tony Sager
chief, Vulnerability Analysis and Operations Group, NSA



Howard Schmidt
(tentative) U.S. cybersecurity coordinator and special assistant to the president



Idan Shoham
CTO and founder, Hitachi ID Systems



Dan Shoemaker
University of Detroit, Mercy



Ward Spangenberg
director, security operations, Zynga



Peter Stephenson
technology editor, SC Magazine & CISO, Norwich University



Patricia Titus
chief information security officer, federal systems, Unisys



Mark Weatherford
VP & CISO, NERC



Chester Wisniewski
senior security adviser, Sophos



Aleksandr Yampolskiy
director of security and compliance, The Gilt Groupe

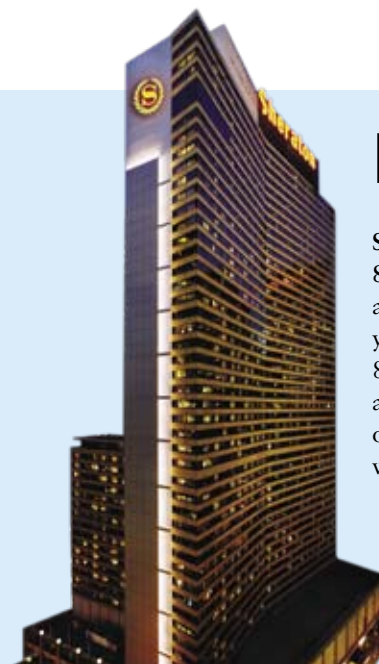
ALSO SPEAKING: **Jerry Dixon**, director of analysis team, CYMRU; **Kirsten Bay Francissen**, principal, KBF-LTD; **Chris Harrington**, manager, IT security engineering & operations, MIT Lincoln Laboratory; **Steven Heller**, CTO, Graubard Miller; **Tim Herbert**, VP, research, CompTIA; **Steve Katz**, owner, Security Risk Solutions; **Douglas Maughan**, program manager, Science and Technology Directorate, DHS; **Kevin McDonald**, senior analyst and cloud strategist, ICF International; **Simone Seth**, senior researcher, Information Security Forum; **Joel Wilbanks**, principal, Booz Allen Hamilton

Conference pricing

Conference registration options	Early bird (on or before Sept. 30)	Regular (after Sept. 30)
TWO-DAY PASS (Access to all SC World Congress sessions, plus lunch each day and breakfast on Thursday)	\$895	\$1,095
ONE-DAY PASS (One day of SC World Congress sessions, plus lunch on chosen day/Thursday includes breakfast)	\$650	\$795
EXHIBITS PLUS (choice of one session; does not include lunch)	\$75	\$75
EXHIBIT HALL PASS	FREE	FREE

Cancellation policy

Written cancellations received before 10/15/2010 will be accepted subject to a service charge of \$100. Subsequent cancellations are liable for the full conference registration fee. Substitutions are permitted, but must be made in writing to info@scworldcongress.com



Hotel information

SC World Congress 2010 takes place at the Sheraton New York Hotel & Towers, 811 7th Ave. (at 53rd St.), New York, N.Y. Guest room rate: \$329 for single or double accommodations, plus applicable tax. To receive the conference room rate, please identify yourself as an attendee of SC World Congress when calling the hotel's reservation number: 888-627-7067. The cut-off date for the group rate is Oct. 18, 2010. Reservations received after Oct. 18, 2010 (or after the room block sells out, whichever comes first) will be honored on a space-available basis at the prevailing rate of the hotel. Please provide 72 hours' notice when cancelling your reservations to avoid deposit forfeiture or penalties.



Arriving by air

John F. Kennedy Intl. Airport
LaGuardia Airport
Newark Liberty Intl. Airport



Arriving by rail

Penn Station (Amtrak, Long Island Rail Road, New Jersey Transit)

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SC Magazine
114 West 26th Street, 4th floor
New York NY 10001

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Walk in with challenges. Walk out with solutions.

- Choose from 32 educational sessions in four tracks
- Explore a full spectrum of information security tools
- Attend four compelling keynote presentations
- Earn CPE credits

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